



Zaanstad works!

ZNSTD

The world's oldest industrial region is ready for the future

Since time immemorial a fresh wind has blown through this part of Holland on the river Zaan – a flat region characterised by its many waterways and channels.



This provided the ideal location for the milling industry. The windy conditions, the entrepreneurial spirit of the people and the location in relation to Amsterdam, where the Dutch East India Company was based, saw the area develop into the world's first industrial region. In the 17th and 18th centuries more than 1,000 windmills were busily turning here, churning out sawn planks for the shipbuilding industry or producing cocoa, mustard, dyes and paper.

Over time the windmills made way for factories and warehouses – magnificent industrial monuments. However, the fresh wind continued to blow. Companies such as Albert Heijn, Verkade, Bruynzeel, Wessanen, Honig and Duyvis made full use of it and started to expand. Zaanstad became the larder of the Netherlands.

Now a fresh wind is blowing through the region like never before. Today Zaanstad is not only benefiting from a completely new city centre with all kinds of attractive facilities, but it also has a great deal to offer in terms of business locations and accessibility. The second Coen Tunnel will make Zaanstad even more accessible and the southern ring road has also substantially improved the link between the A8 and A9. Zaanstad's lock is being prepared for the future, while a

new sea lock is also being constructed in IJmuiden. What is more, Schiphol Amsterdam Airport is just a stone's throw away and there are excellent rail and bus connections via Zaandam Intercity station, the new bus terminal and five other railway stations. Zaanstad is more accessible than ever before.

A place to live, work and enjoy

It would be wrong, however, to think that Zaanstad is just a working city. In fact it is the combination of living and working that has been so unique here over the centuries. The cultural offering and leisure opportunities have grown and grown in recent years.

Examples include the magnificent Zaantheater with its extensive theatre programme, but also events such as the musical spectacle Zingen op de Zaan, the Dam tot Damloop running event and the Smaakexplosies food festival. You can also shop in the Netherlands' most surprising city centre. And, when the first ray of sun appears, the pavement cafés spring to life. Zaanstad offers a wide range of options for secondary education, while universities and institutes of higher education are only 15 minutes away. Awareness is therefore growing that there is an excellent and affordable place to live just north of Amsterdam. Zaanstad is alive.

Space for your business

Whatever kind of affordable premises you are looking for, you will find them in Zaanstad. There are prime waterside locations, both on the river Zaan and the North Sea Canal. You will also find a wealth of industrial premises with listed status, as well as well-presented office space in the new city centre. What is more, you can build your own business from scratch on very attractively priced building land within the Amsterdam metropolitan region. Key locations include the HoogTij industrial site, the Hembrug and Hemmes sites, heritage buildings and, last but not least, the new city centre itself. The latter clearly shows that the people of Zaanstad like to be daring. So come and make your ideas a reality.



Here you find
people with
incredible
passion,
creativity and
drive.

**SJOERD DE KEIZER,
A. DE KEIZER ELEKTRO-
TECHNIEK B.V.**



Get creative!

Big ideas are not born in small, unimaginative spaces – they need an environment that inspires. Zaanstad is therefore perfect for creative entrepreneurs, as nothing is as inspiring as its listed industrial premises by the river Zaan or the Hembrug site, a creative hotspot. And nothing stimulates the mind like sitting in a little café by the river Zaan or on the Dam. What makes Zaanstad ideal is that it is a place where people are used to actually implementing what they have created. Take the creative force of local designer Piet Boon, for example. It's not just about thinking, but doing too. This mentality is also bringing Zaanstad increasingly to the attention of the media and film industry thanks to the availability of attractive studio spaces, hard-working professionals, cooperative local residents and a flexible municipality.

Zaanstad is
open, available
and so nearby!

TOM VAN ROON, RABOBANK



Possibly the best breeding ground in the Netherlands

The Zaan region has always had a positive impact on companies in the food industry. All the big names in the Netherlands have their roots here: Albert Heijn, Verkade, Honig, Duyvis, Lassie and Gerken (now Cargill Cocoa & Chocolate). Are there any companies here that haven't made it big? In the area of semi-finished products, such as cocoa and oil, Zaanstad can also boast a number of global players. This, in turn, is beneficial for the production of chocolate or cosmetics.

Everything is linked, therefore, and all organisations can benefit from each other. The fact that Zaanstad already has a fully fledged food industry with all the associated food expertise makes it an attractive location for companies in research & development and laboratories, as well as for the packaging industry and machine works. But if you move to Zaanstad be aware that staying small is virtually impossible in such a good breeding ground for business!



The Zaan region
has a lot to
offer.

PIET SMIT, MOBILE KEYS



Gateway to the world!

Following on the heels of the food industry, the logistic services sector has also developed strongly. After all, everything produced in Zaanstad also has to reach its destination as quickly and as freshly as possible. This has resulted in improvements being made to waterways and traffic routes. As it is easily accessible by train, bus, car, boat and aeroplane, Zaanstad is increasingly becoming the hub of the logistic network in the Amsterdam metropolitan area. A range of investments have also made high-speed digital access possible.

More and more people are visiting Zaanstad

You see them more and more in Zaanstad: people trying to capture the new heart of the city with their cameras or on their mobile phones. The 'stacked' little houses that make up Inntel Hotels Amsterdam Zaandam and the daring architecture of the city hall are two of the sights most photographed by tourists who call in to Zaanstad. Of course, the biggest attraction north of the North Sea Canal is still Zaanse Schans, which draws around one million visitors every year. An increasing number of people, however, are discovering the other delights that the Zaan region has to offer. The industrial heritage on the banks of the river Zaan, for example. Not to mention the magnificent cycle routes through the polders and the numerous waterways, channels and lakes, which offer unprecedented opportunities for water-based recreation. This is a good reason for entrepreneurs to look at Zaanstad in a different way. There is still space here for bed and breakfast establishments, hotels, good restaurants, campsites, marinas, and boat and cycle hire facilities. The tourists are coming. How about you?

You know exactly where you are. It is a region with character.





There is enough
here to paint
for an entire
lifetime.

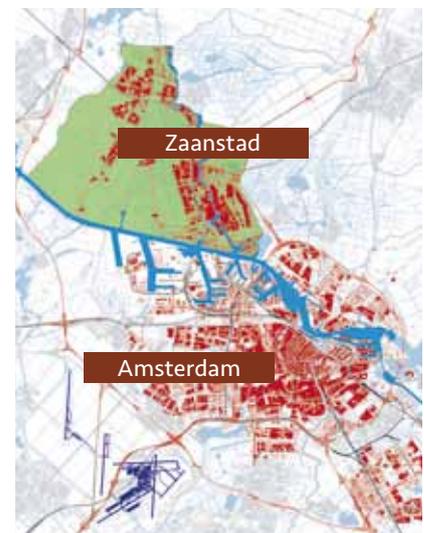
CLAUDE MONET (1840 - 1926)

At your service

Business and financial services are sectors that are growing in Zaanstad. No wonder. All the industry that is present in the region simply could not function without excellent support. ICT is hugely important. And what about Zaanstad's great advantage as a municipality that allows you to avoid the rush-hour traffic, while being just a few minutes from Amsterdam by car? If you opt for affordable office space in the new city centre, it is only a few minutes' walk from Zaandam Intercity station.

Further information

Would you like to find out more about what Zaanstad has to offer? Go to www.zaanstad.nl/engels. For a no-obligation introductory discussion, please contact Bea van Voorthuizen, Economic Affairs Account Manager: b.voorthuizen@zaanstad.nl, T +31(0)6 270 51 002, or another of our account managers: accountmanagementez@zaanstad.nl, T 31(0)75-6559111.





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