

**THE NEW BUSINESS CENTRE
OF THE WORLD**



EINDHOVEN

The world's new brain

In this brochure you will discover that Eindhoven is a fast developing area with all kind of possibilities to set up a new company. You will also discover that Eindhoven is now one of the smartest regions of the world, but it hasn't always been like this. It all started when the company Philips settled in Eindhoven, this was a big **pull factor** for a lot of people and other companies, like ASML to come and settle in Eindhoven. Because of this Eindhoven was developing, more and more technical companies settled in Eindhoven. A technical university (TU) was founded.

So now we have besides airport Amsterdam and seaport Rotterdam also **Brainport** Eindhoven. Many people still don't know this because it's still something that is developing. But now this area is **booming**.

For new companies Eindhoven is the ideal place to settle. There are all kind of possibilities for **transnational cooperation's** to settle their head office here in this **high-tech area**.

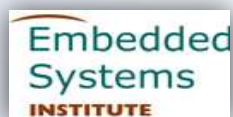


The technology train



One of the reasons that Eindhoven became a brainport is that a technical university is situated in Eindhoven. This university belongs to the world's ten best-performing research universities in terms of **research cooperation** with industry. That is why Eindhoven is one of the 7 smartest regions of the world. There will be no lack of knowledge when you hire an employee who has studied at this university.

Besides the university Eindhoven and the surrounding area also have good other institutes like The Dutch Polymer Institute (DPI) and the



Embedded Systems Institute (ESI). These are also **knowledge-based** institutes and they do a lot of researching.

Because of this there are lots of vacancies in the area, so the primary and secondary schools pay close attention to technique. When you compare the region of Eindhoven to the rest of the Netherlands, a lot more students choose for a technical study in Eindhoven. So it won't be very difficult to find employees if you've just settled yourself here.

Industry starts with knowledge

Eindhoven got all kind of different industries, these are all **light industries**, this means that the products are **semi-manufactures** and that the final goes on the market directly.



Although Eindhoven doesn't have any heavy industry it is present in the Netherlands.

Eindhoven mainly deals with **mixed cargo**, so the goods are packed and usually transported via **containers**.

Most industry in Eindhoven is **knowledge-intensive** and **capital intensive** industry, this means that the industry is based on knowledge and that there is not so much labour needed, but more expensive equipment, expensive machines and expensive buildings. Eindhoven has developed greatly on this area, more and more people are replaced by machines, which means there are less costs for the employer. We call this process **computerization**.

Eindhoven's logistics



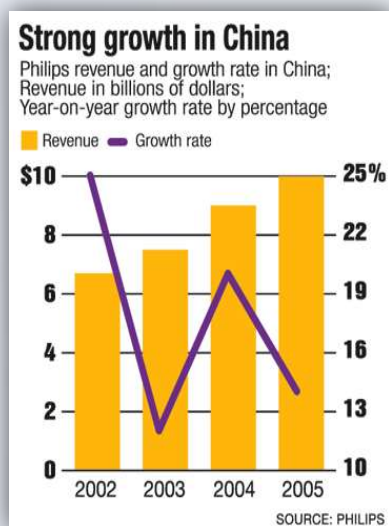
The transport in Eindhoven is well-organized, as the **distribution centre** is. The **infrastructure** is well-developed, because the Netherlands is a **MEDC**. The roads are very good and efficient. There are also other transport facilities like the port

of Rotterdam and Schiphol. Eindhoven also got it's own airport, this airport can transport people and goods. For international companies the airport is a top location for setting up a business. Having your head office near Eindhoven Airport will allow you to travel to all corners of the world. There are several big "**Air traffic hubs**" situated near Eindhoven, like Schiphol and Brussels airport. Eindhoven also transports goods, they are specialized in transporting fragile goods like the chip machines of ASML.

So the **logistics** are ideal for companies settling in Eindhoven.

Site & Situation

Just outside Eindhoven, in Veldhoven, the headquarter of ASML is found. ASML is a Dutch company which is specialized in chips for different **machinery**. ASML is very international and therefore cannot be missed in the region of Eindhoven.



Another important international Dutch company is Philips. It is founded more than hundred years ago in Eindhoven and has nowadays it's headquarter in Amsterdam. But in Eindhoven Philips is as important as in Amsterdam. Philips is famous by its lighting,

but produces other **electrical devices** too. It is even one of the largest electronics company in the world.

Eindhoven is a perfect business centre because of his location. Looking at his **geo-political location** it is near the sea, in the middle of Europe and very central looking at the rest of the world. Eindhoven is nearby Rotterdam's seaport and Amsterdam's airport which belong to the best ports of the world and they've many **international** connections. They and the rest of the world are known as the **hinterland** of Eindhoven.

A good start in the Brainport

When thinking about staying in Eindhoven you have to take a look at the **investing fond** Eindhoven. This fond can help you to start a company by yourself with an amount of €50,000. This €50,000 is accessible for many people who want to start a company.

This investing fond helps people to finance their plans that other **financial institutions** don't do. This stimulates the activity in Eindhoven as a business centre.

To start a company with the investing fond Eindhoven you have to have good ideas, especially for in the future, a simple but working plan and you have to proof that you haven't got the needed starting amount via a loan from a funding. The maximum starting amount is €50,000 with a repayment period of seven years.



More information can be found on the website of 'Ondernemersplein Eindhoven'

www.eindhoven.nl/ondernemersplein.htm

More about Eindhoven

For more information watch Eindhoven's website
www.eindhoven.eu or www.brainport.nl/en



10km

4km

Legend : Map of Eindhoven

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|------------|--|
| 1. Philips | www.philips.com |
| 2. TU/e | www.tue.nl |
| 3. DPI | www.polymers.nl |
| 4. ESI | www.esi.nl |
| 5. ASML | www.asml.com |

6. Eindhoven Airport

