

# **BRAINPORT EINDHOVEN**

## **ECONOMIC SUCCESS THANKS TO COOPERATION**

Brainport, a leading European top technology region, stretches out across Southeast Netherlands. At its heart is the Eindhoven region with a population of around 725,000 and a workforce of 400,000.

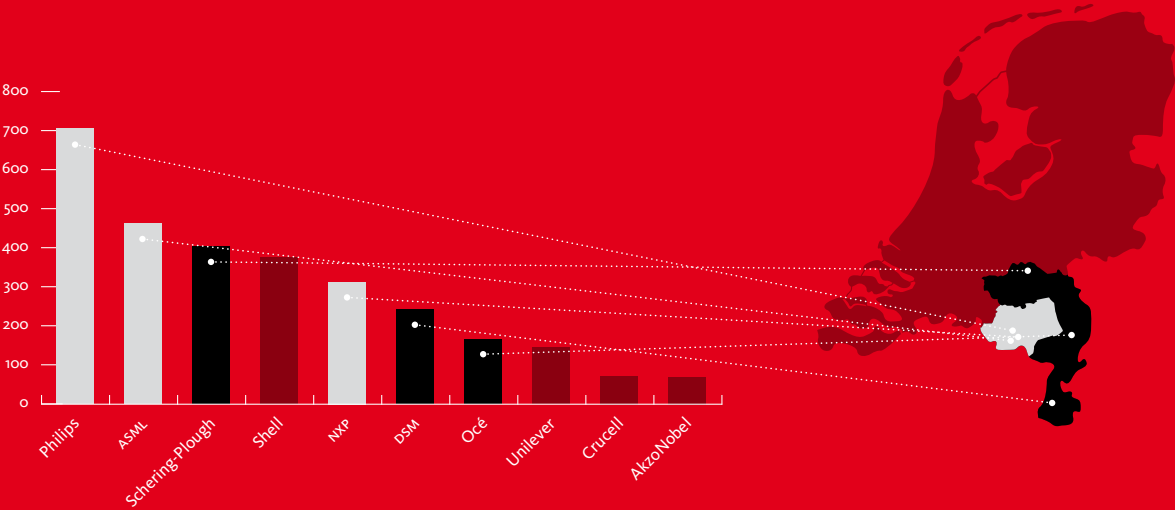
Brainport invents, manufactures and sells 'the products of tomorrow', thereby making an essential contribution to the Dutch economy. The economic success of Brainport can be attributed to cooperation, both regional and international. Among top scientific minds from every discipline. Between the knowledge and manufacturing industries. Among producers, designers and marketing people. And among competitors.

The cooperation among industry, knowledge and educational institutions and the government is unique. It generates a very conducive climate for business. For large international companies as well as small and medium-sized enterprises.

**BRAINPORT** **CREATING THE INDUSTRIES OF THE FUTURE**

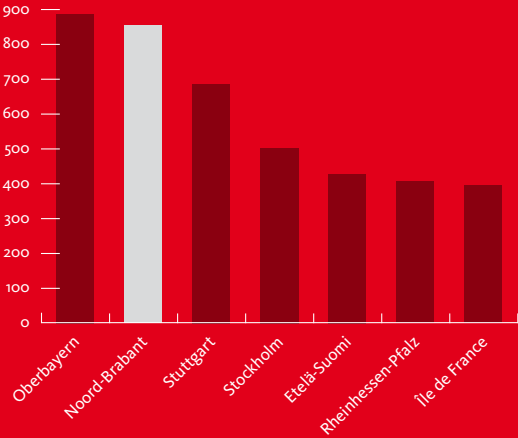
TOP 10 R&D BUSINESS EXPENDITURE (MLN EURO) 2008

Source: Technisch Weekblad / Brainport research 2009



AVERAGE NUMBER OF EPO PATENTS PER MILLION OF POPULATION (2000 – 2005)

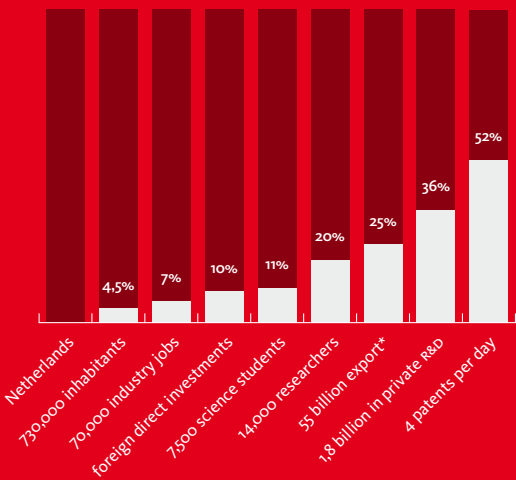
EPO: European Patent Organisation. Source: KU Leuven



SHARE OF DUTCH INNOVATION CAPACITY

SOURCE: CBS/LISA/ETIN 2008 \* Figures Noord-Brabant

■ Netherlands ■ Brainport (Eindhoven region)



# BRAINPORT EINDHOVEN

## ONE OF THE THREE CORNERSTONES OF THE DUTCH ECONOMY

The economic success of Brainport is crucial to the international competitiveness of the Netherlands: together with Amsterdam (airport) and Rotterdam (seaport), Brainport is the foundation of the Dutch economy.

- Brainport has more than 50,000 jobs in the high-tech, automotive and manufacturing sectors and high-tech services
- Focal sectors are **High Tech Systems & Materials, Food, Automotive, Lifetec** (medical technology and life sciences) and **Design**.
- With 36%, Brainport has the largest share of private R&D expenditure in the Netherlands
- Working on Brainport means working to boost the international competitiveness of the Netherlands.
- Brainport spends 8% of its gross regional product on R&D, making it the only region in the Netherlands – and one of the very few in Europe – that complies with the European target of 3%
- More than half of the patent applications filed each year in the Netherlands originates from Brainport
- Brainport is one of Europe's top three regions in terms of patent density





# **BRAINPORT EINDHOVEN**

## **TRADEMARK WITH A HISTORY THAT GOES BACK OVER A CENTURY**

Brainport has been around for more than a hundred years, and its origins can be traced back to manufacturing. In today's Brainport, knowledge and manufacturing reinforce each other in a network economy with many successful national and international collaborations.

Brainport is susceptible to economic cycles but always gets out of the troughs. Which is why Brainport has become the trademark it is, and home to a growing concentration of top technology and research institutes.

To name just a few of the innovative companies and highly reputable knowledge and research institutes: Philips, DAF, ASML, VDL, FEI Company, TomTom, Eindhoven University of Technology, TNO Science and Industry, Design Academy Eindhoven, PDE Automotive, High Tech Campus Eindhoven and Holst Centre.

- a good 'fit' between people and work
- 'life-long learning'
- developing competencies
- encouraging entrepreneurship
- interesting young people in an engineering career
- attracting international knowledge workers

- strengthening and attracting research centres
- stimulating innovation, cooperation and knowledge transfer
- translating new technology into applications in sectors that has prospects of growth, like health, sport and care
- contributing through new technology to solving issues in society like energy and mobility

#### PEOPLE

#### TECHNOLOGY

#### BUSINESS

#### BASICS

- creating and strengthening national and international networks
- attracting investments from home and abroad
- assisting start-up businesses
- encouraging innovation in and with small and medium-sized enterprises

- ICT broadband
- good accessibility
- favourable business climate
- international cooperation
- attractive city centres and residential areas
- distinctive cultural opportunities
- international school

# BRAINPORT EINDHOVEN

## WORKING WITH A JOINT AGENDA

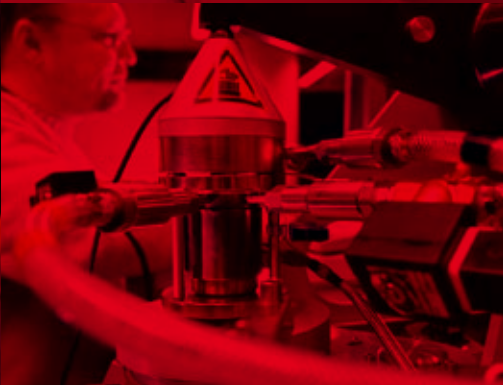
The intensive '**Triple Helix**' cooperation among industry, knowledge and educational institutions and the government is unique. They have jointly developed the strategic programme known as 'Brainport Navigator 2013, beyond Lisbon!', *the agenda for Brainport.*

The programme covers the domains **People, Technology, Business** and **Basics**. This broad vision is the backdrop to the economic structural reinforcement Brainport is working towards, with the aim of developing the international competitiveness of Brainport as a 'hotspot' for innovative top technology. This will ultimately benefit a dynamic society in Brainport and in the Netherlands.

Innovative initiatives that are generated as a result are supported, provided they go beyond being standalone projects and contribute to a stronger and more innovative Brainport.

Efforts are being headed by the acceleration of market-driven innovation that starts by bringing the right parties into contact with each other in networks and projects 'for and by' businesses and knowledge institutes.







# BRAINPORT EINDHOVEN

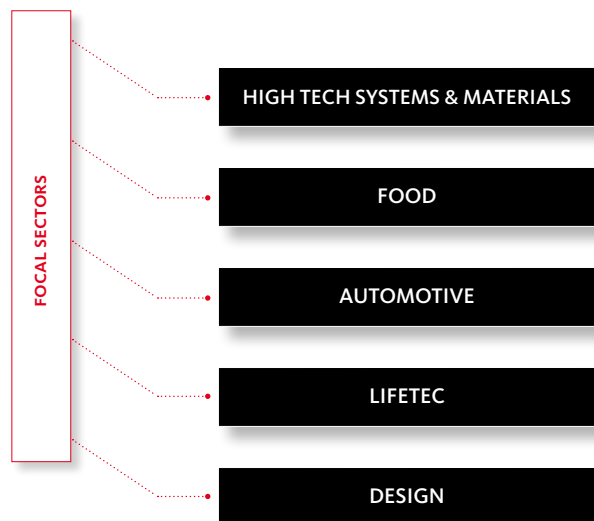
## TOP TECHNOLOGY AND TOP DESIGN

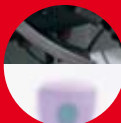
Brainport has traditionally amazed with its technical and engineering ingenuity. Classical inventions and applications include the first overseas radio broadcast, the videophone, electronic music and the CD. And Brainport continues to make 'the products of tomorrow'.

More recent examples are the LED lamp, the blu-ray disc, ultra-small computer chips, the MRI scanner, navigation systems and the nano-microscope for secondary school pupils.

Each year new design talents graduate from the world famous Design Academy Eindhoven and the faculty of Industrial Design at Eindhoven University of Technology.

Revolutionary products require well-considered design, and Brainport has many strengths in that respect. Top design from Brainport is not just about 'well-dressed technology', but also about 'convenience' and 'comfort'. In short, products that make life that much more pleasant. And so they sell well. Design is increasingly the difference.





# **BRAINPORT EINDHOVEN**

## **OPEN INNOVATION IN A UNIQUE ECO-SYSTEM**

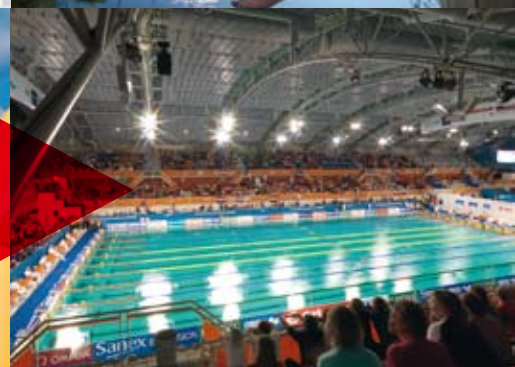
Around the flourishing knowledge and manufacturing industries lies an even greater and more intricate web of domestic and foreign suppliers and service providers.

The entire value chain is represented: from fundamental research to marketing. A top rate environment for the typical Brainport entrepreneur with a Knowledge-Skill-Till mentality.

Moreover, it is an environment that invites open innovation. Every kind of specialism is to hand. Competitors look to each other, sharing ideas in the research phase of product development.

An important part of the eco-system is a healthy employment market. This is why Brainport invests in customised education and attracting foreign knowledge workers.





# **BRAINPORT EINDHOVEN**

## **A PLEASANT LIVING CLIMATE**

It's good to live, work and play in Brainport. Brainport offers a high 'quality of life'. The social and cultural amenities are excellent, such as a top swimming pool, the successful PSV soccer club, the Van Abbemuseum, an international equestrian centre and a wide choice of concert halls, museums and places of entertainment.

The combination of urban and rural environments is unique, with economic growth coupled with conservation of the natural 'green' landscape.

In short, Brainport offers: high tech, high green, high culture, towards a sustainable society.





# BRAINPORT EINDHOVEN

## SHARING AND EXPANDING INTERNATIONAL SUCCESS

Not only is the cooperation very close within the region but also 'over the border' where Brainport clusters its strengths. Globally there are Brainport connections among industry, knowledge institutions and governments.

Specific European cooperation in the field of top technology and innovation, can be found in **ELAt** (Eindhoven (the Netherlands) – Leuven (Belgium) – Aachen (Germany) – triangle).

Brainport is an attractive place for foreign companies and knowledge workers to locate. Because of the favourable combination of knowledge and manufacturing. Because of education and career opportunities. And

because of the pleasant living climate. For both the 'single' and the knowledge worker with a family.

The door is open. Open to share in the success of Brainport and to help it expand internationally.



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