Zuidas Amsterdam: a world class location
**Zuidas brings the world together**

Zuidas is the international urban knowledge and business centre of Amsterdam. It is situated in a strategic location, just a stone’s throw from Amsterdam Schiphol Airport and Amsterdam city centre. In fact, from Zuidas you can be at Amsterdam Schiphol International Airport within just seven minutes by train. Amsterdam Zuid train station is located in the heart of Zuidas and is served by various modes of public transport. 700 National and international companies have already based themselves in the Zuidas area, and it is also home to one of the Netherlands’ largest universities and a prestigious university medical centre. But Zuidas is more than just a place to work or study. It is also an attractive place to live and spend your free time. There are already 600 apartments among the offices of Zuidas, and a total of 8000 more houses will be built in the future. There are also shops, bars, restaurants and cultural facilities. Zuidas will continue to develop and expand over the years to come, catering to the changing needs of its residents, visitors and business clients.

**Amsterdam**

Zuidas is very much part of Amsterdam. It takes just a few minutes to get to the Museumplein, the cultural heart of Amsterdam. Museumplein links Zuidas to the historic centre, with its world-famous canals. To the east and west, Zuidas is bordered by large expanses of green. To the west, there are the Amsterdamse Bos woods and the Nieuwe Meer lake, and to the east, an area of parkland and Dutch countryside bordering the River Amstel.

**International**

One of the main assets of Zuidas is its proximity to Amsterdam Schiphol International Airport. But there are many other qualities that will help Zuidas to become one of Europe’s foremost economic and commercial hubs. Amsterdam Zuid train station, for example, is set to become Amsterdam’s main international station in the near future. The new north/south metro line will play a major role in connecting Zuidas with the inner city. Zuidas is now home to some 700 foreign or internationally oriented businesses. In this respect, the Expatcenter is another valuable asset. It is located in the World Trade Center in Zuidas and provides a one-stop-shop service for highly skilled migrants. Hundreds of international companies have already made use of the centre’s streamlined procedures.

**Ambitious**

The architecture, the prestigious companies that are based here, but more importantly the people, are all evidence of the ambition of Zuidas. The opportunities for international commerce and its unique pools of talent and knowledge make Zuidas a place where people really want to live and work.

**Lively**

The hustle and bustle of the business world, such as the unique conference facility at the RAI Convention Centre and the wide range of leisure amenities make Zuidas a dynamic and lively location. There is always something going on, whatever your individual needs are. Hotels, restaurants, cafés, sports centres, day care for children, international schools, universities… you name it, Zuidas has it!
Residents Hans & Cathy De Haan & daughter Quirien:
We were living in the eastern part of the Netherlands, but there was just too much travel with my job at ICBC on the Museumplein in Amsterdam, so we decided to move here. We find it a comfortable environment and everything is within easy reach by public transport. The surroundings are modern and luxurious. The centre of Amsterdam is just ten minutes away and the facilities in the neighbourhood are perfect.

Michael Crimp, CEO of IBC, International Broadcasting Convention (50,000 visitors from over 160 countries):
IBC has kept coming back to the RAI Convention Centre in the Zuidas district of Amsterdam for the past twenty years. We really like this open and multicultural city, with its fantastic international connections. The language of our business, and one that is spoken very widely and very well in Amsterdam, is English. It’s like a big village: the atmosphere is amazing.

Xavier Giesen of Bolenius, a Zuidas restaurant:
The whole Zuidas area is dynamic, it bursts with activity. The whole place has a real cosmopolitan feel. Just look at the skyscrapers, 27 stories up in the air! We receive a lot of international guests in our restaurant, Americans, Brits, but also groups from all over Europe, Norway and Portugal. You name it!

Shankar Narayanan of Tata Consultancy Services:
We have located our European Headquarters in Zuidas since 1994. The strategic location of Amsterdam within Europe, the proximity of Schiphol Airport, plus the presence of many of our multinational customers and a dynamic, international and pleasant business climate, all make this a logical choice for TCS.
700 International companies situated in Zuidas, an overview:

**Advertising, Media & Entertainment**
- Lincoln International (USA)
- Kempen & Co (NLD)
- Job Broker (NLD)
- Jardine Matheson (CHN)
- JACCOO (USA)
- IWB (NLD)
- Inco Business Group (CHN)
- IMC Asset Management (NLD)
- Horizon Investment Management (GBR)
- Gryphis Invest (CAN)
- Frank Russell Company (USA)
- FM Insurance Company, The Netherlands Branch (USA)
- FactSet Benelux (USA)
- F.M. Insurance Company Limited (USA)
- Europhypo (DEU)
- Dutch Banking Association (NLD)
- Dexia (NLD)
- Delta Capita (GBR)
- Credit Agricole (FRA)
- Crawford & Company Nederland (USA)
- CNA Insurance Company (USA)
- Cervus Capital Partners (NLD)
- Celesio Finance (DEU)
- BTMU (JPN)
- Bencis Capital Partners (BEL)
- Barclays Capital (GBR)
- Bemis (USA)
- Optivum (NLD)
- Orange (USA)
- Oryx (NLD)
- Ovum (USA)

**Construction, Transport & Logistics**
- Toyota Motor Finance (JPN)
- TPG Capital (USA)
- Telmar Peaktime (USA)
- Sanoma Magazines (FIN)
- Rocket Fuel (USA)

**Energy & Chemicals**
- TPG Capital (USA)
- Akzo Nobel (NLD)
- Air Liquide (FRA)
- Atrium European Coöperatief (GBR)
- AMB (NLD)
- Allianz (DEU)
- Atos (FRA)
- Avanade (USA)
- Aviva (GBR)
- AXA (NLD)
- AXA (FR)

**Financial Services**
- ICI Galvanizing (NLD)
- ICBC (CHN)
- ICBC (IND)
- ICBC (USA)
- ICBC (SWN)
- ICBC (CHN)

**Life Sciences, Health & Medical Devices**
- ICBC (CHN)
- ICBC (IND)
- ICBC (USA)
- ICBC (SWN)
- ICBC (CHN)

**Legal & Tax**
- The Bar (GBR)
- The Brink (USA)

**Management & Consulting**
- The Boston Consulting Group (USA)
- The Blackstone Group (USA)
- The Blackstone Group (USA)

**Media & Telecommunications**
- The WPP Group (GBR)
- The WPP Group (GBR)
- The WPP Group (GBR)

**Other**
- The Economist (GBR)
- The Economist (GBR)
- The Economist (GBR)

**Real Estate**
- The Real Estate Group (USA)
- The Real Estate Group (USA)
- The Real Estate Group (USA)

**Retail**
- The Real Estate Group (USA)
- The Real Estate Group (USA)
- The Real Estate Group (USA)

**Technology**
- The Real Estate Group (USA)
- The Real Estate Group (USA)
- The Real Estate Group (USA)

**Telecommunications**
- The Real Estate Group (USA)
- The Real Estate Group (USA)
- The Real Estate Group (USA)

**Transport & Logistics**
- The Real Estate Group (USA)
- The Real Estate Group (USA)
- The Real Estate Group (USA)

**Utilities**
- The Real Estate Group (USA)
- The Real Estate Group (USA)
- The Real Estate Group (USA)
Facts
- Netherlands premium-class business district
- Dutch #1 office location for several consecutive years
(Source: Jones Lang LaSalle, Netherlands Office Location Ranking 2012 & 2013, comparison of 238 office locations in the main 50 office city municipalities.)

Unique combination of working, living and leisure
- 600 apartments and a total of 8,000 will be built in the future
- More than fifty hotels, shops, bars and restaurants
- Several sports facilities
- 700 companies

High and sustainable quality of buildings and surroundings
- Active area management
- Modern architecture

Outstanding and international image
- 60% foreign companies
- Two international schools (primary and secondary)
- Expat Center

(600 apartments and a total of 8,000 will be built in the future)
Availability of talent

- 35,000 employees, of which 80% highly educated
- Multilingual workforce
- Large international community
- 14 educational institutions, including business schools and a university
Attractive bustling area
- More than thirty bars and restaurants
- Wide variety of mid-range to high-end amenities
- Bordered by parks, lakes and lively residential areas

Strategically located
- Six minutes from Amsterdam Airport Schiphol
- Just a few minutes from the city’s cultural heart
- ... and ten minutes to the historic city centre: Zuidas really is part of Amsterdam

Compactness:
- 700 companies within 3 sq. miles
- A dense network of companies and business service suppliers

Accessibility
- Five minutes between trains to Amsterdam Airport Schiphol, with 300+ direct destinations and over 1100 daily flights
- Public transport station/hub located right in the heart of Zuidas
- All office locations around central public transport station and motorway
- 70,000 travellers every day
Zuidas is a great place to live and work. There are many special events such as the Zuidas Run, Culinary Zuidas & Concert and Canal Festival.