

# Amsterdam Overall Score: 41.2/100 Overall Rank: 19/50

## Basic Facts

- 2.7 million population in the Amsterdam metropolitan area
- \$410.7 billion Gross Metro Product (2016)
- Top industries by employment are: professional services, financial Institutions, healthcare

## Notable Strengths

- Amsterdam, notably claimed as “[the Netherlands alternative to Silicon Valley](#),” has been an up and coming tech hub for the past several years
- The city has a [number of benefits](#) for business: Europe’s largest port (Rotterdam) is nearby; Schiphol International airport; excellent rail connections; a world-class logistics and shipping industry and one of the highest rates of Internet connectivity in the world
- Significant initiatives made by the Dutch government and private sector such as the [StartupDelta](#) initiative led by a woman (Neelie Kroes, a retired politician)
- The StartupDelta’s mission is to merge the Dutch startup ecosystem with government, corporations, and innovation hubs, which would allow better access to markets, talent, capital and networks
- Since its launch, StartupDelta has been responsible for initiating more than 2,500 startups and more than 10 Innovation hubs
- This had led The Global Startup Ecosystem Report of 2017, to rank the Amsterdam-StartupDelta ecosystem as the No. 5 most valuable ecosystem in Europe, and No. 7 in the world for both Startup Output and Exit Value
- The Dutch government has done a good job in creating policies to protect and aid women in the workplace. This is highlighted through Amsterdam’s No. 9 rank in Culture, and No. 1 in Policy

- Amsterdam ranks No. 1 or is tied in No. 1 with other cities for collection of city level data on income or employment by gender, presence of city and/or national level policy advocacy organization specifically for women’s equality issues, policy for "equal remuneration for work of equal value" (fair pay), policy for "nondiscrimination based on gender in hiring," paid maternity leave, and paid paternity leave policy
- The city supports a culture of creativity and flexible working hours. Paid maternity leave is an instance of Amsterdam’s strengths, where women are allotted 16 weeks of maternity and are compensated 100 percent of their earnings during this time
- Amsterdam’s innovative technology gives it a high ranking of 14 (ranking No. 14 in Technology). The city has been making news with its involvement in a number of smart city projects (No. 4)
- Recently a prototype of the [Roboat](#), the autonomous boat used to transport goods and people, was introduced.

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- This is an example of Amsterdam utilizing technology to evolve the city’s infrastructure. Not only do these smart city projects improve the city’s functions and lower operational costs, they also attract investors to the city
- Cost of technology (No. 15) is another area of Amsterdam’s strengths. The city offers low costs for basic technology measured by monthly internet costs (20<sup>th</sup>) and cost of a one-minute prepaid cell phone call (No. 22)

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- The Dutch government has made significant progress in launching and nurturing entrepreneurship.
- The government aims to support ambitious entrepreneurs and startups. This has led to the [Ambitious Entrepreneurship Action Plan](#), where the government has set aside €75 million to accomplish the objective of connecting entrepreneurs with better access to capital, knowledge, innovation, and the global market
- The Dutch government has [set policies](#) to promote cooperation between researchers and the private sector, reduce the regulatory burden on entrepreneurs, develop IT tools for entrepreneurs, and help entrepreneurs to access networks
- Despite Amsterdam's strength as a growing hub for entrepreneurs, high potential female entrepreneurs may still face barriers
- The presence of female entrepreneurs is still lacking in the city, although the Dutch government is putting effort in involving women more often
- Recently, they reported an increase of 15% in the proportion of women participating in trade missions.
- In a recent trade delegation to Australia, [32 of the 125 entrepreneurs \(26%\) were female](#)
- Furthermore, the Netherlands Enterprise Agency (RVO) is striving to recruit more women by directly approaching them
- The city also offers a tremendous amount of networking opportunities through both events and city-level organizations. Some examples include: Business and Professional Women, De Amstel Club, TheNextWomen and Share Women Only
- These are instances of city level organizations for women. A plethora of classes and events for an entrepreneurial focus can also be found on the StartupDelta website

## Areas for Improvement

- The Dutch are renowned for their education system. According to the [PISA 2015](#), the Netherlands scored above average on science, mathematics, and reading metrics
- Although the city ranks highly for education, it only ranks No. 36 for talent
- While the city ranked No. 10 for the percentage of population with tertiary education or above and even higher (No. 6) for the female population, the city's score was brought down by its relatively lower rank in Women's Skill and Experience (No. 40)
- The country accommodates 13 universities in the Times Higher Education's top 100 European university rankings in 2017, 4 of which are in the vicinity of the city of Amsterdam
- However, the city ranks in the bottom 5 (No. 46) for the proportion of female students enrolled in top universities
- For example, the [Delft University of Technology](#) (highest ranked university in the Netherlands in the Times Higher Education rankings) records a 27:73 female to male student ratio
- Moreover, access to talent in the city is hindered by the small presence of female executives (No. 44) compared to their male counterparts.
- The access women have to capital also has room to improve. Although it ranks higher in Women's Capital base (No. 17), its gender proportion of funding is one of the lowest (No. 46)
- The value and percentage of venture capital funds going to businesses with at least 25 percent female executive are ranked among the bottom ten (No. 42 and No. 47 respectively). The percentage of businesses with female founders in No. 2 round of funding or higher is also low (No. 45), in comparison to other cities