

How do you encourage innovation in the Amsterdam Metropolitan area?

Metropolitan area?

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 the Amsterdam Metropolitan area:

- creative industries and new media
- ICT
- life sciences
- sustainability

These areas have been selected because they are highly promising and because the Amsterdam Metropolitan area has the opportunity of consolidating its position in every one of them.

Who are AIM's partners?

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

- Amsterdam City Council
- Province of North Holland
- Stadsregio
- Almere City Council
- Universiteit van Amsterdam
- Vrije Universiteit
- Chamber of Commerce Amsterdam
- ABN-AMRO
- Fortis
- ING Bank
- Rabobank

WWW.AIMSTERDAM.NL

Want to know more?

For further information on AIM, please call +31 (0)20 5241120 or email: info@aimsterdam.nl

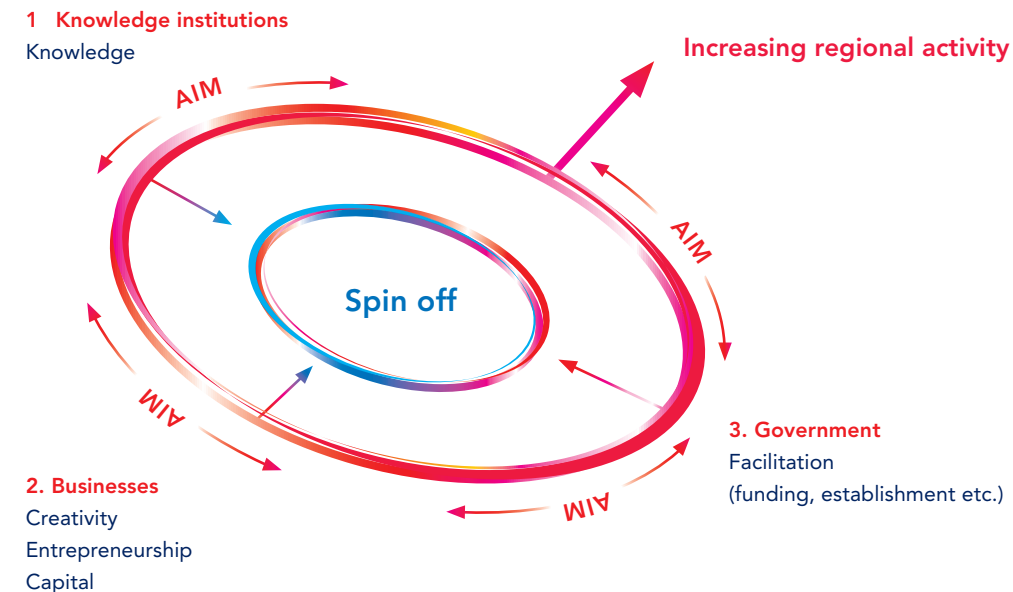
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Assisting knowledge institutions' spin off companies



AIM Amsterdam Innovation Motor



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The Amsterdam Metropolitan 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 Metropolitan 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 Metropolitan area's authoritative position in the knowledge-based economy. AIM was established as a foundation in 2006, by the board of KennisKring Amsterdam.

What does AIM do?

AIM 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:

- Promoting cooperation between academic institutions, industry and government through clustering. This will encourage new businesses (spin-offs) and promote innovative (government) services;
- Working with other organisations to improve the climate for knowledge-intensive business;

- Contributing to the national and international profile of the Amsterdam Metropolitan area as a knowledge-intensive area;
- Ensuring the availability of sufficient labour resources, for example by promoting specific projects aimed at attracting, training, and re-training talent.

How AIM works?

AIM promotes innovation, cooperation and activity, by:

Actively connecting, initiating, encouraging, inspiring

Stimulating

Developing

Identifying opportunities, finding partners, establishing partnerships and applying for national and EU funding for innovative projects

Implementing

Preparing projects for independence or transfer

Matchmaking

Using existing networks and creating physical and virtual meeting points to help partners find each other

Cluster forming

For and with companies, governments and research institutions

Amsterdam Metropolitan Area

Total number of inhabitants and jobs in the Amsterdam Metropolitan area cities with more than 50.000 inhabitants

total number of inhabitants in the Amsterdam Metropolitan area: 2.106.158

total number of jobs in the Amsterdam Metropolitan area: 1.001.610

