

# “Get Connected”

Smart Specialisation & Smart Industry  
in Noord-Holland



# Topics

- Noord-Holland and it's Economy
- Smart Specialisation in Noord-Holland
- Smart Industry Agenda
- Fieldlabs

# Noord-Holland in numbers

GDP



3% Growth  
in GDP



Highest GDP  
per Capita



12th most  
competitive  
region in EU



Provincie  
Noord-Holland

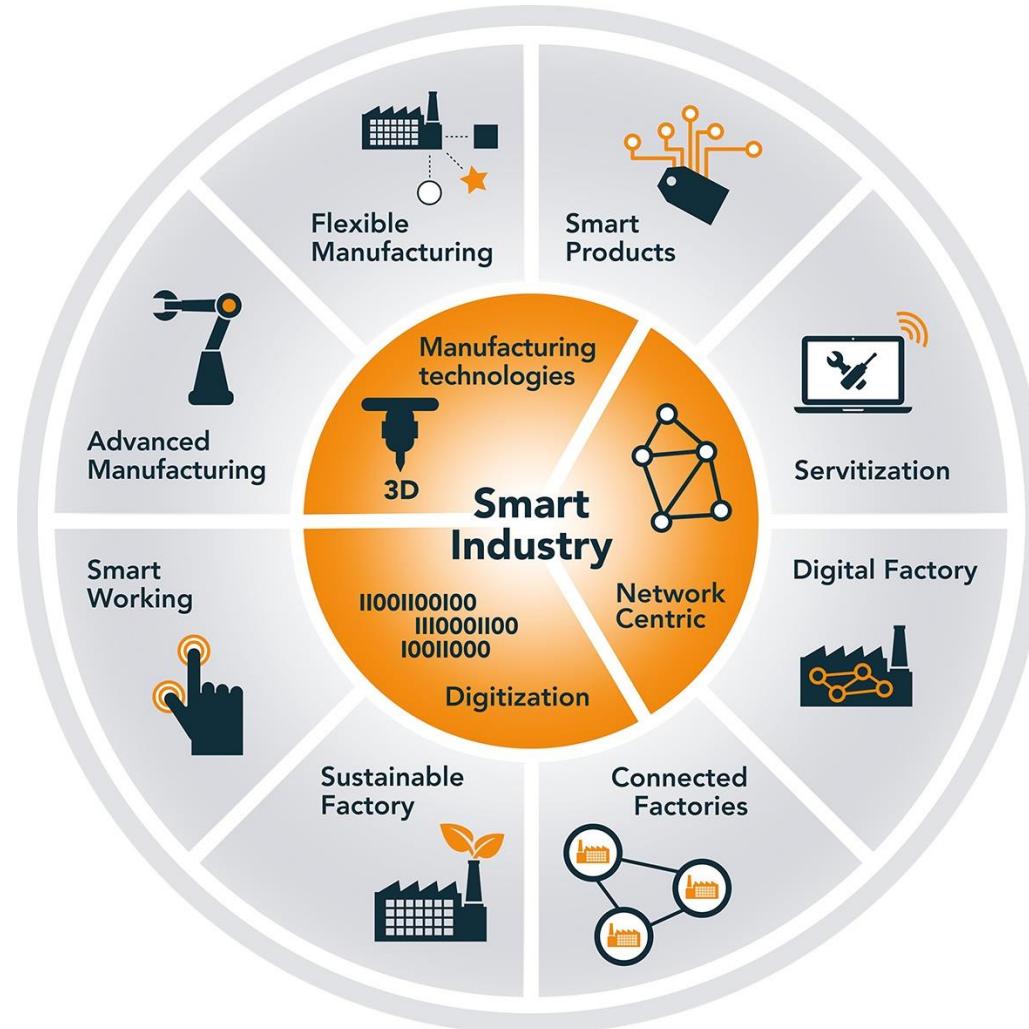
# Noord-Holland - Strength in diversity



# Smart Specialisation

The word cloud is composed of various terms related to sustainable development, such as 'green policy', 'energy', 'ecosystems', 'development', 'smart', 'innovation', 'growth', 'jobs', 'bio-economy', 'entrepreneurial', 'research', 'regional specialisation', 'climate', 'environment', 'local', 'EU GPP', 'opportunities', 'SMEs', 'targets', 'natural', 'assets', 'collaboration', 'strategies', 'change', 'business', 'design', 'ERDF', 'RIS3', 'regions', 'long-term ideas', 'solutions', and 'opportunity'. The words are arranged in a cluster, with 'Sustainable' being the largest and most central word.

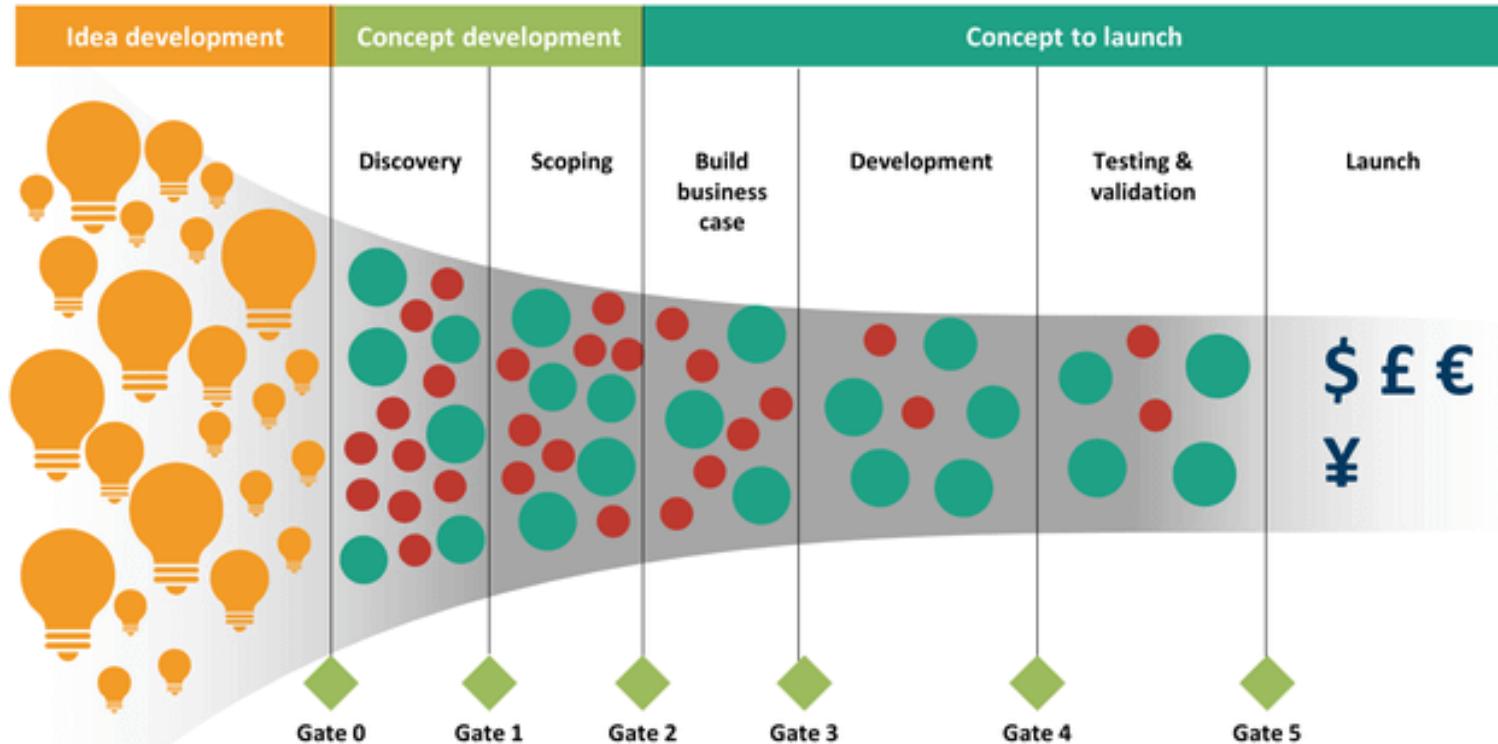
# Smart Industry in the Netherlands



# Smart Industry in Noord-Holland

- Co-operation between Flevoland, Utrecht, Noord-Holland
  - Combined GDP 34%
- Focus awareness & implementation
  - Network approach
  - Workshops
  - Vouchers
- Skills Development
  - Existing workforce
  - Improving educational programs
- Innovation & Spotlight

# Innovation instruments for SME's



# Field Labs – R&DO



**3D MAKERS ZONE.**



# Questions

