

**What is AIM's target?**

AIM's remit is to promote innovation, cooperation and new activity in a number of sectors. The sectors concerned are very promising and can all reinforce the position of Amsterdam:

- creative industries, ICT and new media
- life sciences
- sustainability
- trade and logistics

**Who are AIM's partners?**

The initiatives started by AIM will eventually be run by it's partners in the different sectors. These partners include:

- Universiteit van Amsterdam
- VU (Vrije Universiteit)
- Chamber of Commerce
- Amsterdam City Council
- Almere City Council
- Province of North Holland
- ING Bank
- ABN-AMRO
- Rabobank

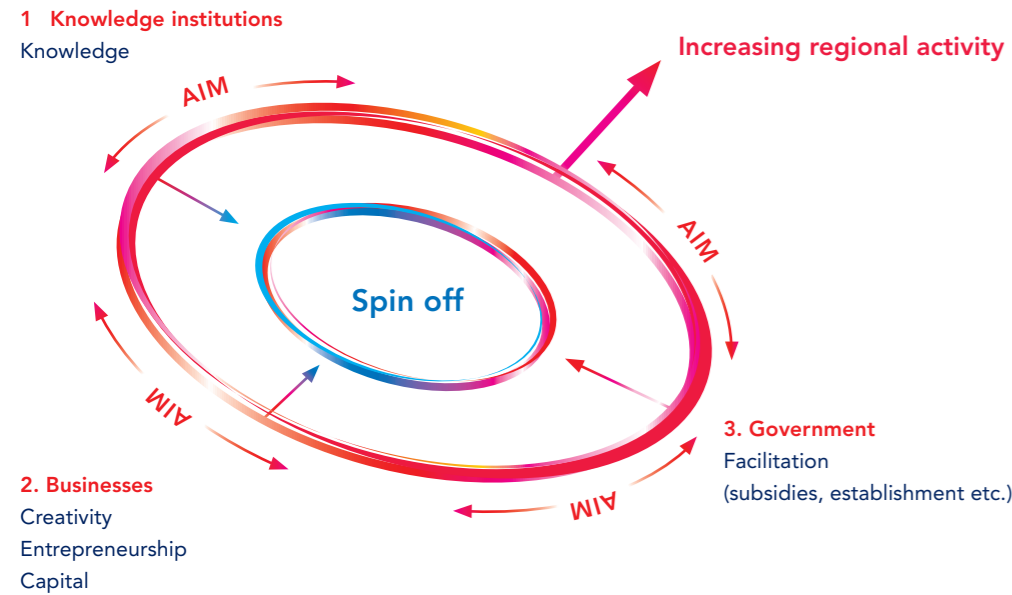
# How do you encourage innovation in the **Amsterdam** area?

AIM IS AN INITIATIVE OF THE AMSTERDAM KNOWLEDGE NETWORK

**Want to know more?**

For further information on AIM, please call +31 (0)20 531 4428, or email us at: [info@aimsterdam.nl](mailto:info@aimsterdam.nl) [www.aimsterdam.nl](http://www.aimsterdam.nl)

**Establish knowledge spin off's in knowledge institutions**



**AIM Amsterdam Innovation Motor**



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The Amsterdam area is internationally renowned for its openness, creativity and enterprising character; Amsterdam's local and regional economies are multifaceted. The knowledge network is well developed, thanks to a number of prominent universities, colleges and research institutes. The Amsterdam area is a highly attractive place to live and work. However, the international competition is considerable. So how do we stimulate innovation? And how do we keep up the momentum?

The Amsterdam Innovation Motor (AIM) has been set up to help preserve and strengthen the Amsterdam area's authoritative position in the knowledge-based economy. AIM is an initiative of the Amsterdam Knowledge Network (KennisKring Amsterdam), and was established in 2004.

#### What does AIM do?

The Amsterdam Innovation Motor acts as a catalyst, generating initiatives in certain sectors in Amsterdam's knowledge-based economy, with partners from those sectors. These partners include institutions, businesses, government and social organisations.

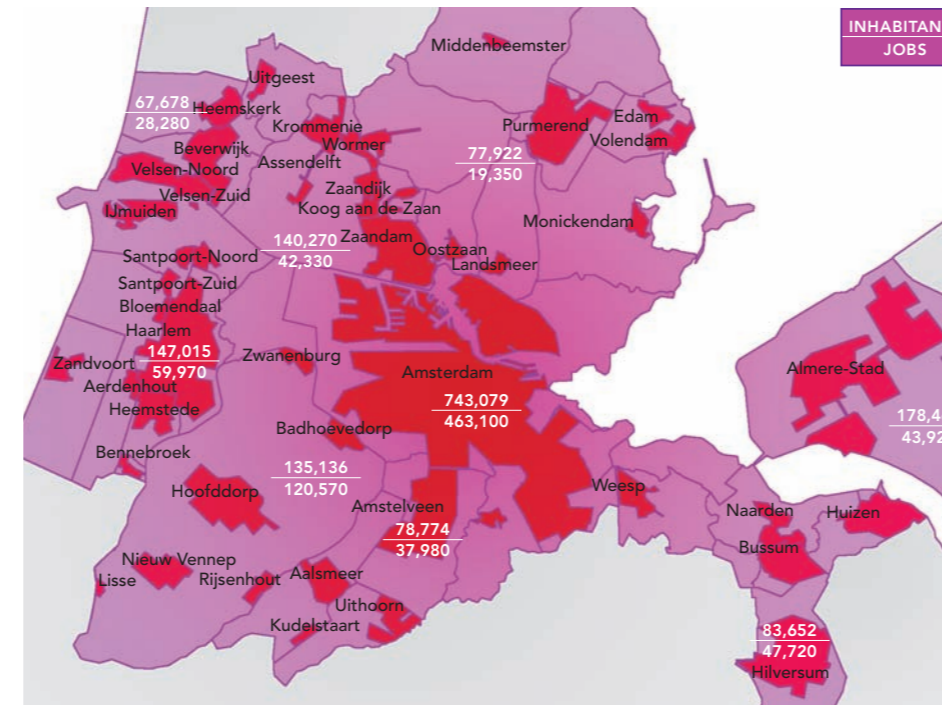
In concrete terms, this means:

- 1 promoting knowledge-intensive enterprises, especially start-ups
- 2 profiling the Amsterdam area as a knowledge-intensive region
- 3 furthering cooperation between knowledge institutions, businesses and government

#### The Amsterdam area

Total number of inhabitants and jobs in the Amsterdam area cities with more than 50,000 inhabitants

total number of inhabitants in the Amsterdam area: 2,106,158  
total number of jobs in the Amsterdam area: 1,001,610



#### How AIM works?

AIM promotes innovation, cooperation and activity, by:

- Catalysing**  
initiating, stimulating, inspiring, and actively making connections
- Facilitating**  
creating the right circumstances to give ideas and opportunities the space they need to develop
- Directing**  
ensuring that projects really work
- Informing**  
offering an overview of innovative initiatives and information about facilities for (and from) starters, and monitoring new developments
- Networking**  
providing a physical and virtual meeting place for people to find each other