



Brainport
Eindhoven

Brussels Office

BRAINPORT, THE POWER OF COOPERATION

- **History** – **SHORT:** Established in December 2005
- **Size** – **SMALL:** One person only (2 in March 2009)
- **Back home** Four persons supporting international relations
- **Focus** BRAINPORT STRATEGY – Innovation & technology
- **Activities** Networking, Projects, Communication, Policy

BRAINPORT, THE POWER OF COOPERATION



- Knowledge**
- Fontys
 - TU/e
 - Others

- Industry**
- Philips
 - Chamber of C.
 - Other companies

- Public Sector**
- Eindhoven
 - SRE
 - Province



CREATING THE INDUSTRIES OF THE FUTURE

BRAINPORT, THE POWER OF COOPERATION

- **The Future:**
 - **More staff**
 - One person show does not cut it!
 - **Greater critical mass**
 - ERRIN.., But also Dutch cooperation foreseen – towards an Dutch House in Brussels
 - More attention to Communication and Policy
- **Key challenges:**
 - Structured cooperation without losing specific identity and strengths
 - Enlarging office without becoming too bureaucratic and losing focus on core business
 - Selling Europe to Eindhoven/Brainport