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"The future is a small, ugly town in the south of Holland"

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24 October 2013 | 12 comments

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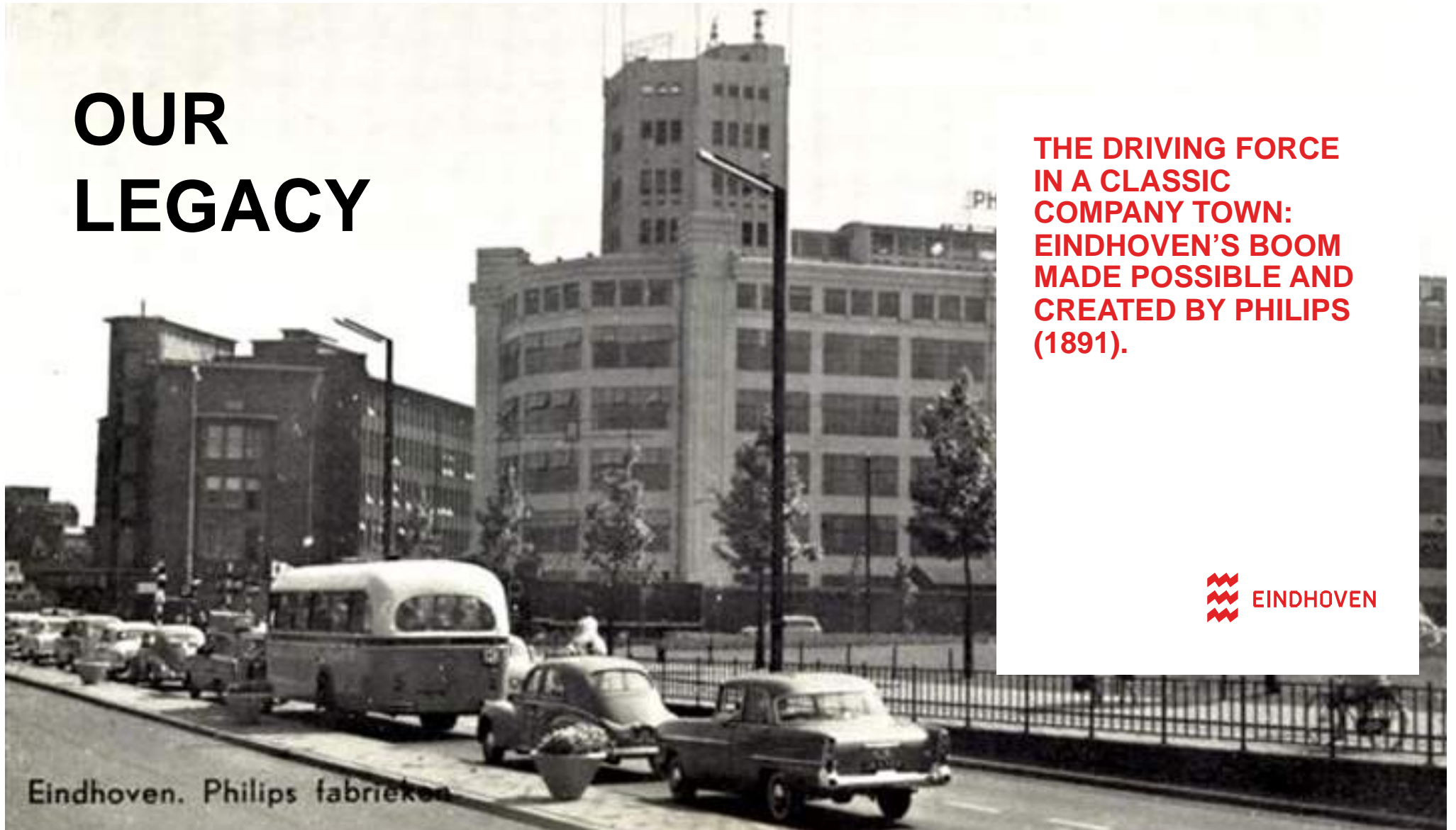
Opinion

OUR LEGACY

THE DRIVING FORCE
IN A CLASSIC
COMPANY TOWN:
EINDHOVEN'S BOOM
MADE POSSIBLE AND
CREATED BY PHILIPS
(1891).



Eindhoven. Philips fabrieken

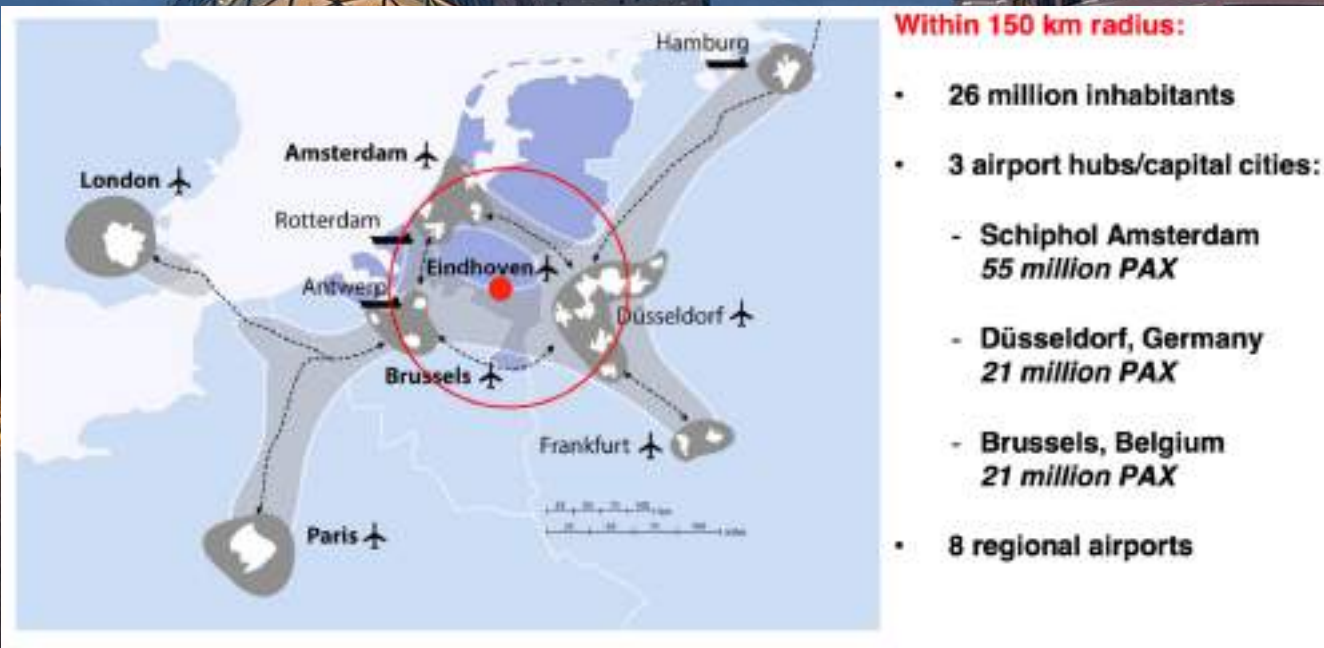


OUR RENAISSANCE

**THE EINDHOVEN
RENAISSANCE: NEW
ELAN IN THE CITY THAT
RECENTLY CELEBRATED
TO BE THE WORLDS
SMARTEST REGION.**

**BUT COMPETITION IS
HARD IN A GLOBAL
COMPETITIVE MARKET.**

**EINDHOVEN IS IN NEED
FOR TALENT, WILLING TO
LIVE IN TOWN.**





**OUR AIM:
COME LIVE HERE,
ITS GOOD**

**BRAINPORT EINDHOVEN
IS ONE OF THREE
ECONOMIC PILARS OF
DUTCH ECONOMY AND
NEEDS STRENGTHENING
OF ITS ECONOMIC BASE
BY ADDING URBANITY.**

**WE AIM FOR BRAINPORT
CITY: EXCITING URBAN
QUALITY, COOL
REVITALISED AREAS,
EXCITING RESIDENTIAL
LIVING, PERFECT
CONNECTIONS.**



OUR ADAPTIVE PROGRAM

ADAPTIEF PROGRAMMA BRAINPO

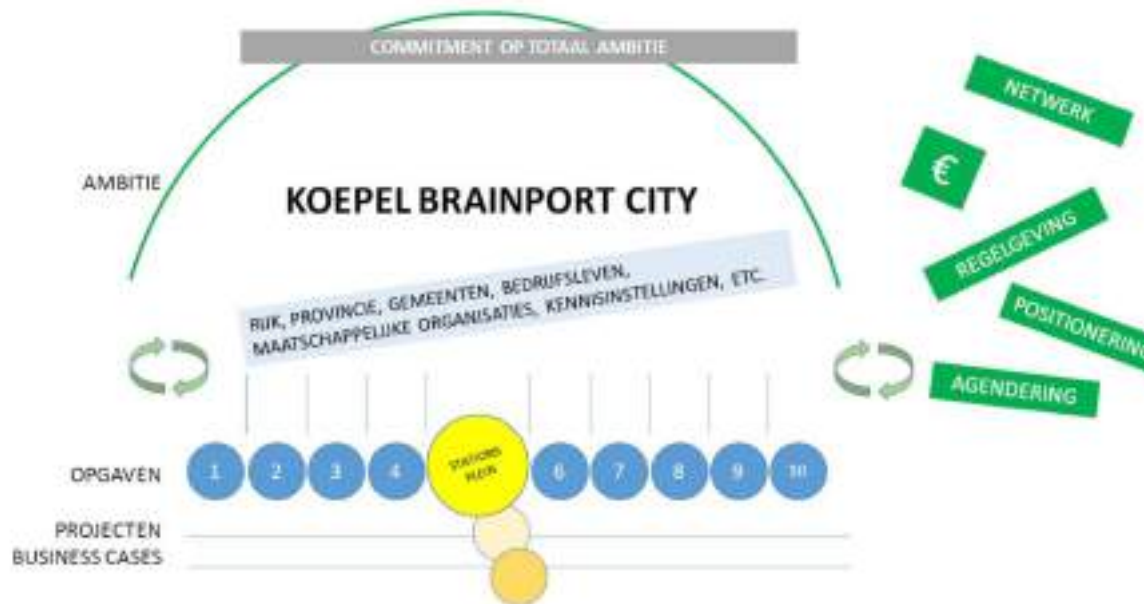
- Digitaal
- Staanplaatsing
- Business Case
- Productie Model
- Landbouw en Land
- Daily Urban System
- Wolfsplein 11
- Urbanisation van
- Urbanisation van

- Urbanisation van
- Urbanisation van
- Urbanisation van

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- Urbanisation van
- Urbanisation van



COLLABORATION IS IN OUR GENES...

TOGETHER WITH MULTI HELIX PARTNERS WE'VE BUILT AN ADAPTIVE PROGRAM (HORIZON 2040).

WE FACE CHALLENGES: ON BOTH FINANCE AND GOVERNANCE (BUT TIMING FEELS GOOD..).



OUR CHALLENGE

**IN WHAT WAY CAN WE
SPEED UP IN REALISING
OUR PROGRAM, STAY
FLEXIBLE AND BOTH BE
DETERMINED IN
REALISING GOALS AND
RESULTS AS LONG AS WE
DEPEND FROM THE
FUNDS OF OTHER
PARTIES...**

**TO GO SHORT; SHOULD
TAXES EARNT IN
REGIONS STAY IN
REGIONS?**

