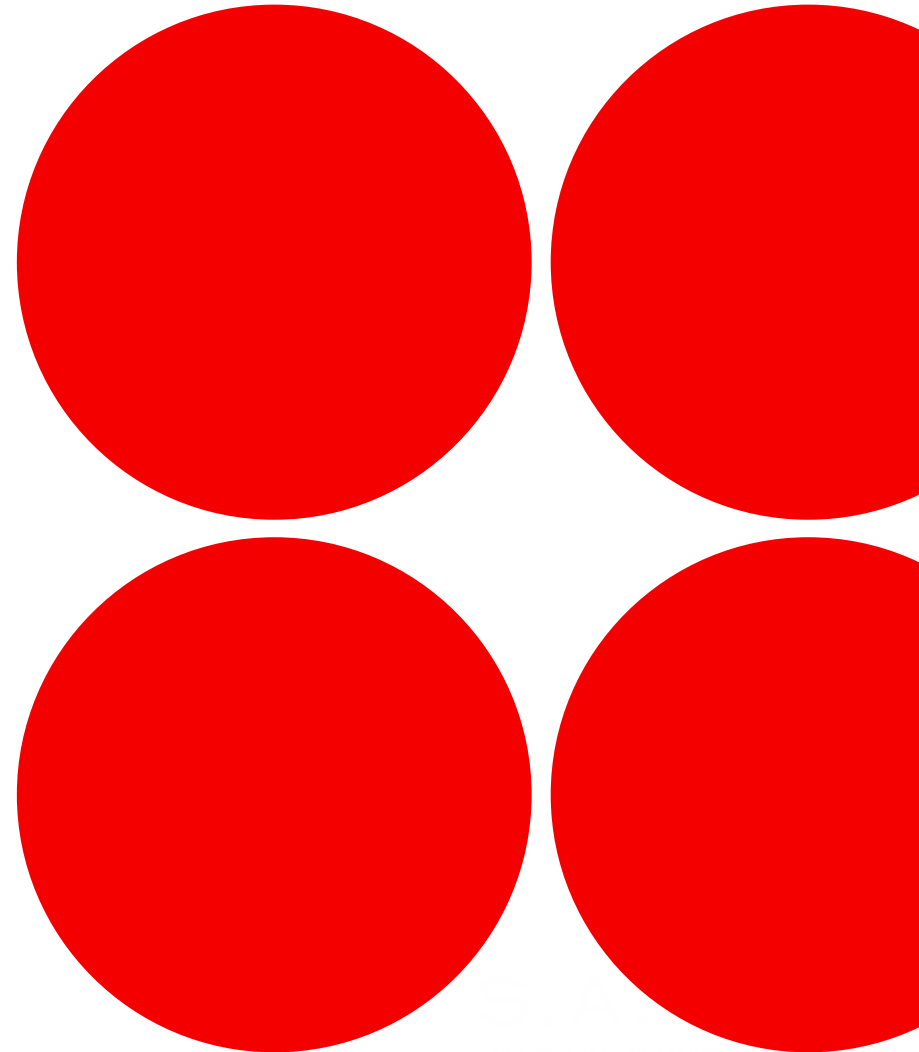
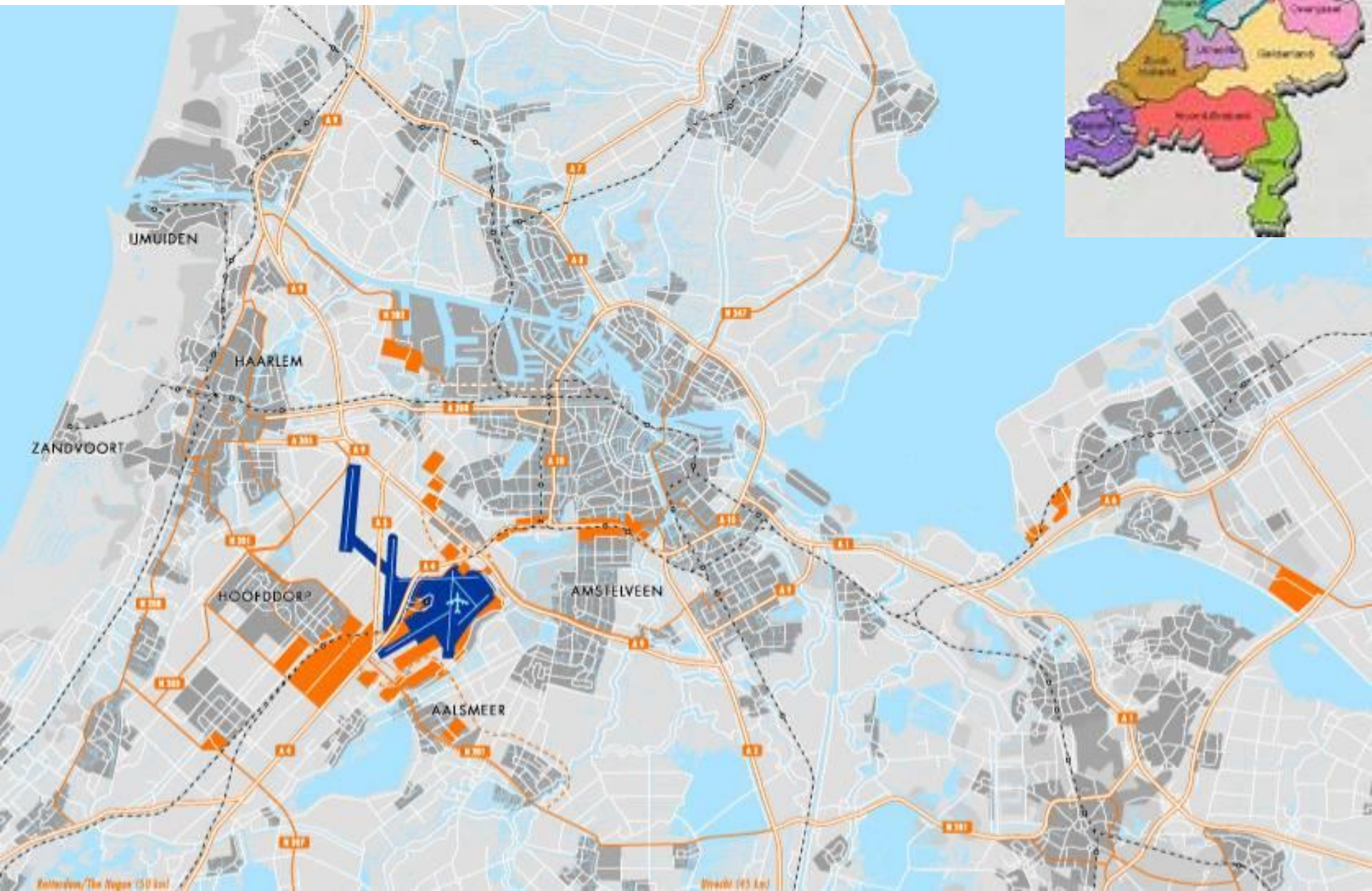


# Introduction of SADC and AAA

Olav Steffers  
Michel van Wijk

29 November 2013





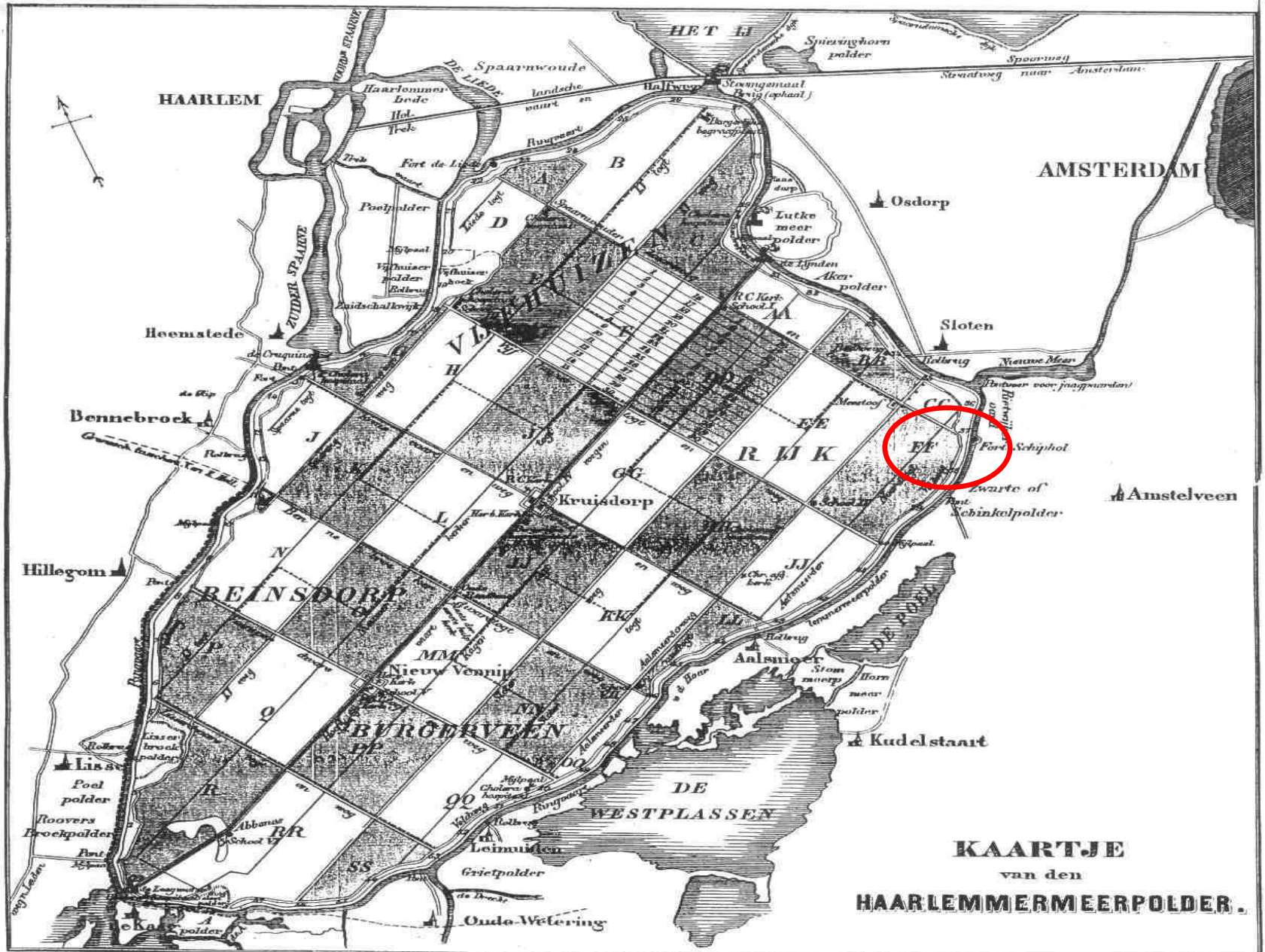


# Haarlemmermeer, 26 May 1573





# Haarlemmermeerpolder (1852)





# Mainport strategy

- Focus shift from helping backward regions to strong regions and cities
- Port and airport infrastructures as key-drivers of economic development
- Schiphol AirportCity and Mainport Rotterdam
- Development of Schiphol as 4<sup>th</sup> hub in EU
- Promotion as location for EDC's and EHQ's



# Amsterdam Airport Schiphol

## Factsheet 2012



317 direct destinations to 90 different countries



51 million passengers, 1,5 million tonnes of cargo



423,407 air traffic movements



62,000 jobs



Best European Airport 2012



> 300 PL companies

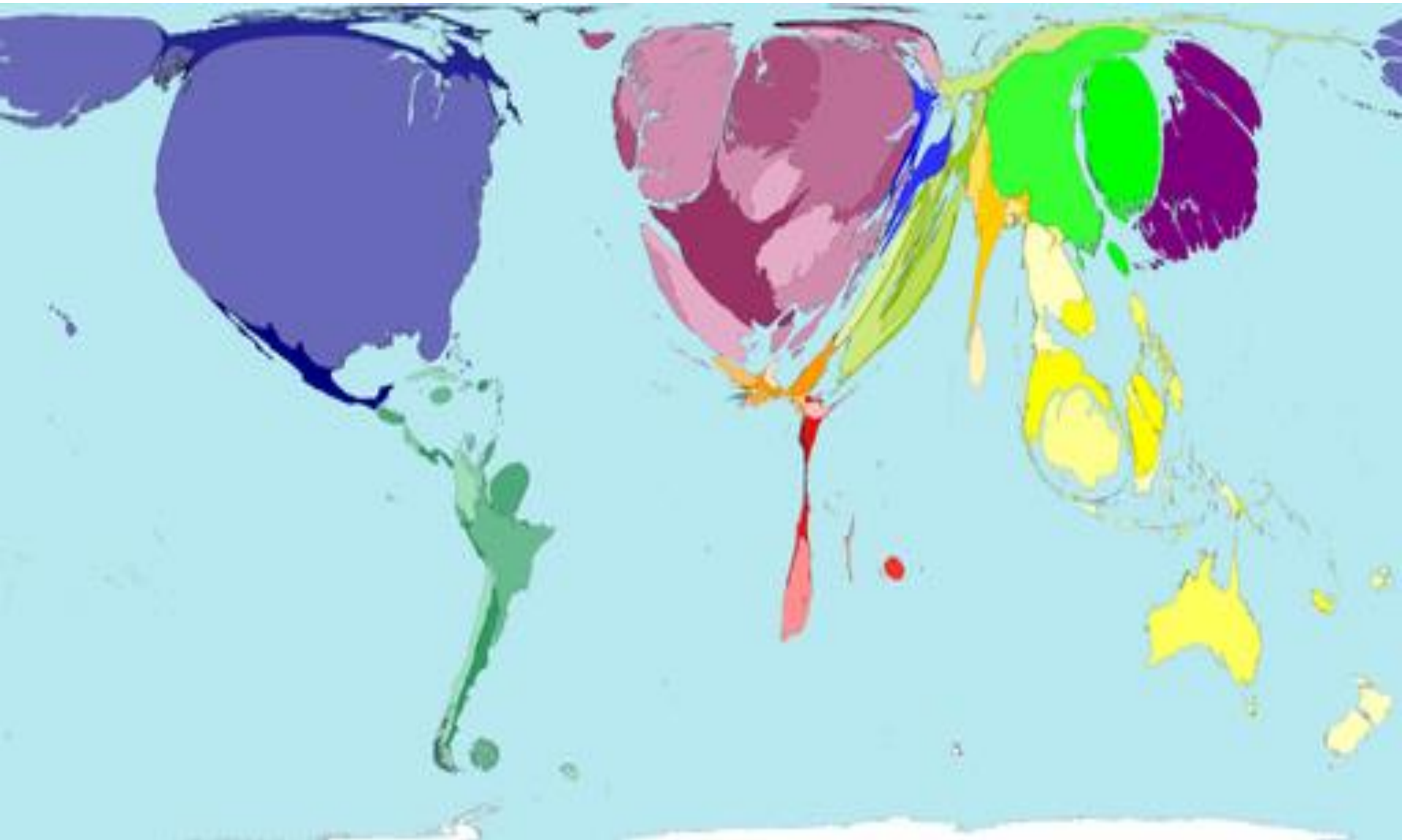


500 companies located at Schiphol with 62,000 employees



# 3 cargo and # 4 passenger airport in Europe

# Aircraft freight



Territory size shows the number of tonne-kilometres of freight transported by aircraft registered there.

## SADC established in 1987 to:

1. Strengthen the economic position of Schiphol region
2. Land supply and development of airport business parks
3. Create public private partnerships
4. Plan infrastructure and business park management
5. Coordinate international marketing and acquisition (via Amsterdam Airport Area)



# SADC shareholders



25%



25%

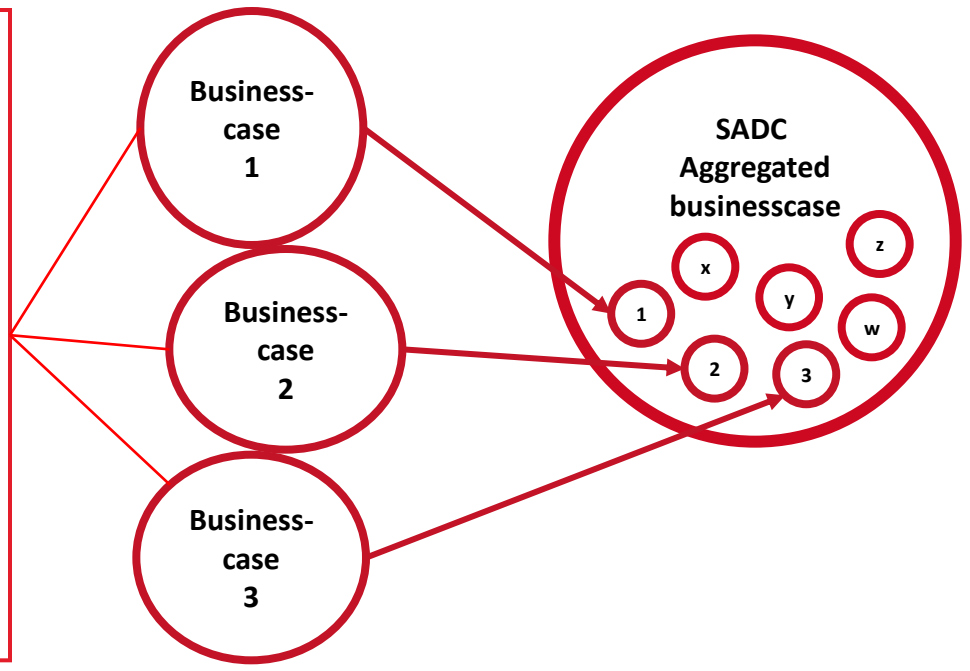
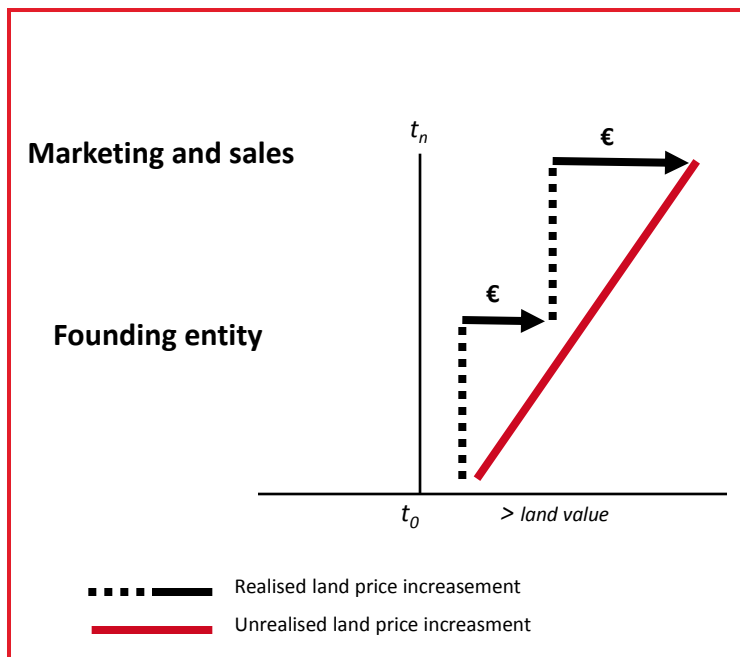


25%



25%

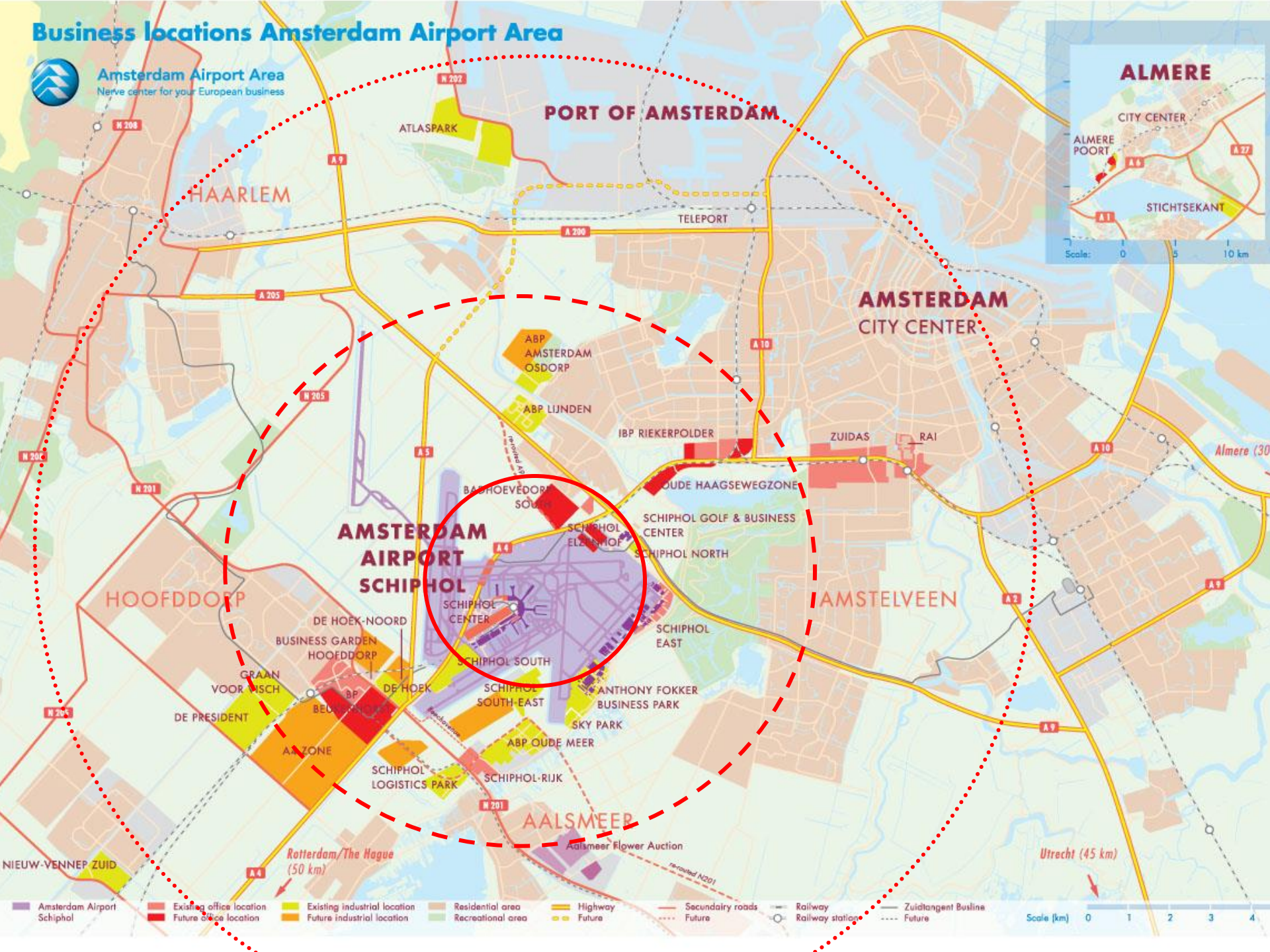
# Business model SADC



# Business locations Amsterdam Airport Area



**Amsterdam Airport Area**  
Nerve center for your European business



- Amsterdam Airport Schiphol
- Existing office location
- Existing industrial location
- Future office location
- Future industrial location
- Residential area
- Recreational area
- Highway
- Future
- Secondary roads
- Future
- Railway
- Future
- Zuidtangent Busline
- Future

Scale [km] 0 1 2 3 4



# Airport business park Oude Meer

## Key figures (2010)

- ▶ Development 1989-1999
- ▶ 37 hectares
- ▶ 52 companies
- ▶ 2.360 employees



# Airport business park Lijnden

## Key figures (2010)

- ▶ Development 1999-2005
- ▶ 20 hectares
- ▶ 71 companies
- ▶ 1.135 employees

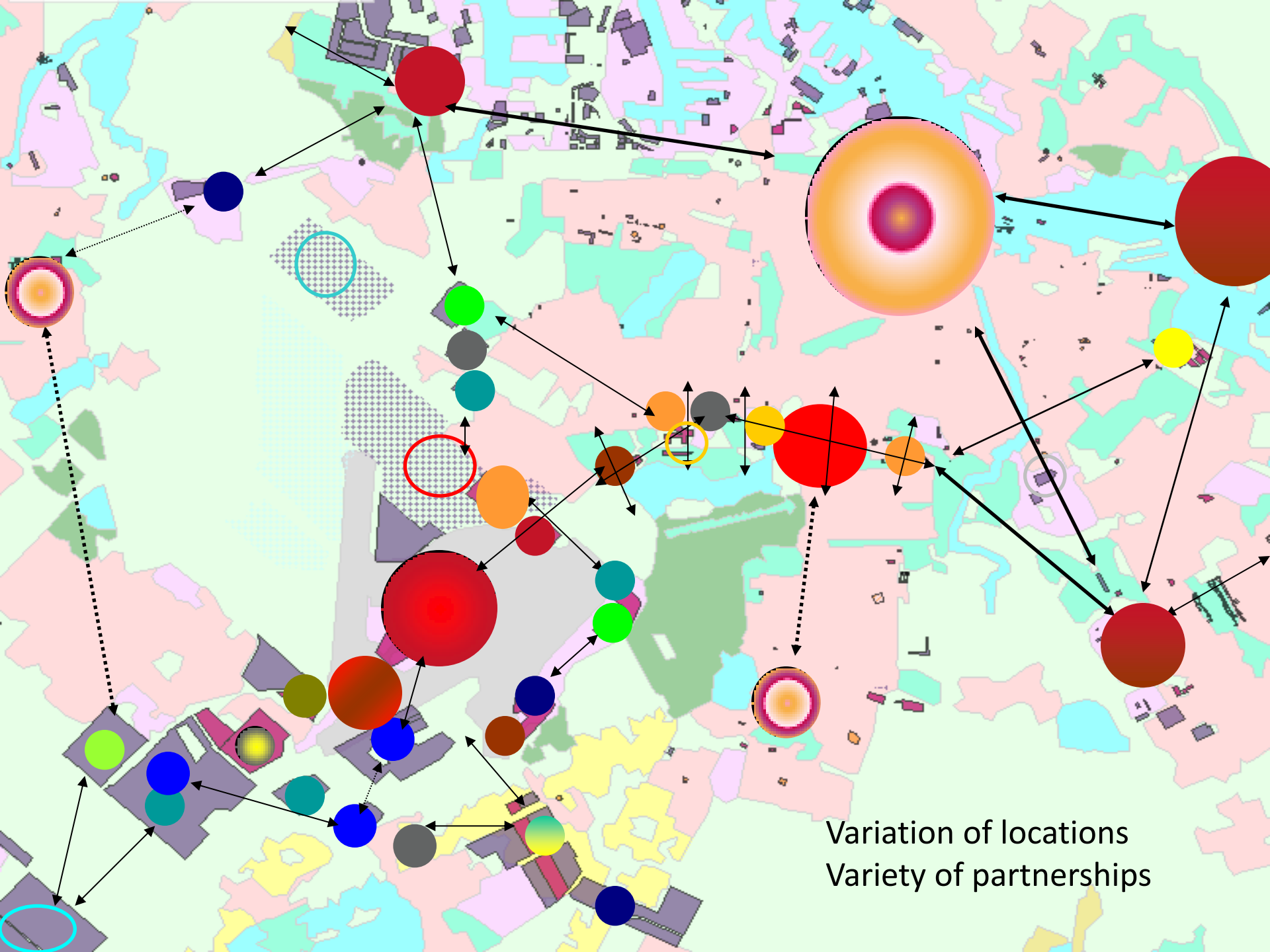


# From mainport to metropolitan strategy

Increased European airport-regions and city-region competition implies more than offering an industrial logistics site: *integrating airport and region into a seamless metropolis.*

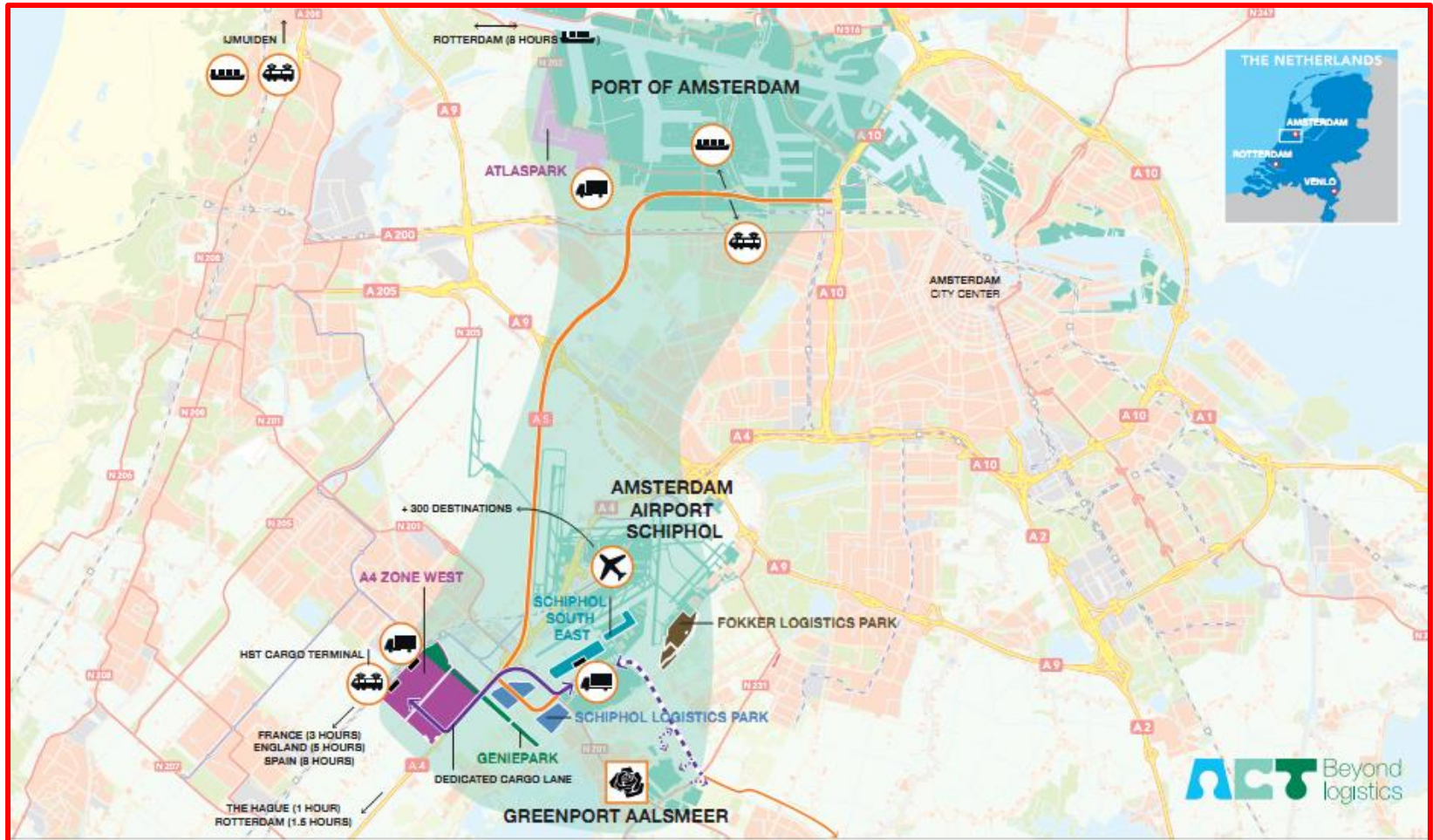
1. Adjust to new scale of Amsterdam Metropolitan Area
2. Clustering of activities on a variety of business parks
3. Focus on new coalitions for integration of airport and city





Variation of locations  
Variety of partnerships

# Logistics corridor





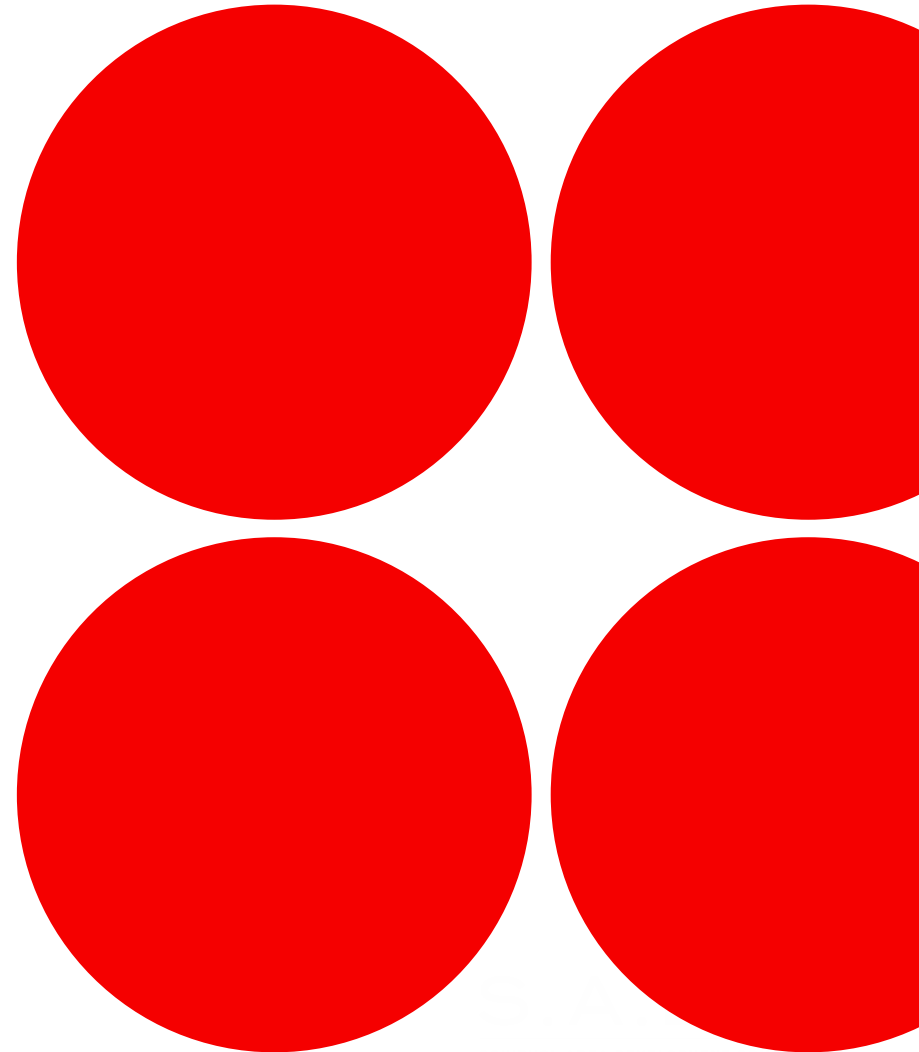
# Airport corridor + Zuidas





# Marketing SADC's locations and the Amsterdam Airport Area

Olav Steffers



# Amsterdam Metropolitan Area (AMA)

3rd cargo airport  
in Europe



Largest flower  
auction in the world



World's largest  
internet hub



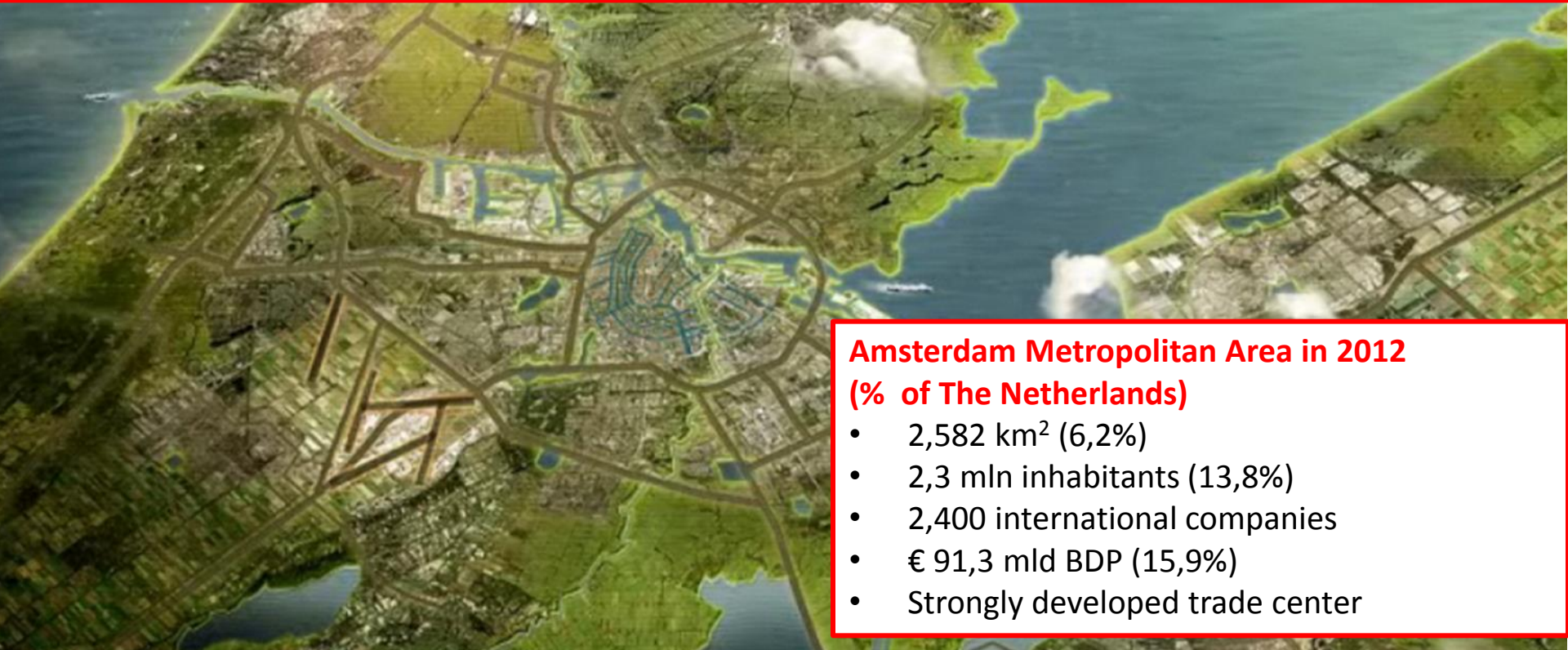
4th seaport  
of EU



Largest services hub  
in The Netherlands



## Amsterdam Global Trade & Business Hub



### Amsterdam Metropolitan Area in 2012 (% of The Netherlands)

- 2,582 km<sup>2</sup> (6,2%)
- 2,3 mln inhabitants (13,8%)
- 2,400 international companies
- € 91,3 mld BDP (15,9%)
- Strongly developed trade center

# Amsterdam Economic Board

- Chairman: mayor of Amsterdam
- 'Triple helix' cooperation
- Focus on 7 key clusters
- AAA: focus logistics, aerospace





# Amsterdam Metropolitan Area (AMA)

## Logistics: key economic cluster in AMA

### 2012

- Trade & Logistics 2<sup>nd</sup> cluster in added value for AMA (€ 16 bln.)\*
- 178,000 jobs

### Ambition:

- Annual growth added value cluster logistics 5% higher than national average until 2015

\* Source: Economische verkenningen  
Metropoolregio Amsterdam 2012



# **A**msterdam **A**irport **A**rea

1. Public-private partnership
2. Founded in 1994

**I** amsterdam.®

**I** amsterdam.®

# Members of AAA

gemeente Haarlemmermeer

Schiphol Real Estate

SEGRO WHERE BUSINESS WORKS

KAMER VAN KOOPHANDEL

MAB DEVELOPMENT

DURAVERMEER

IJGLOBAL

SADC

ABN-AMRO

AM

PROLOGIS

Green Park Aalsmeer Where business blooms

Rabobank

DMALA

Gemeente Amsterdam

Provincie Noord-Holland

Port of Amsterdam

DELTA DEVELOPMENT GROUP

Gemeente Almere



# AAA activities

## Platform/network



## Investor development



## Cluster development & marketing



## Acquisition



# Amsterdam Airport Area

## Results AAA 2013

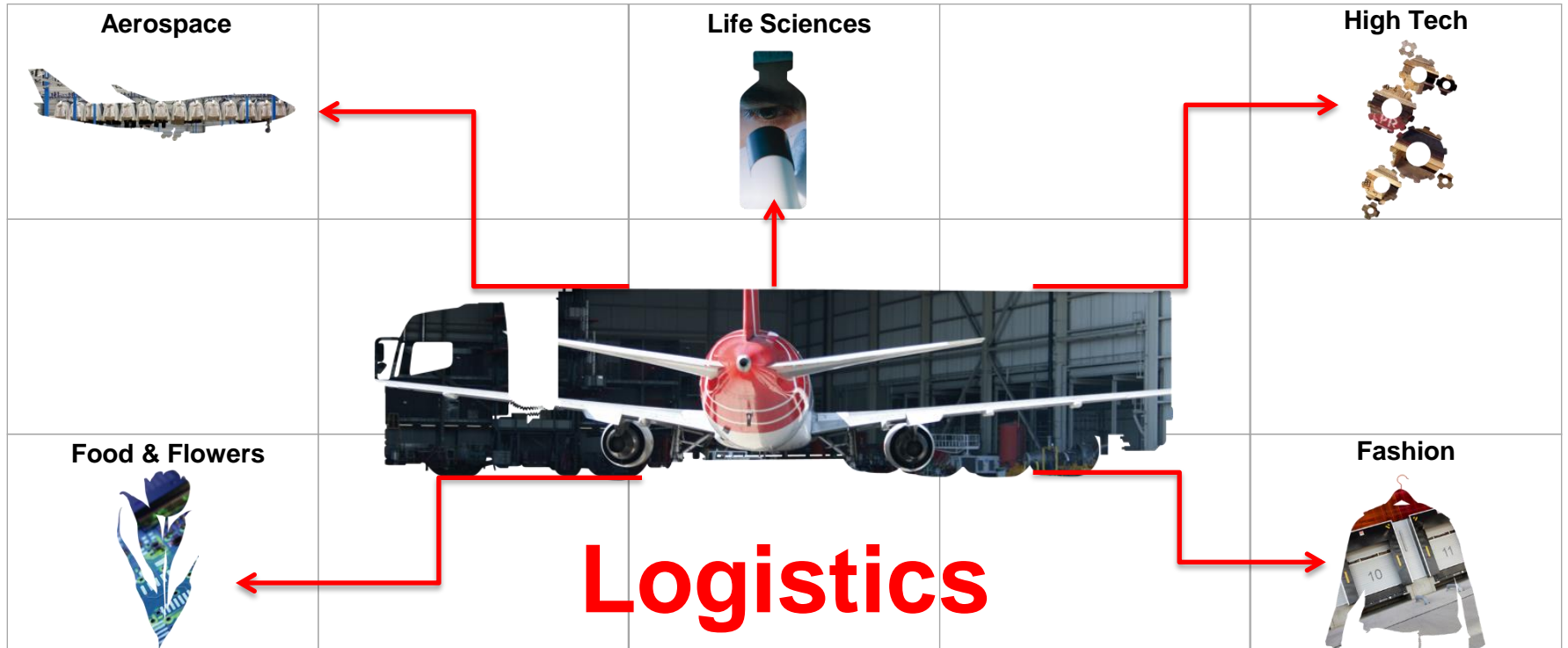
- 22 members
- 6 AAfternoons
- 9 FFT's
- 11 new establishments
- 40 leads
- 65 ID meetings
- Cluster development



# Logistics related clusters



**Strong economic clusters in Amsterdam**





# Logistics related clusters - Aerospace



**I amsterdam.**



# Logistics related clusters - Aerospace

## Aerospace cluster in the Amsterdam Metropolitan Area (AMA) in 2012



10,000



- Knowledge & tradition from Fokker and KLM heritage
- Cluster development plans for MRO, logistics and incubator centre
- Strong position in MRO, logistics, training and office functions



Network Amsterdam Airport Schiphol > direct connections to all major aerospace hubs worldwide



Many 3PL companies with a dedicated aerospace vertical



- > 80 aerospace companies, incl. CAE, Fokker, GE, Boeing, P&W, KLM
- Recent new establishments: Bombardier, ILFC, Aviation Excellence Mitsubishi Aircraft Corporation

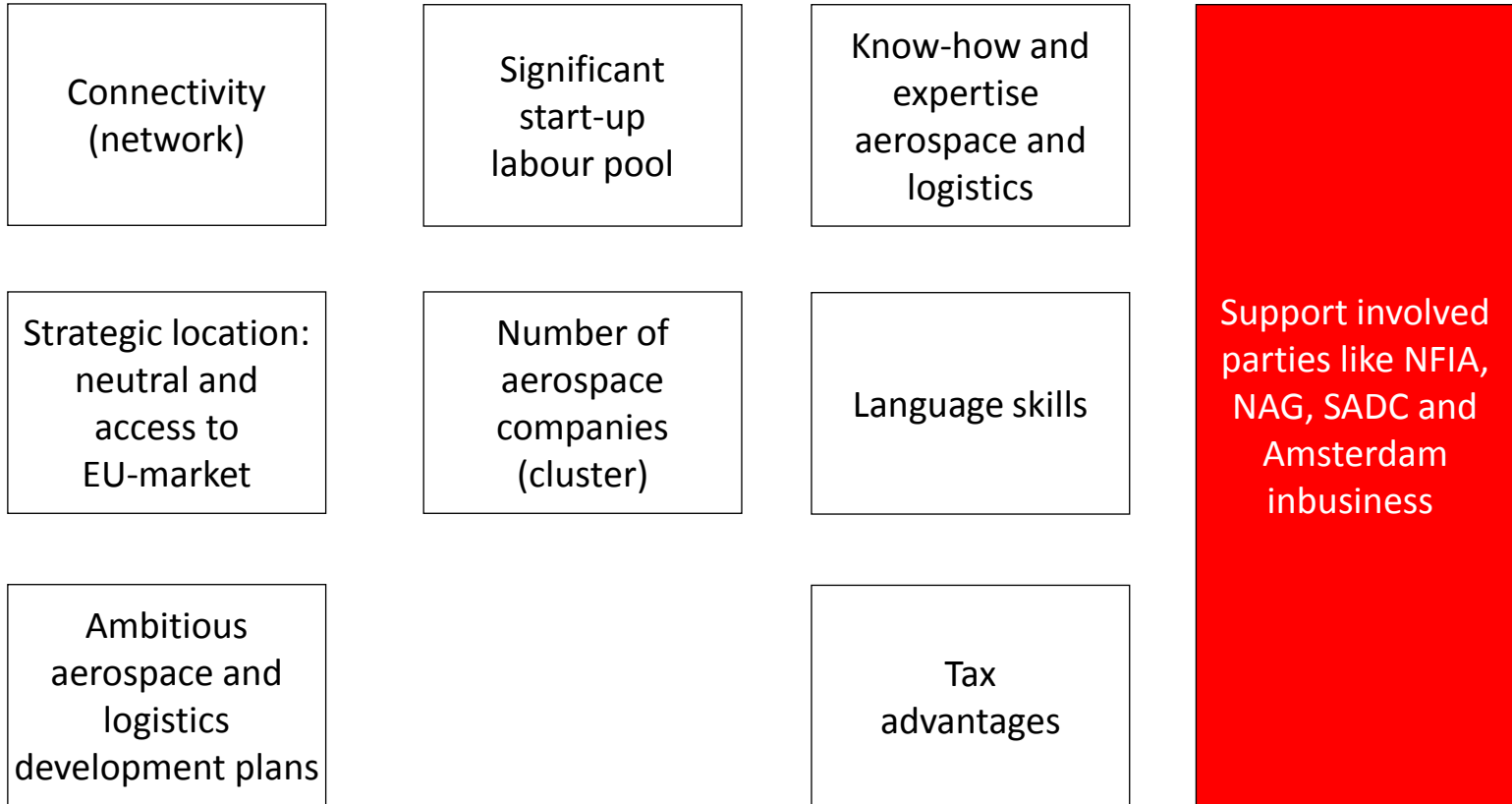


2 airports: Amsterdam Airport Schiphol, Lelystad Airport (regional)



# Logistics related clusters - Aerospace

## Why are aerospace companies based in the Amsterdam Metropolitan Area (AMA)?





# Aerospace logistics in the AMA includes:

# Logistics related clusters – Fashion



**I amsterdam.**

# Logistics related clusters – Fashion



## Fashion cluster in the Amsterdam Metropolitan Area (AMA) 2012



> 20,000



Denim Capital of the World: Highest density of denim companies in the world



Network Amsterdam Airport Schiphol > direct connections to all major aerospace hubs worldwide;  
Network Port of Amsterdam



Many 3PL with fashion vertical; specialised financial & legal services in fashion



> 5,000 fashion companies



The Netherlands: yearly throughput of € 7,1 billion of value in fashion logistics and pick & pack





**I amsterdam.**



**I amsterdam.**

# Logistics related clusters – Fashion



**Fashion companies in the Amsterdam Metropolitan Area (AMA) includes:**



# Logistics related clusters – Fashion



Logistics service providers with dedicated fashion vertical in the Amsterdam Metropolitan Area (AMA) includes:

I amsterdam.

# Business Park Development SADC



# Internationale acquisition: Schiphol Logistics Parc

- Total 25 hectares
- Proximity to airport runways
- Focus on logistics service suppliers





# Marketing and acquisition with a regional focus: Polanenpark



# Marketing/Communicatie with a focus on the city: Business Park Amsterdam Osdorp

- Total 45 ha.
- Original focus was airport-related
- Location in between airport and city
- Market development: more focus on the city.





# Direct marketing for regional and local businesses: : De President



**Een werkplek om van te dromen**

**www.depresident.nl**

**DE PRESIDENT**

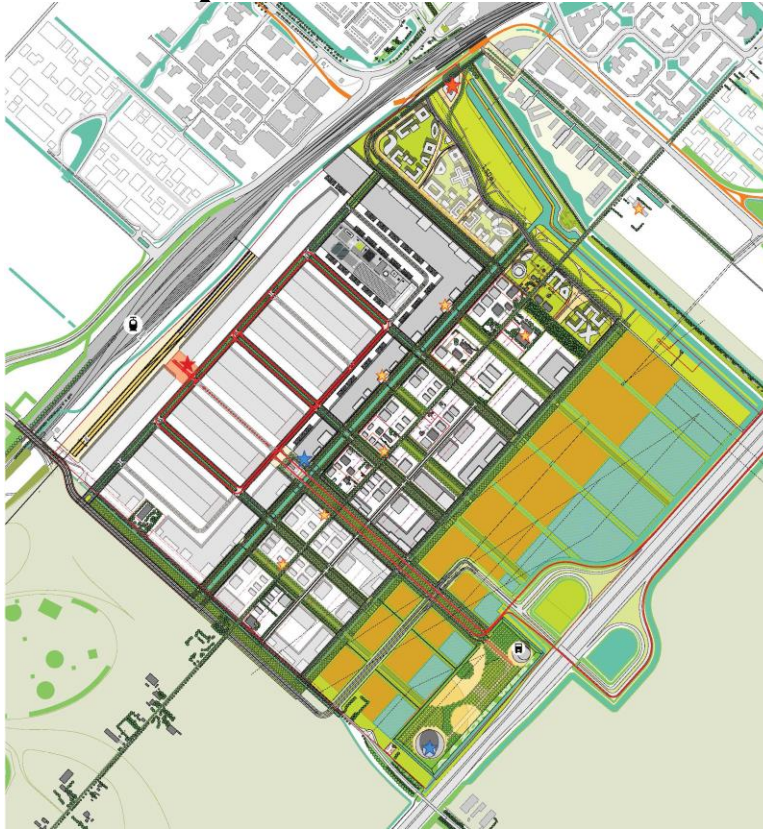
DE PRESIDENT IS EEN PROJECT VAN **SADC**  
BENEN & DOEN IN RIJNTE & ECONOMIE

“ Ons 4.000 m<sup>2</sup> grote pand met zonnecollectoren en warmte terugwininstallatie past perfect bij het hoogwaardige, duurzame karakter van De President. ”

Karel de Kriek, vestigingsmanager Bouwrijt, groot handl voorbouwmaterialen



# Development for 'new markets' : Schiphol Trade Park



# Amsterdam Connecting Trade



Beyond Logistics  
Sustainability  
Multimodal  
accessibility

OLV  
HST Cargo  
Seamless connection

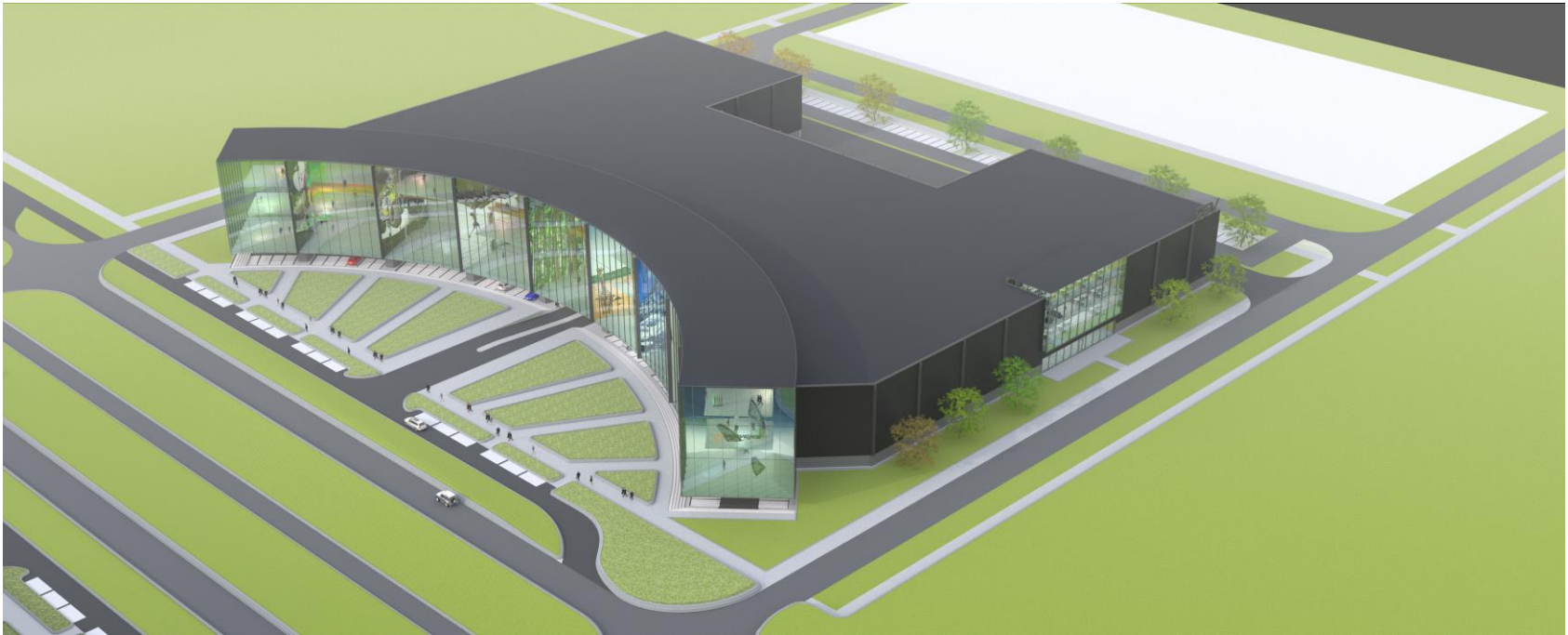


# Five areas

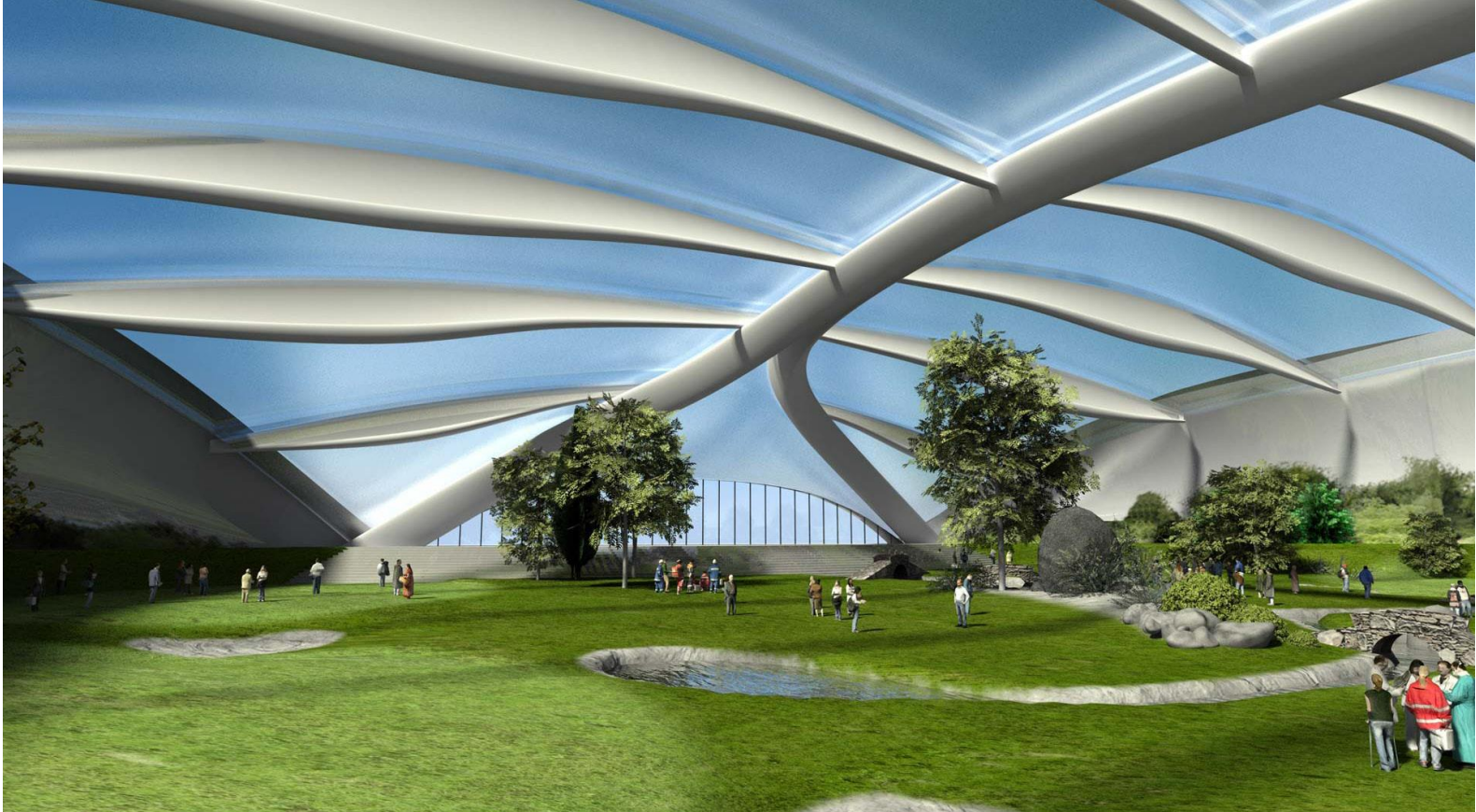




# Outdoor-concept



# Leisure-concept





# Schiphol Trade Park: impressions

Entree



Rijnlander ladder



Trade boulevard



Campus



Logistics core



**Thank you for your attention!**



More information:  
[o.steffers@sadc.nl](mailto:o.steffers@sadc.nl)

**I amsterdam.**