

# Park21 Haarlemmermeer



12 december 2014

# Het Brainport-model

## Trust

- Networking
- Win-win-win
- Bottom-up

## Leadership

- Triple Helix:  
Industry – Educational  
and Knowledge  
institutes – Government
- Strategy and  
implementation
- Common agenda

## Scale

- Not limited by  
boundaries of a public  
administration
- Based on functional  
networks
- Think Global, Act Local

## Focus

- Clustering
- Competences
- Resources
- Partners
- Integrated programme



# Supply chain maakindustrie Brainport regio Eindhoven



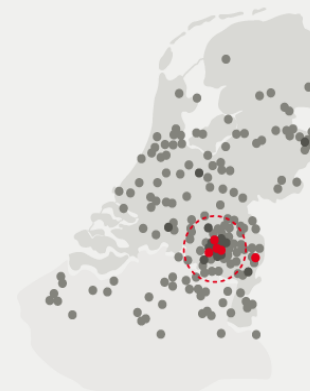
**BRAINPORT** < 40 km Eindhoven: **80%**

ASML  
DAF  
FEI Company  
Océ Technologies  
Philips Healthcare  
VDL\*



**BRAINPORT** < 40 km Eindhoven: **71%**

Participerend in 2 ketens of meer:  
Bosch Rexroth  
GIS Europe  
KMWE  
Norma  
Optiwa  
Prodrive  
VDL\*  
Wilvo  
Frencen Mechatronics  
GL Group  
Neways Electronics  
NTS Group  
Pezy  
SKF  
ETG



**BRAINPORT** < 40 km Eindhoven: **34%**

Rest Nederland	38%
België	12%
Duitsland	7%
USA	4%
ROW	5%

\*) VDL is zowel OEM als toeleverancier  
Bron: Op basis van Boer en Croon, 2008



# OPEN INNOVATIEF ECOYSSTEEM

Op de campussen



TU/e Science



High Tech Campus Eindhoven



Automotive Campus NL



Strijp S







High Tech Campus Eindhoven



# Rooted in industrial innovation



**1998**

Philips creates  
Campus

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One location for  
all its research  
in the Netherlands



**2003**

Campus opens  
to non-Philips  
organizations

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500 million investment  
in facilities

Dedicated technical  
infrastructure for  
open innovation



**2011**

100<sup>th</sup> resident  
on site

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Business success by  
means of successful IPO  
for Startups



**2012**

Campus acquired  
by Chalet Group

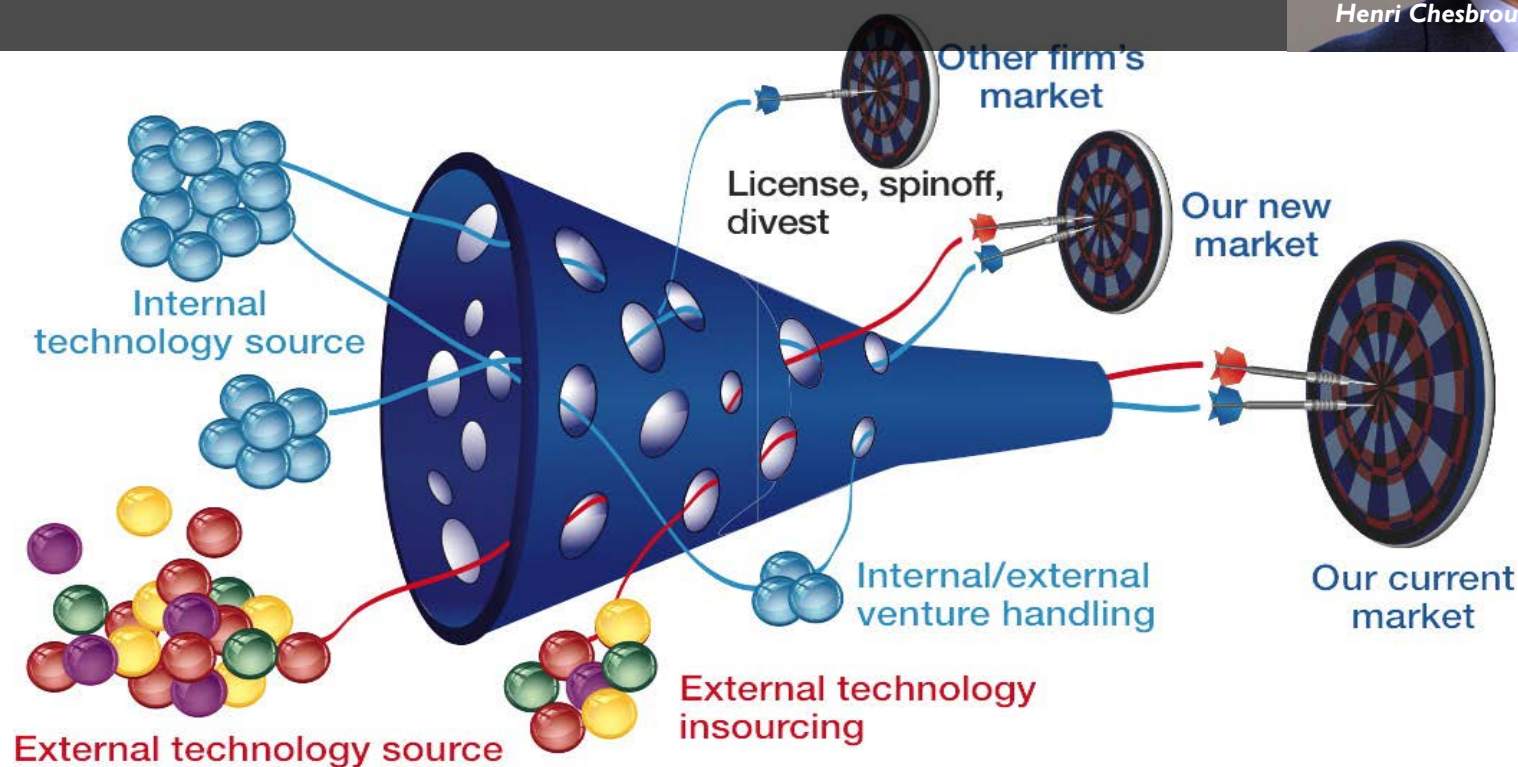
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Commitment  
to long-term  
improvement  
and growth

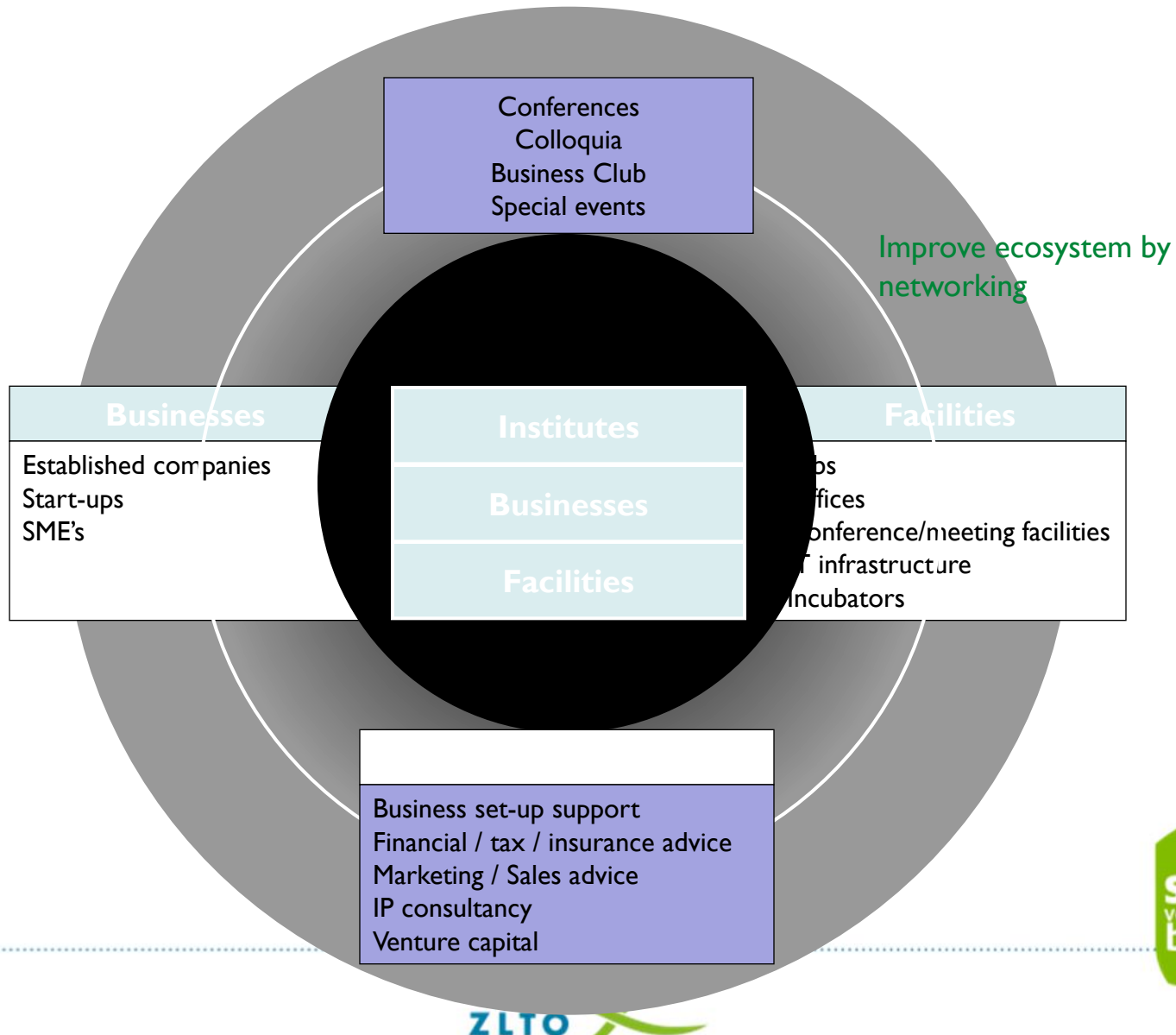


# Open Innovation – a clear way of working

- We **facilitate** Open Innovation
- With state-of-the-art technical facilities, access to business networks and an atmosphere of true openness



# Campus ecosystem





# Knowledge partners



High Tech Campus Eindhoven



# THEMATIC INCUBATORS & ACCELERATORS



*Catalyst*



*Twinning*



*Mμ*



*Bèta*



# Focus areas



**Health**



**Energy**



**Environment**

# AUTOMOTIVE CAMPUS





# Facts & figures

- > 110.000 m<sup>2</sup> offices, workshops and labs;
- > 140.000 m<sup>2</sup> still to be realised;
- > 550 engineers and research specialists;
- > 200 automotive students on all education levels;
- > 30 companies and organisations;
- > 25 labs and test facilities;
- > 100 events per year;
- > 5.000 visitors per year



# Automotive campus in short

- Access to partners
- Access to knowledge
- Access to talent
- Access to top facilities
- Access to networks

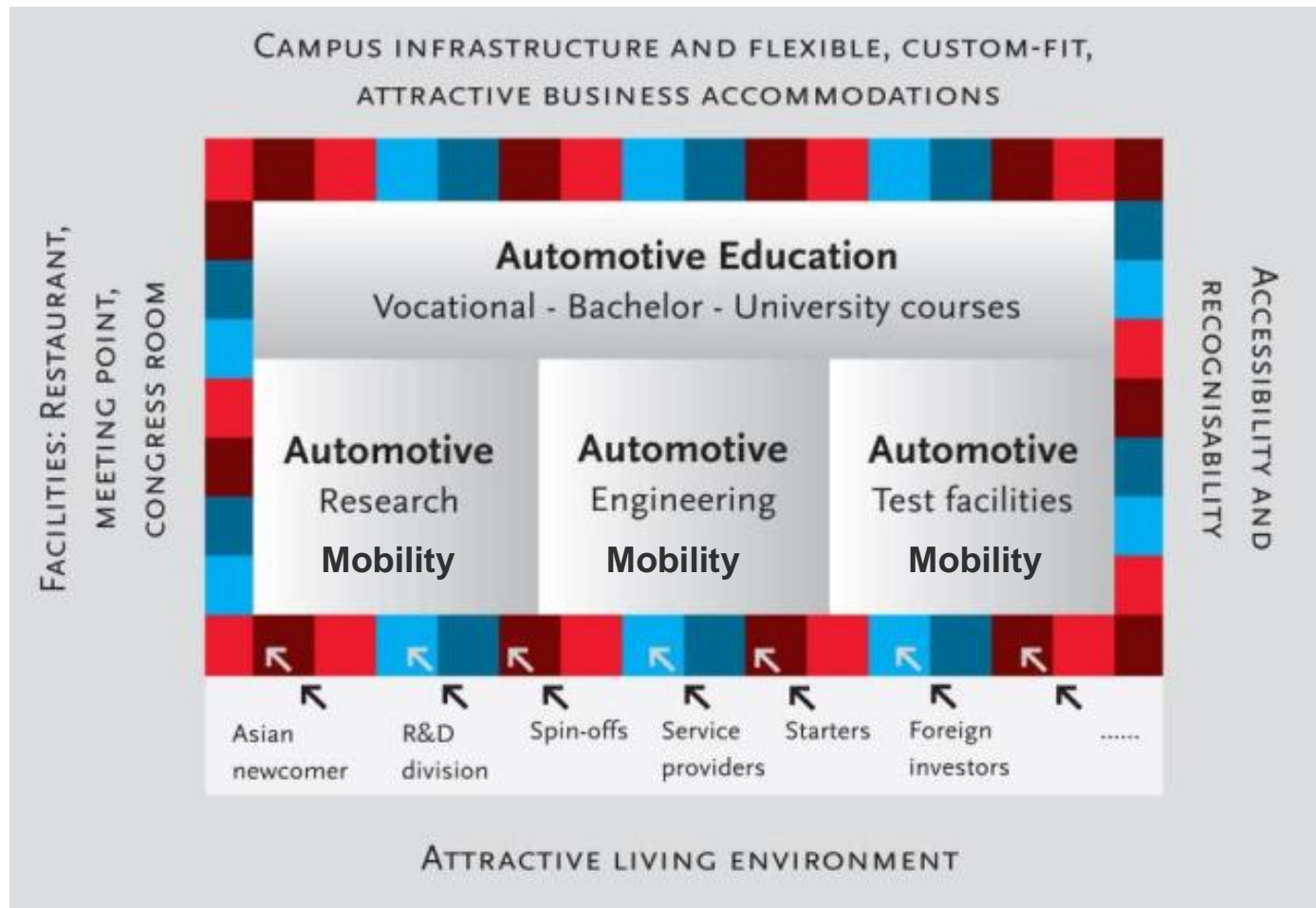


Independent, neutral setting.  
Close to major European automotive regions.

...in a dynamic, inspiring environment with  
adequate parkmanagement and excellent  
services and facilities.



# Campus concept



# Shared facilities





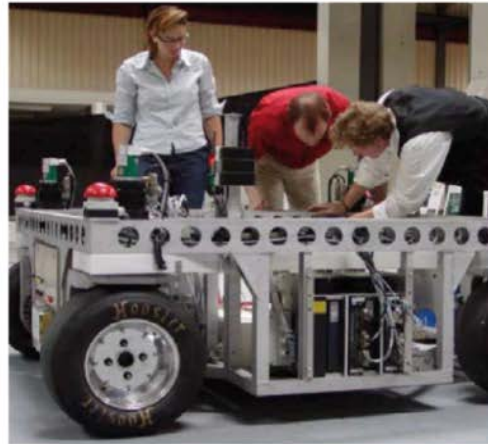
# Shared facilities



# UNIQUE TRIPLE HELIX COOPERATION



# See you @ the automotive campus!





## Brainport Industries

***“Wanneer meer bedrijven doordrongen raken van deze gezamenlijke kracht, ontstaat vanzelf een grotere bereidheid om te investeren in innovatie, onderzoek en ontwikkeling, opleidingen en nieuwe machines.”***

*(Marc Hendrikse, CEO NTS Group)*

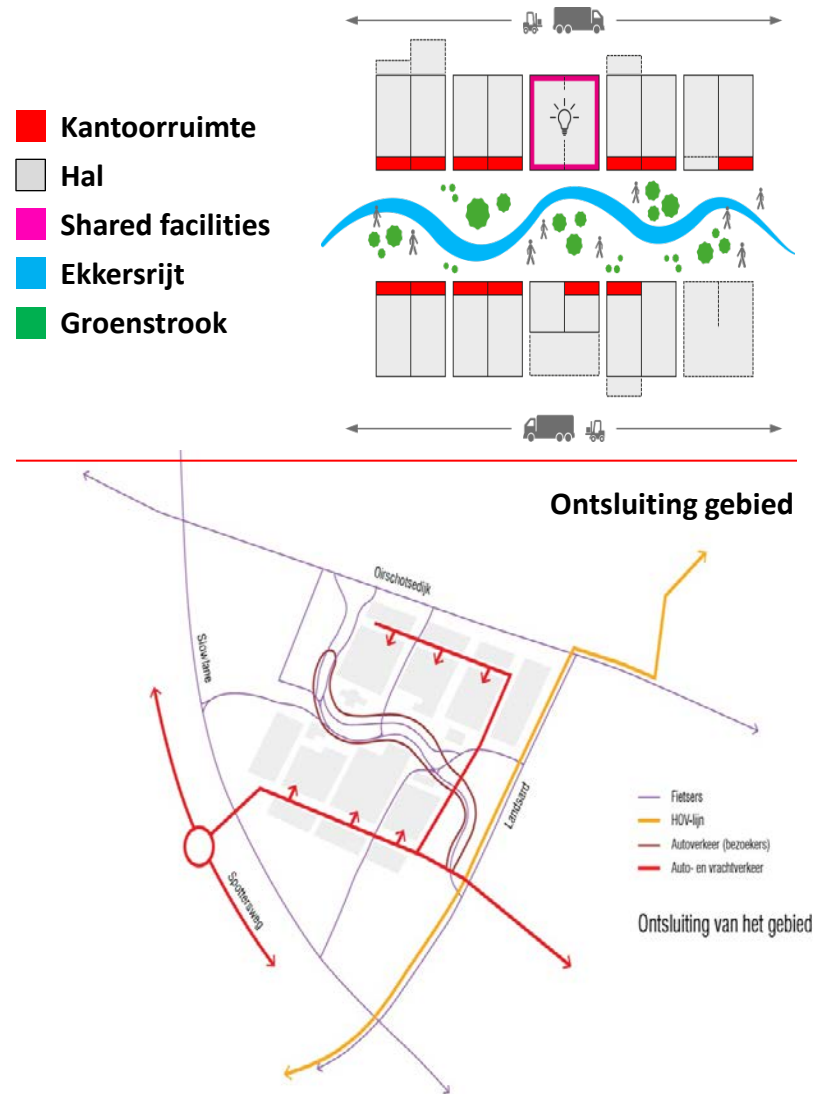




# Situatieschets Brainport Industries Park



# Campus concept





# Sfeerimpressie Brainport Industries Park



Groene binnengebied tussen  
bedrijfsgebouwen



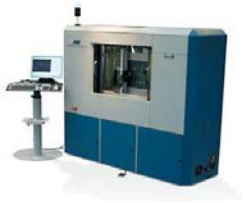
# Hightech equipment



Brainport Industries designs, develops & manufactures, leading **ADVANCED**, **PRECISE**, and **INTELLIGENT** hightech equipment



# Brainport Industries richt zich primair op 5 markten



**SEMICON**

**MEDICAL**

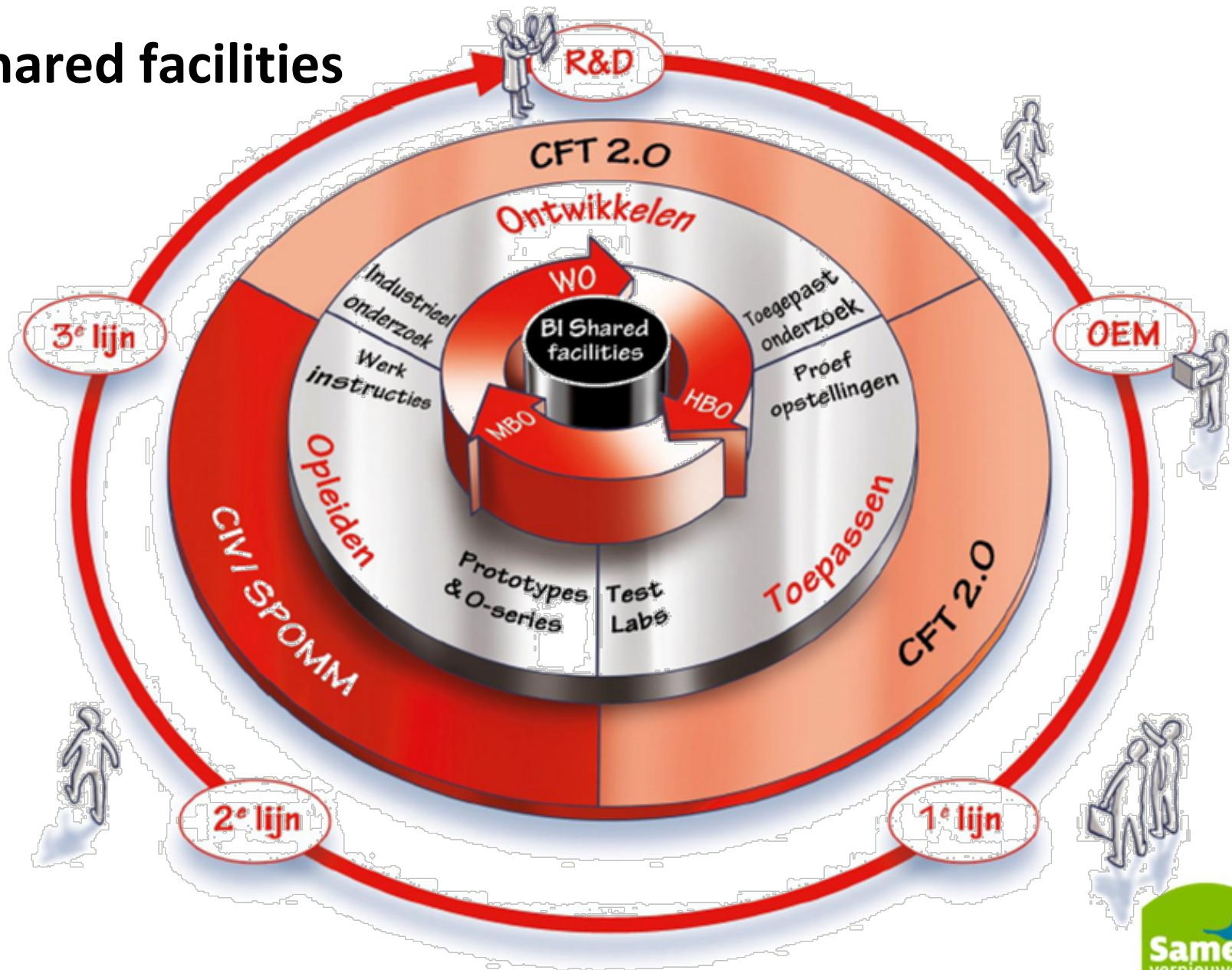
**ANALYTICAL**

**PRINTING**

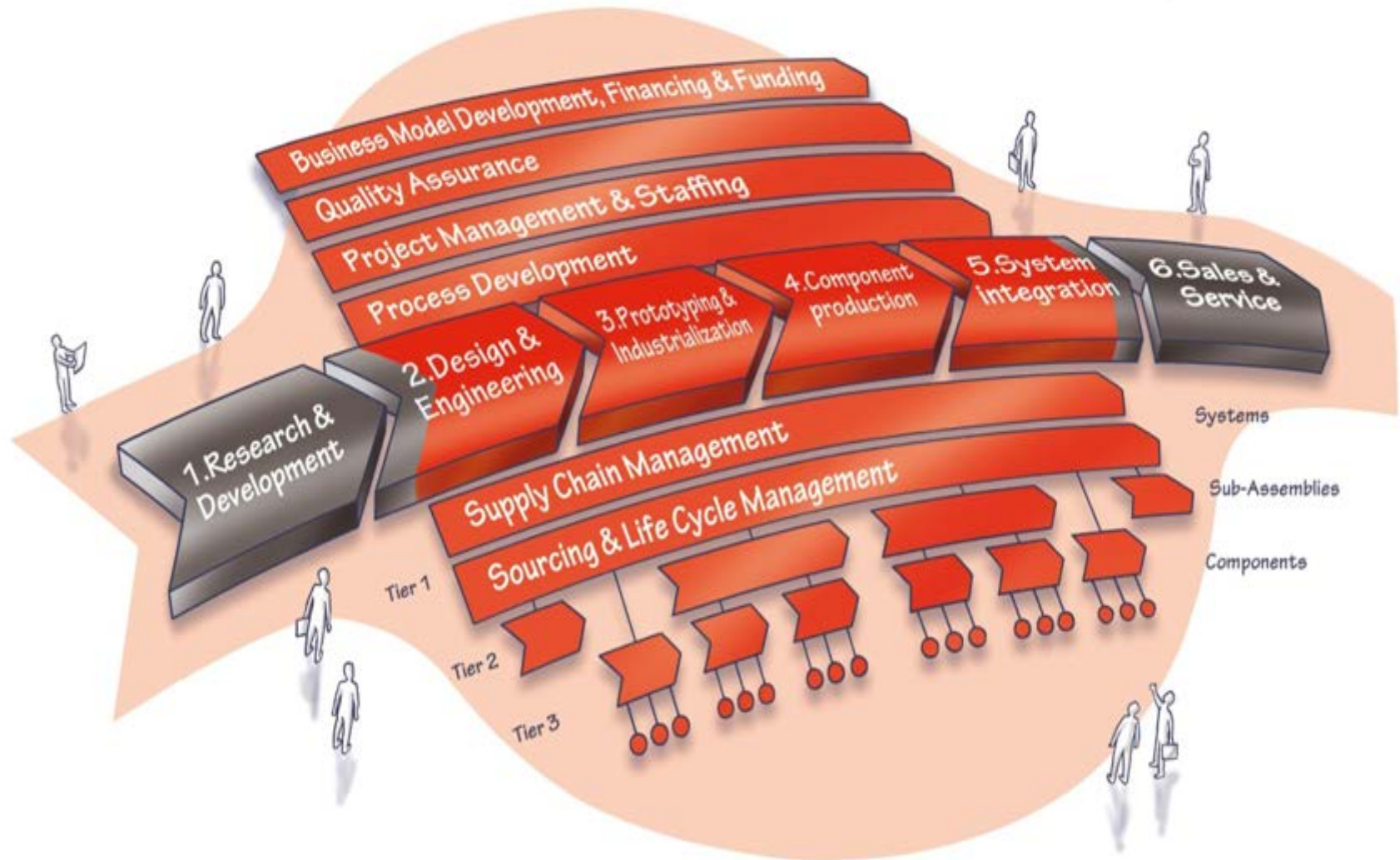
**PHOTO VOLTAIC**



# Shared facilities



# Brainport Industries' Open Supply Chain





# Campus food, health & farma



Samen  
vernieuwend  
boeren