

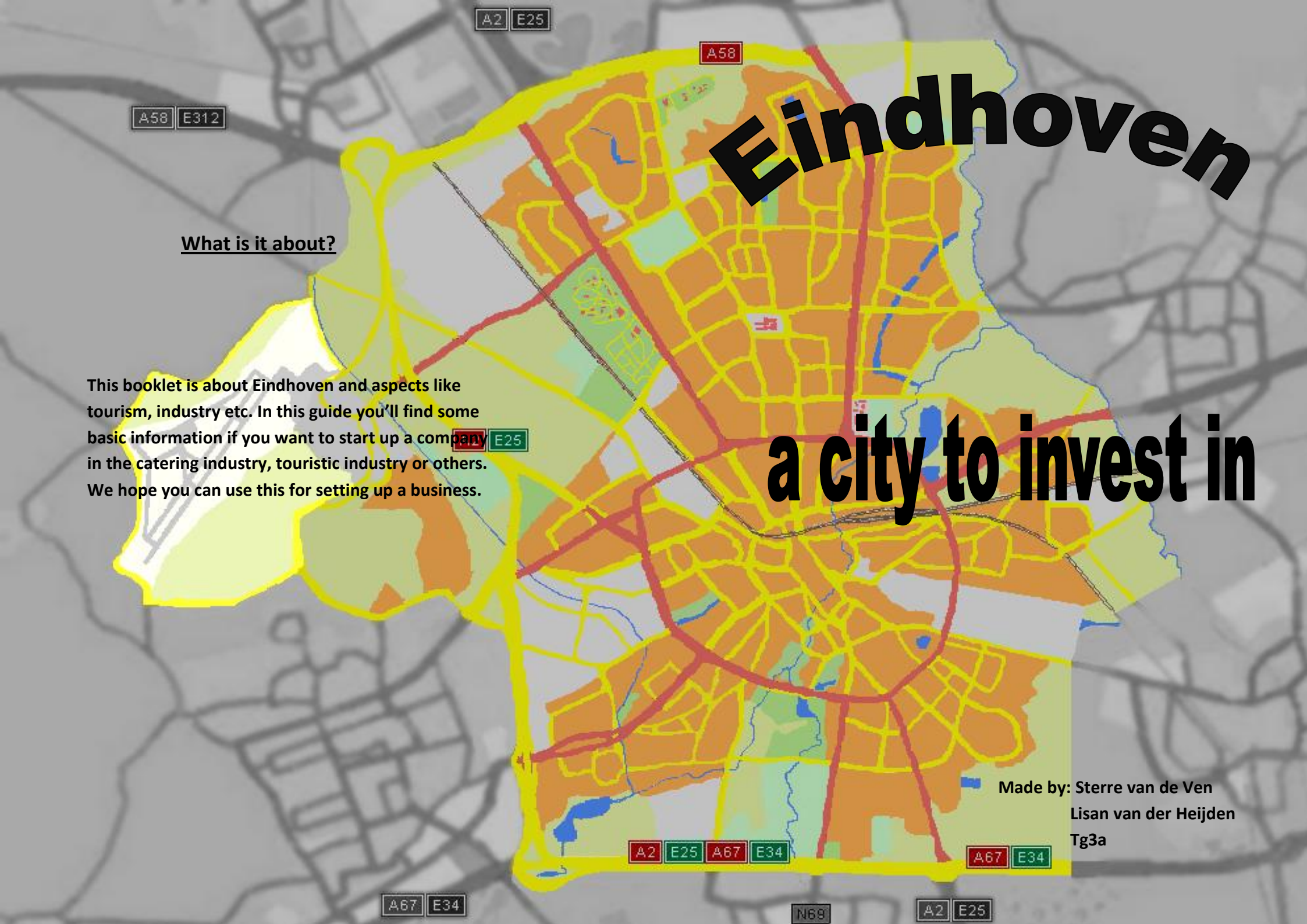
Eindhoven

What is it about?

This booklet is about Eindhoven and aspects like tourism, industry etc. In this guide you'll find some basic information if you want to start up a company in the catering industry, touristic industry or others. We hope you can use this for setting up a business.

a city to invest in

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Let's get to business

As you see, Eindhoven is a good place for a starting businessman, but also for a more experienced business man. We will sum up once more the reasons why:

- ✚ Good education
- ✚ Very much knowledge-based industry
- ✚ Connections with the rest of the world
- ✚ Tourism, which produces money
- ✚ A good expected future

All these things make it possible for you to start up a business in Eindhoven that perhaps becomes successful. But what you first need to do for that business, is come here to Eindhoven. So... what are you waiting for? Come here and get to business!

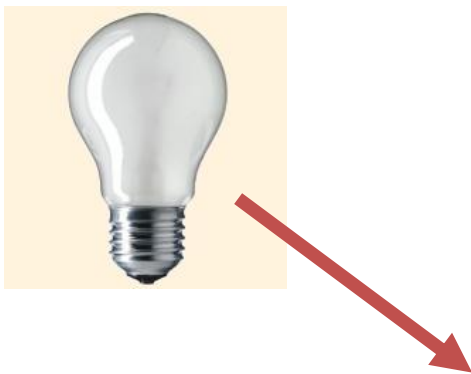
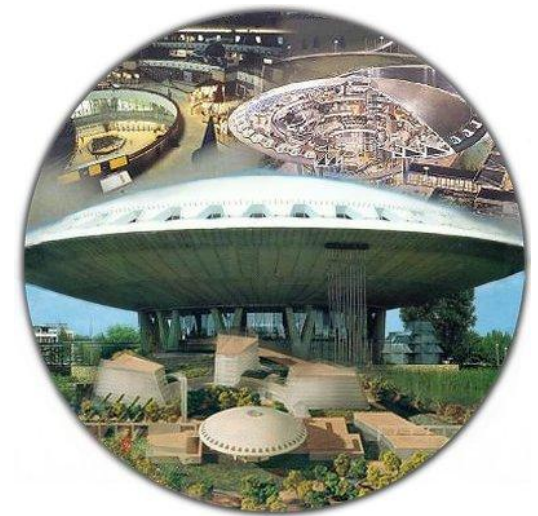


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Let's get started

This is not just an ordinary booklet about Eindhoven. This is a booklet with information to help businessman start up a company. With use of this information you can decide if Eindhoven is the right place to set up your company, so are you doubting if Eindhoven is the right place to go? Then you're the right person to read this booklet. But, it doesn't really matter what kind of business you want to start up, because everything will fit in Eindhoven. In this booklet you will see the reasons!



What will it bring to Eindhoven?

Eindhoven will certainly develop to powerful city in the future. Eindhoven has a lot of plans for the future. Especially Brainport, the biggest plan of Eindhoven for the future, which is possible because of our knowledge and possibilities to develop. Perhaps some of these plans may not become true. But Eindhoven will probably get a bigger influence in the technical world, and also on some other aspects. In 2018 there is expected that Brabant is the cultural capital of Europe, where Eindhoven is a very big city. And in 2018 there is some more good news, Eindhoven is a possible city to host the football world cup. Some further away, in 2020, the Tongelreep National Swimming Centre, in Eindhoven will host the water sports of the Olympic Games if the Netherlands is chosen as host country. Many big events where tourists and visitors from all over the world will come to. So Eindhoven will surpass itself in the future, but also other cities and perhaps even other countries.



Tourism: important or not?

There is much tourism and recreation in Eindhoven, that's important for the business as well. Companies can make money of tourists that come and visit Eindhoven.

PSV&Philips stadion

Many people come and see the football club in Eindhoven. There is a big arena where football clubs play, the best known is PSV. But also concerts are given in there, like Guus Meeuwis. But for businesses there are rooms where parties, congresses and seminars are organised.

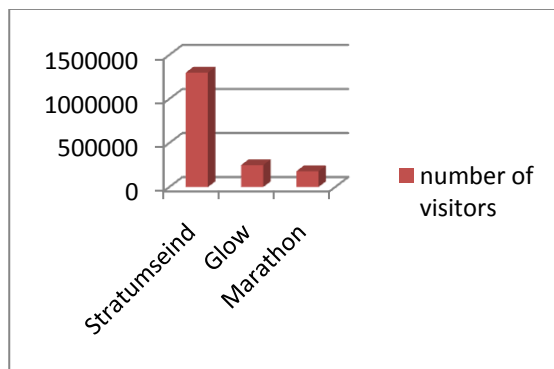
Stratumseind

Stratumseind is the longest bar-filled street in the Netherlands, as well as in the Benelux! It is 225m long with 54 bars. If you deliver food or furniture you can make a lot of money, or you may want to start your own restaurant, bar or nightclub.

Events

There are also a lot of events in Eindhoven where people from all over the Netherlands come to see what happens. Such events like :

- Serious Request: It's for charity. In 2010, the week before Christmas 3 DJ's shut themselves up without food in the Glass House. In this way they tried to get money for charity



by playing music.
- Glow: visitors can see Eindhoven as a piece of light art. Everywhere are lights with the most beautiful colors.

Where knowledge starts

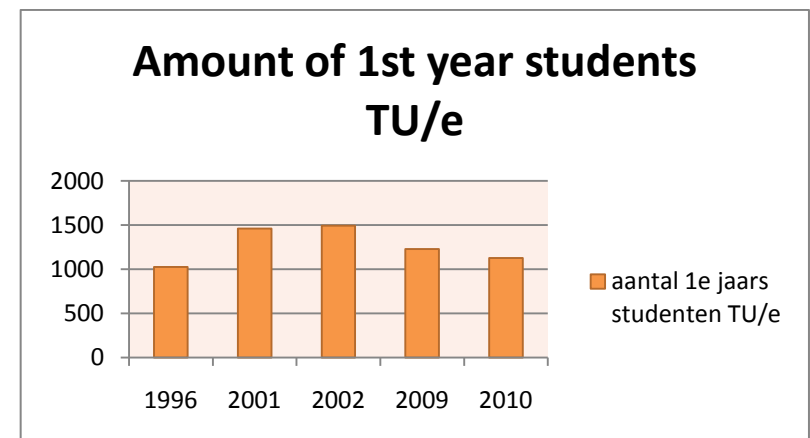
The education in Eindhoven is very good. There is plenty of choice if you want to study in Eindhoven. There are several primary and secondary schools. But the most important thing of course is the technical university of Eindhoven. And you also have the Dutch Design Academy and Fontys High Schools.

The TU/e, an university to be proud of

On the Technical University there are several departments of different studies, so there are a lot of options for studying. The university is located in a useful area with a look on technology where several companies are doing their research, like Philips, ASML and DAF. Also the TU is in the world's top ten of best-performing research universities in the meaning of research involved with industry. And for this reason, it's even the best technical university in the world!

Brainport: one of the most innovative regions in the world

The southeast of the Netherlands wants in 2020 to be in the top 3 of Europe and in the top 10 of the world of top technology regions. Brainport forms together with airport and seaport, the important hubs in the Netherlands, the three pillars of the Dutch economy. The slogan of Brainport is "Top Economy, Smart Society". This means we can improve our economy, by using our knowledge and the facilities we have. They want to develop this so they will reach their goals in the future.



Industry: what is important?

The famous Dutch company for milk, Campina, is also from Eindhoven. When the Romans discovered Eindhoven region they called it Campina, that is where this name comes from.

Which kinds of industry do we have?

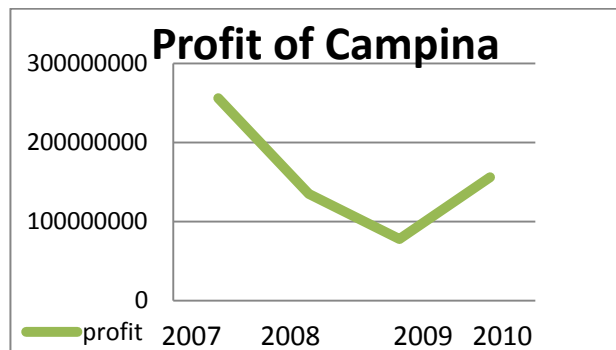
The most important industry in Eindhoven is heavy industry. But of course the industry is mainly knowledge based industry. So things are produced, but they only can be produced with certain information. In Eindhoven plays this a very big role because things we produce are not so easy.

What are our industrial means?

We mostly produce things for export and that is good for our economy and also for globalization. But countries would not buy from us if they could get it somewhere else, so Eindhoven is unique in its industry. The things we produce can vary from use, we started with a simple light bulb and then a car, now we can already produce complicated machines for different uses. We produce things which are very important for now, but may get even more and more important in the future. But there is only one way to increase the level of our industry, and that is to let our knowledge grow first.

The world, as hinterland

Eindhoven has the whole world as hinterland, that means that Eindhoven exports goods to the rest of the planet. All continents trade with Eindhoven because of its unique knowledge-based products.



4.

Travelling through Europe

There are much highways that connect Eindhoven with the west of the Netherlands like the A2 and from Eindhoven you can easily travel to Belgium and Germany.

Eindhoven airport

There are flights almost every day to big cities such as London and Paris. It opened in 2005 a new passenger terminal with a capacity of 1.5 million passengers a year. You can expect a lot from Eindhoven airport in the future.



Train

Eindhoven has a central train station and many people travel each day to Southern Netherlands or to the North with use of intercity trains. You even take a taxi and go to Antwerpen and there take the Thalys to Paris, which is most of the time cheaper than the plane.

Bus

There are much different lines where you can travel with to other parts of the Netherlands. You can even

VLIEGEN / BY AIRPLANE	
London	1 uur/hour
Barcelona	2 uur/hour
Pisa	1:50 uur/hour
Milaan	1:35 uur/hour
Rome	2:00 uur/hour
Dublin	1:40 uur/hour
MET DE AUTO / BY CAR	
Brussel	135 km
Antwerpen	80 km
Keulen	150 km
Parijs	440km
Amsterdam	125 km
Düsseldorf	110 km

5.