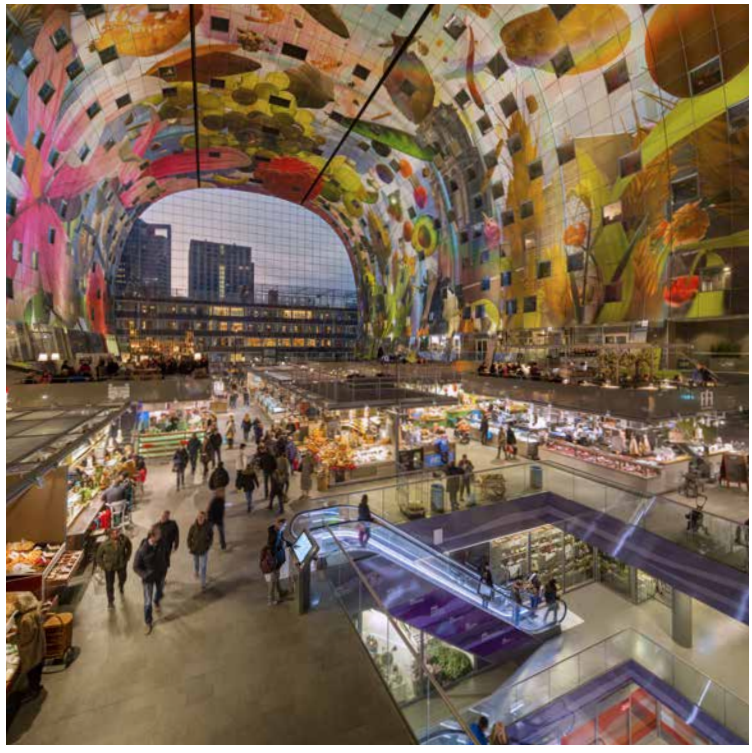
CREATING GROWTH
THROUGH INNOVATION









Holland Metropole

Amsterdam • Rotterdam • The Hague • Utrecht

Four cities, future proofing

Amsterdam, Rotterdam, The Hague and Utrecht are each successful cities in their own right, but together they form one of the most innovative urban regions in the world.

With a combined population of 7.5 million, a thriving start-up scene, world-renowned universities, top-flight science parks and unrivalled digital and infrastructure connectivity, the four cities of Holland Metropole form a distinct region that can rival London, Paris, New York or Hong Kong. The cities' complementary assets form a unique combination of specialisms in business, culture, creativity, manufacturing and higher education. By pooling their resources and strengths, Amsterdam, Utrecht, Rotterdam and The Hague have been able to create what is potentially Europe's premier innovation hub. This is partly due to the wealth of universities and research institutes in the region, which have harnessed the Dutch spirit of enterprise and discovery. The Netherlands has the third fastest-growing startup ecosystem in Europe, according to a recent ranking by benchmarking group Compass, and Amsterdam has been named a European innovation capital by the EU. In a report published in September, IBM said the urban region of Amsterdam-Rotterdam had become the third-best place in the world for foreign direct investment 'after positioning itself for business services and IT'.

Opportunity-rich

'International property investors look at metropolitan regions to invest in and the combination of the big Dutch cities creates one of the most opportunity-rich regions in Europe,' says Dick van Hal, CEO of Bouwinvest, part of the Holland Metropole project. 'The Netherlands is home to the biggest start-up ecosystem in Europe, which emphasises our attractiveness as an investment location.'

The Netherlands consistently punches above its weight in the global economic arena. The country as a whole was ranked fourth in the 2016 World Economic Forum's Global Competitiveness Report, which praised its 'continual focus on innovation'. Further evidence comes from the European Commission. Utrecht, Amsterdam and the province of Zuid-Holland – home to Rotterdam and The Hague – are all included in Eurostat's latest Top 10 of the most competitive regions in Europe.

Stimulating innovation through a wide variety of private and public sector measures is a key part of Holland Metropole's efforts to secure future growth by creating an attractive climate for international companies. This focus will influence how the region evolves, how its people will live, work and enjoy leisure time, and how they will continue to innovate. Each city has its own part to play in this.

Cosmopolitan

Amsterdam's strengths are its cosmopolitan cultural diversity and its creativity, according to the city's deputy mayor Eric van der Burg. The city is home to 2,700 international companies which are responsible for 31% of private sector jobs. 'Over the next 10 years, stable demographic and economic growth is expected to boost the creative industry and health and research institutions, all of which will require accommodation,' Van der Burg points out.

Like Amsterdam, Utrecht has a young, highly-skilled workforce and is growing, with its population forecast to reach 410,000 within the next 15 years. Utrecht is also at the



a key European region

crossroads of water, rail and road infrastructure, with Schiphol airport just 30 minutes away. 'Utrecht has twice been ranked the most competitive region in Europe and this year we are second, right after London. We are working hard to ensure city and society are future proof,' says economic affairs alderman Jeroen Kreijkamp. 'We focus on innovation in life sciences, IT and serious gaming. These are important technological cornerstones for healthy urban living, now and in the future.'

Post-industrial

Rotterdam, by contrast, is transforming itself into a post-industrial city by focusing on smart technology, retail and architecture, with innovation clusters in the fields of clean and maritime tech, medical issues and food. 'Rotterdam has a great capacity for change and reinvention,' says deputy mayor Ronald Schneider. 'Rotterdam is design-centric and future-orientated with a hands-on mentality. It has embraced innovation.'

While Rotterdam has been transforming its industrial past, The Hague's uniqueness lies in its role as a centre of diplomacy and international law, as well as being the Dutch political capital. 'The Hague is growing and if you want to influence policy and expand your network, this is where you have to be,' says deputy mayor Joris Wijsmuller. The Hague Security Delta, for example, is Europe's largest security cluster, with some 400 companies, startups and institutes providing 13,000 highly-skilled jobs.

Work life balance

This rich variety makes Holland Metropole a great place to live. It offers the impressive Dutch work-life balance, a low crime rate and wonderful cultural facilities which are easily accessible by car or train. Someone who lives in Amsterdam but works in Utrecht can easily meet friends in The Hague for dinner or visit an exhibition in Rotterdam. No other metropolitan region in the world has better infrastructure or creativity. As individual cities, Amsterdam, Utrecht, Rotterdam and The Hague are desirable places to live that offer great opportunities for investors. As a whole they are an integrated innovation hub.

Urban regeneration

Ensuring cities are future proof involves making the most of existing assets, especially when they are in downtown Amsterdam and close to the unique Unesco-protected canal zone. The Nowadays project – up for a MIPIM award in the category best urban regeneration – involved a technically challenging transformation of outmoded shops into 27,500 m² of modern retail space for leading international brands. The buildings, which reflect the city's 17th century heritage, are joined by a covered passage that has become an iconic public space with stunning modern artwork.



Credit: Frans van Hanswijk



Rotterdam, Wilhelminapier

*Source: Startup Juncture

Four cities, innovating for a smarter future

Maximising mobility, energy efficiency, sustainability and social cohesion are the foundations of the Dutch approach to urban development. Throughout the Holland Metropole region, smart buildings are springing up that use cutting-edge technology to meet the challenges of the modern home and workplace.

On a brownfield site on the east side of Amsterdam developer BPD is working on a new apartment complex that takes in the newest trends in smart, shareable homes. The Zeeburgereiland project includes a community coffee corner, work spaces, shared cars, a tool cellar and boutique shops selling locally sourced produce. It may even have extra rooms that the residents can rent out to paying guests.
A half hour's drive to the north east, at Lelystad airport, a system is being developed to store locally generated solar energy which can then be used to power everything from electric cars to entire buildings. A community of 100 homes under development in nearby Almere will operate off-grid, running entirely on locally produced power, food and water and recycling its own waste. In Rotterdam, a new apartment block in the heart of the old city will be the first multifunctional building in the Netherlands to have a BREEAM excellent certificate for sustainability. In The Hague a former Philips office building has become a city farm while in Utrecht, sustainable building techniques are helping create the greenest possible family homes. These initiatives are among dozens of innovative real estate and development projects under way in the Holland Metropole region. Here is a small selection.

For more on the Lelystad solar power project, contact d.meerburg@lelystadairportbusinesspark.nl.
For more on BPD's shared living environment, contact Edward Zevenbergen e.zevenbergen@bpd.nl

Healthy Urban Quarter
Officials in **Utrecht** have earmarked a major plot next to the city's Jaarbeurs exhibition centre and the main railway station for a dynamic mixed use development. The aim is to create an iconic building which is both green and innovative and which will have up to 70,000 m² of floor space.
Contact HUQ@utrecht.nl



Valley This innovation hub at **Schiphol Trade Park** is a unique location dedicated to the circular economy. The Valley is not centered on a specific market but the four disciplines supporting new business: ideas, technologies, financial constructions and business models.
Contact Rob van den Broek rob@deltadevelopment.eu



Buiksloterham The city council is collaborating with some 20 partners on this **Amsterdam** project which will include 200,000 m² of working space and 3,500 homes when completed. In the photograph is Ceuvel, a groundbreaking playground for recycling, innovation and creativity.
Contact Ineke Harder i.harder@amsterdam.nl



De Schilde A 1950s office block in **The Hague** has been turned into Europe's largest commercial indoor farm. The sixth floor has a 370 m² fish farm, while the roof has been converted to a 1,200 m² greenhouse which supplies vegetables to residents and restaurants.
Contact ufdeschilde@urbanfarmers.com





Timmerhuis Heijmans has been developing this apartment and office complex in central **Rotterdam**. With triple glazing, a geothermal heating system and bat boxes, it has become the first multifunctional building in the country to be awarded a BREEAM excellent certificate. Shared electric cars will be made available to residents.
Contact Arjan Geelen ageelen@heijmans.nl





Amstelkwartier This 73-metre block in **Amsterdam** is the first energy-neutral residential building in the country. Some 2,500 m² of solar panels have been used to generate enough power for the 160 apartments. A revolutionary use of prefab concrete has reduced the construction period to 18 months.
Contact Stefan de Ruijter s.deruijter@hurks.nl





De Makroon Syntrus Achmea Real Estate & Finance has redeveloped a 175-year-old care home in central **Amsterdam** into a modern facility with 134 apartments for people aged 55+ which can be adapted as they grow older. The complex also has, commercial space and parking.
Contact marco.mosselman@achmeavastgoed.nl



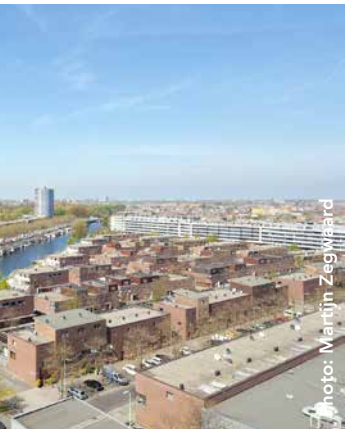


Photo: Martijn Zegwaard

ReGen This eco-village of 100 homes near **Almere** is being developed by Stanford University spin-off ReGen as the first in a pipeline of projects across northern Europe. The aim is to create a self-contained community which powers, feeds and recycles waste at a local level.
Contact James Ehrlich at ReGen Villages Holding



Four cities, one startup ecosystem

The Netherlands is widely considered to be home to Europe's largest startup ecosystem. The Holland Metropole region is at the centre of this successful innovation web.

As international property investors look increasingly towards urban metropolitan regions, innovation is key to creating an attractive investment climate. The presence of young entrepreneurs is a driving force in determining how urban regions will develop and international rankings are one of the tools investors use in deciding where to put their cash. Today the Netherlands is near the top of almost every startup ranking, confirming the country's status as an innovation hub.

Entrepreneurs

Last year the Dutch government extended its ambitious StartupDelta project for a further four and a half years and appointed a new envoy with an impeccable pedigree: Prince Constantijn, an entrepreneur in his own right and brother of King Willem-Alexander. His appointment and the allocation of millions of euros in government funding reflect the government's commitment to the startup ecosystem as a motor of economic growth and job creation.

'Start and scale-ups drive innovation and generate the jobs of the future,' the prince said last month at the publication of the StartupDelta manifesto to further boost the sector and innovative entrepreneurship. 'Good advances have been made in the past few years to strengthen the innovation climate. We are seeing the impact on the international rankings. Now we have to accelerate.'

The Dutch government is already removing obstacles to entrepreneurship and providing incentives such as a special visa system for startup entrepreneurs. It has brought in different salary rules for innovative companies and pumped cash into encouraging private investors to get involved. The investment is paying off. In September last year, for example, civil service pension fund ABP announced it was injecting an extra €300m into Dutch startups, bringing the total value of its INKEF investment fund to €500m.

Competitive edge

In a European context the big four cities have a distinctive competitive edge when they work together. 'Every city can focus on its strong points and this allows them to specialise even more,' says Ewout Visser, an analyst with Utrecht-based property developer AM. 'Then you create an urban region which stands out even more, something which could be unique in Europe.'

Startup focuses within Holland Metropole

The four cities of Holland Metropole all focus on different aspects of the innovation economy.

Amsterdam
Creative, mobile, internet, high-tech, sharing economy

Rotterdam
Smart port, clean and maritime tech, energy, food

The Hague
Innovation in (cyber) security, legal and governance

Utrecht
Health, environment, gaming

For more on the Dutch startup ecosystem see www.startupdelta.org



Prince Constantijn tries out virtual reality at the recent StartUpFest in Amsterdam.





Bright sparks: driving innovative business forward

The Holland Metropole's thriving science and innovation parks are home to thousands of dynamic companies and offer great opportunities for investors.

You could call Amsterdam Science Park part of the internet backbone of Europe. Some 80% of western Europe's email traffic passes through its data hubs, which include the largest data transport hub in the world AMS-IX. Over 100 companies work on cutting edge technologies with the park which is home to 18 research institutes and used by 10,000 students, scientists and entrepreneurs.

The key to the science park's success lies in connections to all the amenities of urban life. Amsterdam's science park is located in the east of the city, not far from the main university campuses, and within the ring road. This autumn tendering will start for a multi-tenant building, as well as a hotel, conference centre and housing project.

'People like living in urban environments and that is where the talented young people are,' says the science park's director Leo le Duc. 'So what we do is bringing in restaurants and shops to create an urban setting that people want to work in.' The aim is to create a system where top science delivers top students, top startups and top tech businesses to bring innovating ideas directly to consumers. Amsterdam Science Park introduced multi-tenant buildings in the 1990s and now has seven, where start-ups, spin-offs and larger firms all share the same physical space. Le Duc is keen to encourage private investors to get more involved in Amsterdam and the park has some 120,000 square metres of land available for development.

A similar process of urbanisation is under way in Utrecht. Utrecht Science Park, which also houses many university faculties and research institutes, is located on the eastern side and officials are focusing on improving the links between the 300-hectare site and the rest of the city. Infrastructure projects include a new light rail link, which is due to be completed in 2018.

The science park itself is the subject of a €1.2 bn investment drive and some 58,000 m² of development space is on offer.

Within Holland Metropole itself, each of the four cities has its own specific economic focus. Amsterdam has a strong international position in financial and business services, IT, media, the creative sector, higher education and logistics. Utrecht has a young, well-educated population and an economy focused on creative entrepreneurship, life sciences and game-based technology. Rotterdam is Holland Metropole's gateway to Europe thanks to its smart port and excellent transport links. The city also focuses on innovative manufacturing with a leading role for the clean and maritime tech, food and medical clusters. The Hague is the political capital and home to multinational companies such as Shell, Total and Siemens, as well as The Hague Security Delta, the biggest cluster of security-related companies in Europe.

This broad approach allows local authorities to promote Holland Metropole to the property sector as an attractive, integrated region to invest in. Clear spatial planning policies and development plans ensure long-term investments are secure, says Daan van Everdingen, a strategic market analyst with Dutch investor Bouwinvest.

Quality of life

The excellent quality of life in the region is key to attracting and retaining the best talent, while the infrastructure, in terms of both transport and communications, is among the finest in the world, Everdingen says. The real estate and construction industries make a major contribution to the Dutch economy and create thousands of jobs. By drawing young, creative entrepreneurs to the region and helping them grow, Holland Metropole is generating a climate in which innovative businesses can thrive.

The efforts are bearing fruit.

The Netherlands has since climbed to fourth place in the World Economic Forum's Global Competitiveness Index, thanks to its world-class infrastructure, excellent health service, stand-out higher education and continuing focus on innovation.

'We must keep moving to remain ahead of the competition,' says economic affairs minister Henk Kamp. 'It is crucial for both jobs and economic growth that we strengthen and build on this position. Who knows, maybe next year we will be even higher in the ranking.'

HollandMetropole

A super connected global region

Amsterdam, Rotterdam, The Hague and Utrecht are unique and powerful in their own right. Together they form one of the most succesful and well-connected city regions in the world. Why do the four cities pack such a punch? Check out the Holland Metropole highlights.

Amsterdam

- Cultural hotspots
- Tourist hotspots
- Amsterdam Science Park
- Business district
- Universities
- Beaches
- Manufacturing
- Circular economy

Rotterdam

- Innovation
- Manufacturing
- Universities
- International business climate
- Circular economy

The Hague

- 200+ international organisations
- 11 km of beaches
- Universities
- Seat of national government
- Europe's No.1 (cyber) security cluster

Utrecht

- Culture and history
- Smart economy
- Universities
- Transport hub
- Medical research

Connectivity

- International port
- International airport
- Fast train network
- Excellent motorway links




Amsterdam
Utrecht
Rotterdam
Holland
Metropole
Hamburg
London
Eindhoven
Brussels
Frankfurt
Paris

Amsterdam

Amsterdam is the cosmopolitan cultural capital of the Netherlands and its entrepreneurial and creative spirit has a unique global reach. The population is growing by some 11,000 extra inhabitants each year. In the comprehensive Amsterdam Metropolitan Area as a whole, some 60,000 residential units will be developed in mixed use districts over the next five years.

Sluisbuurt Zeeburgereiland
Sluisbuurt is part of the massive Zeeburger island brownfield site in the east of Amsterdam with access to the IJmeer lake. The project is a high density mixed use development of over 5,000 new homes and the area will also include schools and working space.
Planning status: The Sluisbuurt is a reduced traffic and pedestrian and bike friendly zone, which will require a broad mix of developers and investors. Construction is due to start in 2019. The land is owned by the city council.
Contact: Jan Straub
j.straub@amsterdam.nl
T +31 6 53680227



Amsterdam Metropolitan Area
There are dozens of investment opportunities throughout the Amsterdam metropolitan area, ranging from small scale developments to major new projects. The locations include historic inner city areas, bustling waterfronts and thriving commercial districts. To promote a healthy investment climate in the office market, Amsterdam is also actively stimulating the redevelopment and transformation of office space into residential units and other uses. The emphasis is on sustainable development, innovation and growth, as in the Poort Oost project in Almere, a 233-hectare mixed use site, pictured here.
Check out all the options via **investinamsterdam.com**
Contact: Lex Brans
a.brans@amsterdam.nl
T +31 6 53544815



Rotterdam

Rotterdam is a young, dynamic and international city and offers a gateway to Europe thanks to its smart port and logistics facilities. The city authorities are transforming the centre and old harbour areas into high-quality, modern, sustainable living and working environments. Growing international attention and investments have resulted in a lively and vibrant city.

Rotterdam Innovation District
Rotterdam city and the port authority are working with private investors to transform the harbour area into a thriving district where port and city meet knowledge and science. Investors are offered access to talented creative professionals, simplified legislation for experimental projects and key buildings in the city's industrial heritage.
There are two main investment opportunities: Katoenveem, a former cotton warehouse which is being transformed into a vibrant event location and Kunst & Complex, a former factory in an port's industrial area. The aim is to develop multifunctional spaces with offices, hospitality units and exhibition areas within the Merwe-Vierhavens dock area.
Contact: Rene Lamers
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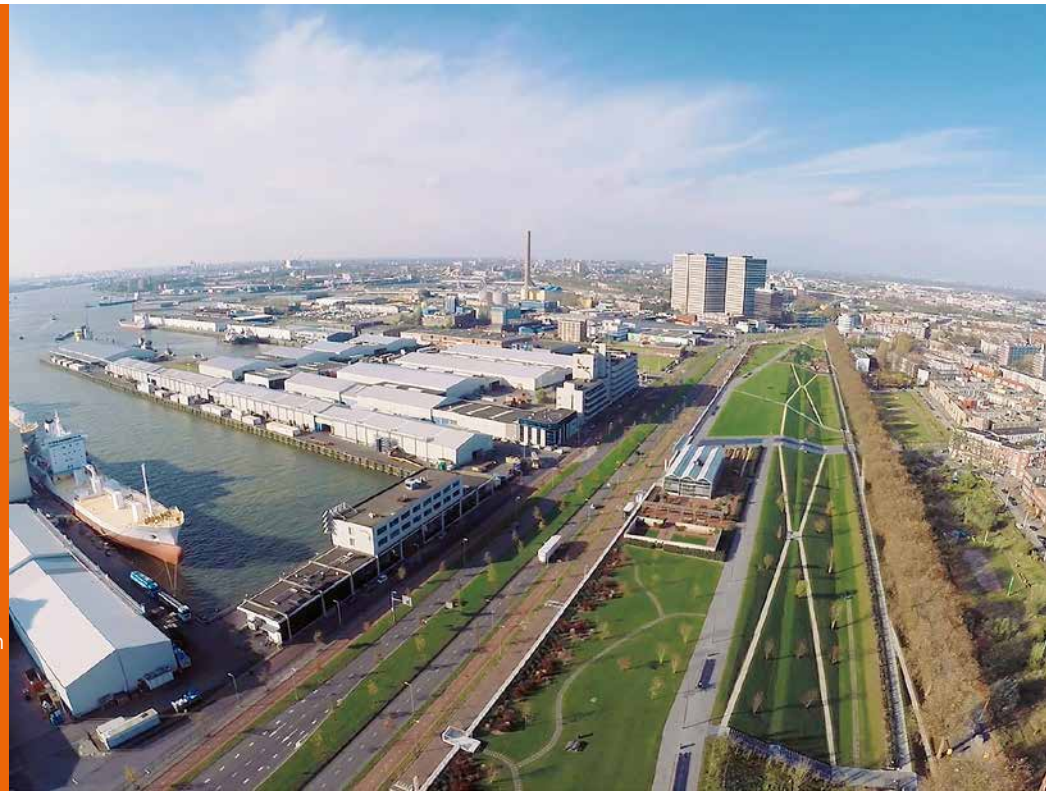
T +31 630 877550



Rotterdam Central District
Rotterdam Central District is an appealing business location offering several opportunities to build or redevelop residential properties, hotels and offices.
The location is extremely central and has excellent transport links. The area is particularly suitable as a headquarters location for companies, as well as a location for startups and short-term rental.
Planning status: There are several opportunities for further future development. Three plots next to the central station are available for mixed use development: offices, residential, short and long stay and retail space. GFA varies from 40,000 to 150,000m².
Connect: Jan van de Ree
j.vanderee@rotterdam.nl
T +31 651 596518



The Hague

The Hague is home to some 240 international organisations and this has made it an attractive location for companies such as Shell, Total and Siemens. The city's international character and excellent standard of living attract some 6,000 new inhabitants every year, making it an interesting location for investors in real estate.

Central Innovation District
The Hague's Central Innovation District (CID) has great development potential. Located in the inner city, the area contains three railway stations and is rapidly becoming a thriving ecosystem combining startups, big companies and knowledge institutes, especially in the fields of security and governance. The district spans an area of 4 km², has a workforce of 63,000 plus 25,000 students on a daily basis.
Planning status: This district still has plenty of development potential, especially for mixed use programmes.
Contact: Henk Harms
henkharms@denhaag.nl
T +31 6 10926254



Binckhorst
The Binckhorst is one of the largest economic centres in The Hague, strategically situated near the city centre and with excellent motorway connections. The district is undergoing major transformation and is becoming a lively location for start-ups, social and creative entrepreneurs and international IT companies. It offers great opportunities for both developers and investors.
Planning status: 116,000 m² of office space for rent or redevelopment into a mixed-use programme. A number of 7,500 m² plots owned by the city are available for development.
Contact:
Eveline Kokx van Aalsburg
eveline.kokx@denhaag.nl
T +31 6 53643645



Utrecht

Utrecht is the beating heart of the Netherlands. Utrecht is developing from a medium-sized provincial city into a regional capital of European importance. In fact, the Utrecht region has one of the most favourable economic growth forecasts of all the city regions in Western Europe, thanks to its knowledge-based economy and young, highly educated population.

Station area
Utrecht's central station area is a major transport, retail and business hub used by 88 million people each year. Redevelopment opportunities include the development of 2,200 homes, 250,000 m² of office space and 47,500 m² of retail and services. The development is due for completion in 2030.
Planning status: The second phase of the development offers interesting investment opportunities which will give the entire city a sustainable boost through innovative groundwater projects, cycle-friendly traffic schemes and energy neutral buildings.
Contact: Information centre Station Area www.cu2030.nl
T +31 30 2869650



Utrecht Science Park
Utrecht Science Park is the largest in the Netherlands and a hotbed of growth and innovation in the most competitive region of Europe. Some 22,000 workers and 50,000 students use the area on a daily basis. The campus offers high-quality institutions, companies and facilities with a focus on healthy urban living.
Planning status: Between 2013 and 2018 a further €1.2 bn is being invested in the science park and the number of jobs will grow by 5,000. Some 58,000 m² of development space is currently on offer.
Contact:
info@utrechtsciencepark.nl
T +31 30 800 4491



Four cities, adding up to one innovative investment opportunity

The Netherlands' four biggest cities are hoping to attract more interest from international sources, particularly to solve the shortage of affordable housing. Investors and developers have been upping their investments across the board.

In 2016 growing foreign investment helped to push Dutch real estate investment volumes through the €14 bn barrier, up some €2 bn on 2015 and the Holland Metropole region accounted for almost €5.3 bn of the total.

The sale of landmark building De Rotterdam to a consortium of Korean investors for €350m is by far the biggest single asset deal in the Holland Metropole over the past year. The likes of IC Netherlands, Standard Life and CBRE Global Investors have all bought up large amounts of Dutch property over the past year. Indeed, foreign investors accounted for 53% of the total investment volume. Germany, traditionally the largest cross-border source of investment, accounted for over €1.8 bn, followed by the US and UK, both on around €1.6 bn.
'The Netherlands is a stable country in terms of its economy and has a transparent real estate market, says Bouwinvest chief executive Dick van Hal.

Top deals in 2016

Amsterdam Hannover Lease bought the Piet Hein buildings on the city's waterfront on behalf of a French and Finnish joint venture for € 156.5 mln
Utrecht Delta Lloyd bought the still-to-be-built The Platform microcity project near the main railway station for an estimated € 60 mln
Rotterdam De Rotterdam, a massive waterfront mixed use project, was sold to a consortium of Korean investors for € 350 mln
The Hague IntReal bought the De Zilveren Toren office complex for some € 84 mln from Germany's Kanam

'By working together, the four Holland Metropole cities combine their individual strengths. In global terms, the Netherlands is a small place, but if you join forces you can have a real impact and you can compete with the other big cities.'

Green heart

Holland Metropole has a unique position and strong selling points compared with other metropolitan regions, Van Hal argues. In particular, the 'green heart' – the rural area at the centre of the region – is an important asset. 'If cities become too dense, too overcrowded, you end up with problems in the long term. You have too many people, it is too busy, quality of life goes down and you have serious pollution issues. But the green heart keeps Holland Metropole healthy.'
The cities' close proximity to Schiphol airport is also crucial, says Harm Janssen, north-west regional director for developer BPD. 'In addition, the cities are all well-connected to each other. Public transport is good and cycling is a very convenient alternative. Educational standards are good and residential areas are close to business districts. And the countryside is never far away. That is a real contrast to many other parts of the world.'

Innovation

Janssen believes the four cities are complementary. 'Each city has its own strengths in terms of the economy, leisure and living,' he says. At the same time, the rapid growth in the population is throwing up new challenges. 'We need to look at how we organise living environments and develop new ways of living together,' Janssen says. 'BDP is developing an entirely new concept of shared living in Amsterdam. We are developing apartment blocks which incorporate all the elements of the sharing economy, including startups. People will be sharing cars, bikes, working spaces, guest rooms, even tools, all supported by cutting edge information technology.'

The shortage of residential housing, particularly for youngsters, is a major challenge for investors, developers and local authorities. The government has already taken steps to boost residential housing and make it more attractive to investors - for example, by making it easier to convert offices for other uses. Other legislative changes are being planned (see box). 'The demand for properties with a middle-income rent is gigantic, in terms of both prospective tenants and institutional investors,' says Henk Jagersma, chairman of Syntrus Achmea RE&F. Last year, Syntrus Achmea acquired over 3,100 residential properties for its clients. 'We're proud of what we achieved but we could have done much more if there had been more property available. Institutional investors had €5.5bn ready to invest in residential housing last year, but over €1 bn of that went untouched. This year, there is some €6 bn available.'

Foreign interest

A typical deal is the purchase of three apartment complexes plus four commercial properties in Utrecht by Canadian property fund CAPREIT at the end of last year. 'This deal confirms the growing foreign investor interest in investing in the Dutch residential property market,' says Marijn Snijders, director of Capital Value which brokered the deal. In particular, efforts made by housing corporations and the private sector to renovate and boost investment in the area makes it attractive to invest in this sort of large-scale project, Snijders said.



AM's development De Lofts in Amsterdam comprises 212 apartments averaging 32 m² plus work area, launderette and other communal facilities

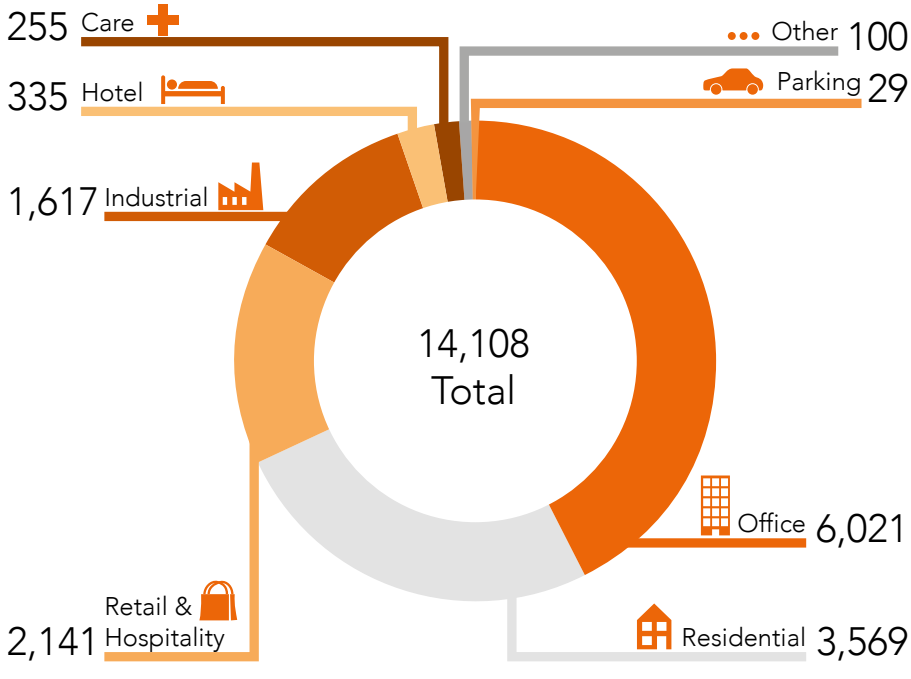
Opening affordable housing up to investors

The Dutch government has embarked upon a wide-ranging strategy to inject more private sector investment into the Dutch residential market.

The Netherlands needs an extra 50,000 affordable homes to meet the growing shortage of middle-income homes, says Rob van Gijzel, the man spearheading the government's efforts to boost the supply of middle-income properties.
Van Gijzel is chairing round-table talks between developers, housing corporations, investors and local government as part of a major government initiative to give the private sector a bigger role in rentals. The aim is to boost the supply of homes with rents of between €710 and €1,000 a month – particularly in the Holland Metropole cities.
'It is important to create room for private investors to expand this sector,' says housing minister Ronald Plasterk. His strategy envisages developers and local authorities working together to assess regional needs and drive forward development. Zoning rules will be relaxed and the strict regulations for setting rents will be made more flexible so that more micro-apartments will fall outside the current tough Dutch rent-controlled system.
The minister also wants housing corporations, which dominate the Dutch rental sector, to sell more of their non-rent controlled properties to private investors.

Area and property developer AM is also closely involved in a number of redevelopment projects together with the municipalities and investment companies, such as the De Zalmhaven development in Rotterdam, The Lofts in Amsterdam and Landgoed Wickevoort in Haarlemmermeer. Chief executive Ronald Huikeshoven says challenges in spatial planning can only be solved by structural collaboration between the public and the private sector. 'Without innovation, there's no property development,' he says. 'Innovation is about CSR, new technology, new forms of co-creation and the like. Continuous innovation enables a high standard of sustainable spatial solutions and healthy and attractive living and working environments.' In addition, the Holland Metropole region is typified by its professional market with high grade governance and integrity, Huikeshoven says.

Nationwide investment by sector in € mln 2016



The Holland Metropole: a public private initiative

The Holland Metropole initiative is an alliance between Amsterdam, Utrecht, Rotterdam and The Hague and a number of development and investment partners. The aim is to highlight the development opportunities available in the Netherlands' four biggest cities. All four are well known in their own right, but together they form one of the most successful city regions in the world. As Europe's best-connected region, with many international and innovative institutions and stable economic growth, the Holland Metropole offers investors a world-class business and investment climate.

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