

# INNOVATION ECOSYSTEM.

## WORKING ON TOMORROW'S INNOVATIONS

Rotterdam is an innovation hotspot, with strikingly modern architecture, a young and international population and a self-confident 'can do' attitude. The port city was built by a generation of innovators and pioneers to become one of the world's foremost trading and maritime hubs. From the first container terminal in the 60's to the largest offshore windturbine in 2019, Rotterdam forms the ideal start-up location for engineering and energy related entrepreneurs.

### Continuous innovation in a dynamic ecosystem

The Rotterdam region has been at the forefront of industrial innovation for decades: from the first container terminal in Europe, to the first fully automated terminal in the world. The largest offshore installation vessels were designed here, as are the largest floating energy production units. More recently, various innovations in the field of offshore technology have provided the tools and methods to erect the largest windturbines in the world, on the coast and at sea. The regional ecosystem has the highest concentration of technical universities, research institutes and innovation hubs in Europe.

### Solutions for a better world

The industry is always present and visible in the Rotterdam region, which provides direct incentives to develop new ideas and turn them into solutions for today's challenges. Challenges are to provide autonomous ships and terminals, to lower the cost of offshore wind, to capture heat and CO2 from the industrial complex and deliver it to residential and agricultural users. Blockchain technologies and

digitisation are being improved constantly. Ideas that can be implemented by the rest of the world are developed here.

### Driven by the market, facilitated by government

Former shipyards, industrial plants and warehouses have been redeveloped into exiting fieldlabs and incubators for startups, scale-ups and test facilities. Well known examples are Yes!Delft, RDM Innovation Campus and PortXL. Active government support is provided with accelerator programs, especially for startups and scale-ups that have emerged in Rotterdam, such as PortXL and Up! Rotterdam. PortXL, with 180 mentors and partners, is the first start-up accelerator program in the world that focuses specifically on port-related activities.

277

FAST  
GROWING  
COMPANIES

#1

COUNTRY  
IN THE  
DEVELOPMENT  
OF NEW  
TALENTS

180

PROFESSIONALS  
FOR COACHING  
AND GUIDANCE  
OF START-UPS

289

MARITIME  
STARTUPS

1ST

START-UP  
ACCELERATOR  
PROGRAM  
FOR A PORT  
WORLDWIDE



# WHAT IS ROTTERDAM MARITIME CAPITAL OF EUROPE?

**The Netherlands is the most competitive economy in Europe, and the Rotterdam region harbours the most competitive maritime cluster in the world. This cluster brings together an enormous diversity of activity: Maritime Business Services, Commodity Trading, Port & Logistics, Shipbuilding & Superyachts, Offshore, Energy & Industry. This unique maritime region of Rotterdam and its 75km radius is therefore branded Rotterdam Maritime Capital of Europe.**



Rotterdam owes its unique competitive strengths to its location at the heart of Europe's most affluent and densely populated region and the innovative export-oriented character of the Dutch economy. In its heart, the city of Rotterdam is a great place to live: a relaxed, vibrant and truly international city with superb infrastructure and a diverse, highly skilled workforce.

Rotterdam Maritime Capital of Europe is the most complete and competitive maritime region in the world. A network which is constantly working on innovations and developing talent, which has resulted in the area being a front runner where energy transitions, digitisation and circular economy are concerned.

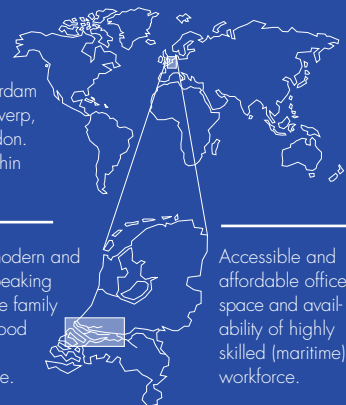
The Port and City of Rotterdam have set some ambitious goals for 2030. Its strategy is focussed on both modernising the traditional industry, with a specific focus on sustainability and the environment, as well as pioneering innovations.

The government, companies, educational institutes and research facilities are all working together to actively realise these ambitions together. Making sure Rotterdam is and will continue to be Europe's maritime capital.

Efficient and easy transport connections: Rotterdam-The Hague airport, Schiphol Amsterdam airport, Eurostar to Antwerp, Brussels, Paris and London. Key European cities within 3 hours reach.

Affordable living in a modern and international, English speaking environment. Favourable family living conditions with good (international) schools. Strong work-life balance.

Accessible and affordable office space and availability of highly skilled (maritime) workforce.



## WHY DOING BUSINESS IN THE WIDER ROTTERDAM REGION?

1. Proximity of leading universities (TU Delft, Erasmus Rotterdam) and vocational education schools.
2. Unique innovation cluster with tech-accelerators, -incubators, R&D-centres and testlabs.
3. Specific funding for growth via local and regional funds.

## CONTACT.



**MAARTEN KEESMAN**  
Projectmanager Rotterdam  
Maritime Capital  
City of Rotterdam  
+31 (0)6 49 65 48 24  
mt.keesman@rotterdam.nl

**ROTTERDAMMARITIMECAPITAL.COM**

**ROTTERDAM.  
MARITIME  
CAPITAL  
OF EUROPE.**

**ROTTERDAM.  
MAKE IT  
HAPPEN.**