



GLOBAL BUSINESS DISTRICTS
**INNOVATION
CLUB**

TOUR WITH LOCALS AMSTERDAM ZUIDAS 2022



CONTEXT

Living in an era where technology has taken us to new levels of communication and sustainable issues made us to rethink the way of making business connection, we question our need for business travel at all. Video conferencing are fantastic ways to communicate when remote working, but when it comes to urbanism subjects nothing quite beats local area visits and real life professional interaction.

In an effort to reduce our carbon footprint, we invite professionals from neighboring geographic areas to join the Local Tour.

DESTINATION

The first destination – Zuidas, GBD of Amsterdam. Zuidas – literally, the “southern axis” – is a metropolitan area situated roughly midway between Amsterdam city centre and Schiphol Airport and nature reserves of Nieuwe Meer and the Amstel river. With its high concentration of businesses, public institutions and housing, this is a dynamic new part of the Dutch capital. Already a high-profile international business district and a centre of research and education, Zuidas is now evolving into a fully-fledged urban hub – a place to live, work and play. Sustainability is a factor of of prime importance in the urban development of Zuidas Amsterdam.

PROGRAM

16:00 – 16:10 Welcome speech by Pieter-Jan Jongen (Deputy director Zuidas) and David van Traa (Director at Zuidas)

16:10– 18:00 General presentation of the GBD of Zuidas

- ▶ governance,
- ▶ strategy and ambitions,
- ▶ economic model,
- ▶ urban development plan and major projects,
- ▶ environmental dimension.

Speakers:

Paco Bunnik, Lead Urban Designer, Gemeente Amsterdam,

Jaap Brouwer, Urban Planner at Soeters Van Eldonk architects

19:00 – 21:00 Diner

Venue :

- ▶ TBD



9:00 – 9:30 Welcome coffee

09:30 – 10:00 Zuidas real estate market

Speaker:

JLL/ Knight Franck/ CBRE

10:00-11:30 Presentation of special challenges and solutions for the Zuidas GBD

Mobility, Accessibility and Infrastructure

Projects and programs aimed at sensitization of residents and talents of Zuidas to the use of environmentally friendly modes of transportation. Through the creation of mobility hubs, stimulation programs such as the Zuidas mobility experience, development of mobility as a service and the use social surveys designed to help improve the existing system. And of course, the Zuidasdok project, which is a 3-billion-euro project undertaken by the national government and the city to improve the combined subway and railway stations at Zuidas in connection to local and regional public transport. Zuidas will be the future location in Amsterdam for international trains to and from the UK, Germany, and France.

Speakers:

Isabelle van den Bouwhuijsen, Manager Mobility program for Zuidas, VRA (metropolitan transport authority) and the department for transport
Jaco Perlot, Deputy Director Zuidasdok

Climate Change and Sustainability

Projects, programs, and initiatives in collaboration with companies and property owners and developers active in the Zuidas GBD to manage the effects of climate change and to contribute to climate goals. Zuidas does not use natural gas and has several programs and in place to cope with changing heat, (rain)water en ecological challenges.

Speakers:

Eline Kik, Director of the Green Business Club Zuidas
Tom van Es, Program-manager Sustainability

12:00 – 13:30 Networking Lunch

Venue:

▶ TBD

13:30 – 16:30 Visite of Zuidas area

Valley

With its landscape of jagged stone terraces, bay-windows, and balconies, covered in dense planting designed by landscape architect Piet Oudolf, Valley brings much-needed greening to Amsterdam's Zuidas business district. Designed for EDGE Technologies, the 75,000m² mixed-use project contains apartments, shops, offices, cultural institutes, and a creative centre, highlighted by a publicly accessible “valley floor” located on the building's podium, at the 4th and 5th floors.

Knowledge Quarter

Zuidas Knowledge Quarter differs from the rest of Zuidas thanks to the dominant presence of institutes of research and knowledge. The area is known primarily as the location of the VU University Amsterdam, the VU Medical Centre (VUmc), as well as the ACTA building (dental training), the O2 lab building (Human Health and Life Sciences) and the OZW building (various education and care-related courses). Hence the name: Kenniskwartier . In the near future, these buildings will be joined by the Imaging Centre (a diagnostic centre of the VUmc) and a new building for the CCA (Cancer Centre Amsterdam).

17h00 Departure

TERMS OF PARTICIPATION

Participation Fee

- ▶ Free of charge – for the GBD Innovation Club Members
- ▶ 300 EUR – for non-members

Includes

- ▶ 2 days of visits and presentations
- ▶ Welcome dinner
- ▶ Lunch

Does not include

- ▶ Travel expenses
- ▶ Hotel
- ▶ Visa fees



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