



Penetrating the European Market by Establishing a presence in Rotterdam

The city of Rotterdam offers business development and networking support, coupled with favorable advantages of location, business culture and access to industry leaders.

Business development and networking services to High Tech companies

The city of Rotterdam is offering business development networking and services, free of charge, to international high tech companies who are looking to expand their business in Europe.

As part of Rotterdam's commitment to further develop its position as a high tech center, high-tech companies that will consider Rotterdam as a possible location will receive dedicated business development and strategic marketing services.

These services can consist of:

- targeting and approaching potential partners
- searching for distribution channels
- Identifying concrete business opportunities and clients
- developing company-specific business networks
- applying for, and managing subsidy/grant-based R&D programs under European and local frameworks

Rotterdam - Gateway to Europe

Companies who will choose to start operations in Rotterdam, will benefit from the many logistical and commercial advantages the city offers:

Rotterdam's location makes it a preferable choice as a gateway to Europe, with a European population of 250 million prosperous consumers within a radius of 500 kilometers and most business-to-business partners.

With the world's largest port and excellent infrastructure, Rotterdam is the most important commercial centre of the Netherlands providing the necessary channels to reach that European market.

Industry and business community

The City hosts and supports several leading sectors:

- One of Europe's strongest (petro)chemical and pharmaceutical industry clusters
- One of Europe's largest transport and logistics clusters
- Rich medical and life sciences community backed by the Erasmus Medical Centre and the Medical/Life Sciences Incubator

These sectors are being backed up by:

- Excellent quality of transportation infrastructure (highway, waterway, rail, airport and pipeline networks)
- Introduction to Dutch banks in relation to venture capital availability
- Subsidies and grants-based R&D programs under European and local frameworks
- Several international business schools as well as the well-known Erasmus Medical Center and the nearby Technical University of Delft
- A pool of highly educated resources as well as interesting possibilities for joint research and development with these universities and associated institutes
- Alternative accommodations and special areas which provide high quality of life for expatriates

Many international and national companies already have their headquarters or operations in Rotterdam. Eastman, Shell, Unilever, Organon, Pfizer, Akzo Nobel, Maersk and Vopak are established in Rotterdam. More than 1,000 companies from abroad have established their offices in Rotterdam so far.

With this initiative, Rotterdam is aiming to attract not only large companies, but also small to mid size, dynamic high tech companies who may benefit from this industrial environment and the proximity to these large companies.

The knowledge networks which are supported by the city of Rotterdam and are made available to companies who choose to establish presence in the city, will provide access to the decision makers of these international companies.