

## ICT/e-Science

Empowering the Amsterdam Metropolitan Area through technology



The Amsterdam Metropolitan Area (AMA) presents many opportunities. It is a thriving tech hub and one of the most digitally-connected economies in the world. The AMA leads the way in smart city technologies. It is home to world class data science research and is considered as one of the hottest tech start-up ecosystems in Europe. For these reasons the Amsterdam Economic Board is focussing on the ICT/e-Science sector as one of the most innovative sectors of the AMA.



### ICT/e-Science

Within the ICT sector, businesses, knowledge institutions, government organisations and citizens work together to stimulate innovation. Cross-overs with other sectors such as sustainability, health and the creative industries are key to our regional development.



### Metropolitan Living Lab

The Amsterdam Metropolitan Area has the perfect scale and diversity for testing innovative solutions and products: it is big enough to face metropolitan issues, yet compact and flexible enough to be a test bed. Therefore the Amsterdam Economic Board has made the metropolitan living lab philosophy the basic principle for testing and improving innovative ideas under real-life circumstances. We use this approach to innovation in four strategic areas; Smart City, e-Health, Data Science and Talent.

### Facts:

- One of the world largest Internet hubs (AMS-IX)
- Highest digital penetration in the world
- Ideal testbed for new technologies
- World leading research on data
- Second most tech-intelligent city of the world (City in motion index, 2014)
- Amsterdam #2 Smart City in Europe (FastCoexist, 2014)
- Open and creative tech scene

# amsterdam economic board

## Smart City

By using cities as metropolitan living labs we focus on solutions for today's urban challenges. Smart housing, smart grids, home energy storage, connectivity and smart mobility are areas of interest for developing projects, ideas and new business models. With the innovation platform Amsterdam Smart City, companies, residents, the municipality and knowledge institutions are challenged to submit and apply innovative ideas. Combined with bio-based innovations, recycling and creation of a circular economy we make our region smart and sustainable.



- Amsterdam Smart City
- Amsterdam Institute for Advanced Metropolitan Solutions

## e-Health

With over 30 key research institutes & medical centers, the Amsterdam region is an international player in the field of Life Sciences and Health, focussing on the "active living and healthy ageing" challenge. Our e-Health efforts aim to transform our health and care system. From standalone innovations towards integrated health solutions that serve citizens and communities. From treating patients towards stimulating healthy living. From trials to real world evidence in urban living labs.



- Amsterdam Health Lab
- Amsterdam Health and Technology Institute

## Data Science

Our society is becoming increasingly reliant on data as well as the tools and methods to acquire and analyse this data. By applying knowledge, gained from big data, to societal and economic challenges, and by testing solutions in real life settings, we are able to improve the efficiency of our government, improve the quality of our health care, improve the effectiveness of security systems, stimulate innovation in business, and catalyse new discoveries in science.



- Amsterdam Data Science
- E-Science Center
- Big Data Value Center Almere

## Talent

Amsterdam is a compact, open and creative capital. It offers plenty of unique career opportunities for (international) talent. But in today's economy employee requirements change quickly. Therefore businesses, universities and the local governments have joined forces to constantly match the supply and demand for skilled labour. We focus on finding the right talent for start-up companies, attracting international tech talent, stimulating IT at secondary and higher education levels and retraining IT professionals.



- Amsterdam works
- Make IT Work

## Amsterdam Economic Board

The Amsterdam Economic Board stimulates innovation and collaboration between businesses, knowledge institutes and government organisations. Our goal is sustainable economic growth in the Amsterdam Metropolitan Area.



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