THIS IS ROTTERDAM.

AREA	320 KM2 / PORT AREA 125 KM2
POPULATION	634.264 INHABITANTS / 60% UNDER 45
NATIONALITIES	175
HOMES	301.000
JOBS	285.000
EDUCATION	32% LOW / 38% MIDDLE / 30% HIGH

Our region:
1,2 million inhabitants
a bruto regional economic product of € 110 miljard
with more then 600.000 jobs

ROTTERDAM. MAKE IT HAPPEN.

Gemeente Rotterdam

WHY? From a Rotterdam perspective

*Timing:*From existing organisations to one regional economic development agency
- thinking about regional cooperation: 2010/2011
- Intention between all involved parties: oct 2012
- Decision on what and how: june 2013
- Actual operational start: 2014

Why?
Professionalisation of economic development initiatives that already exist.
To establish an effective way to enhance the economic position and international profile of the region.
And what is good for the region is good for Rotterdam.
On 3 points: marketing and acquisition, development and innovation an participation and financing.
With 3 sectorfocusses: Clean tech, life sciences and health, safety and security.
Off the record: matter of urgency: it saved us money (financial crisis back then), would bring us jobs and everyone really wanted it.

How
Rotterdam did an initial 3 million euro participation in IQ capital and contributes around 650.000 eur each year for the organisation costs.

Relationship with local actors in the field

2 organisations on related themes were implemented in IQ. Our local FDI agency, Rotterdam Partners was not.

Division of labour with Rotterdam Partners:
IQ does the regional coordination on 3 sectors, RP does all things local and has a wider sector range

The municipality:
1. Regulatory Environment: The municipality of Rotterdam works on creating a conducive regulatory environment that supports business growth and innovation.
2. Infrastructure Development: The municipality invests in infrastructure projects that enhance the city's attractiveness for businesses, such as transportation, digital infrastructure, and urban development.
3. Public Services: The municipality provides essential public services that improve the quality of life for residents and workers, making the city a desirable place to live and work.

Collaborative Efforts: Both IQ and the municipality collaborate on initiatives that require joint efforts, such as smart city projects, sustainability initiatives, and large-scale urban development plans. This collaboration ensures that projects are aligned with the city's strategic goals and benefit from the combined expertise and resources of both entities.

Success factor: You can write down a division of labour, however it only works when people really know eachother and get along with one another. So invest in those relationships!

What did it bring Rotterdam? 2023

Figuur 6 Landingen naar herkomst, Q1 2024

Legend: China, South Korea, Switzerland, Turkey, United States

Figuur 8 Investeringen door de fondsen (in beheer) van InnovationQuarter

Legend: ETER, ENERGIIQ, Innovation Quarter Capital

	2023	Totaal
In hoeveel Rotterdamse bedrijven is vanuit de fondsen geïnvesteerd	8	36
Hoeveel publiek geld is er in die Rotterdamse bedrijven gestoken	€ 17 mln	€ 50 mln
Hoeveel private investeringen heeft dat uitgelokt	€ 49 mln	€ 150 mln

Success factors and recommendations for establishment

1. Take your time and look for momentum and urgency

2. Come up with a clear vision and strategic planning: long-term and added value to all

3. All parties really have to want it- make them decide on it

4. Build strategic alliances: local governments, research institutions, universities, private sector investors

5. Good relationships between people are most important to make it work

Make sure the director and his management team are actively busy with building and maintaining those stakeholder relationships on a daily basis and not only in formal ways.

4. Use data to show what the added value is of regional cooperation for your local stakeholders

5. Make sure that there is a clear divion of labour and all parties have added value to eachother

6. Make sure that the organisation delivers more then expected and make it visible for all stakeholders

Thank you