

METREX

The Network of European Metropolitan Regions and Areas

18-20 May 2016

METREX 20th Anniversary Spring Conference

Theme

CHALLENGING THE FUTURE - How metropolitan areas must act to create jobs and a meaning ful life in the next era

Host

Metropolitan Region Rotterdam The Hague



# METREX 20 years

The **network** of  
European Metropolitan Regions and Areas

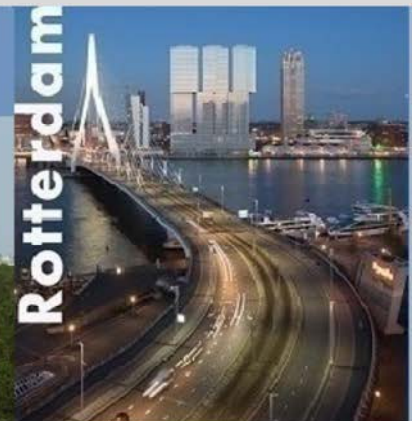


**METROPOOLREGIO**  
ROTTERDAM DEN HAAG

The Hague



Rotterdam



<b>METREX</b>	<b>The Network of European Metropolitan Regions and Areas</b>	
<b>18-20 May 2016</b>	<b>METREX 20th Anniversary Spring Conference in The Hague and Rotterdam</b>	
<b>Theme</b>	<b>CHALLENGING THE FUTURE - How metropolitan areas must act to create jobs and a meaning ful life in the next era</b>	
	<b>METREX</b>	
	<p>METREX is The Network of European Metropolitan Regions and Areas. It was founded in 1996 at the Glasgow Metropolitan Regions Conference, supported by Local Authorities and Government bodies in the West of Scotland and DG Regio of the European Commission. Its purpose is the exchange of information, knowledge, understanding and experience in metropolitan affairs but with a core interest in spatial planning and development. It now has Members from some 50 of the major metropolitan areas in Europe. METREX holds biannual Conferences and works through Expert Groups and Projects on issues of common interest. Details are at <a href="http://www.eurometrex.org">www.eurometrex.org</a></p>	
	<b>MRDH</b>	
	<p>In the Southern Randstad (the urban agglomeration of Western Holland) 23 local authorities bundle their forces in the Metropolitan Region Rotterdam The Hague (MRDH). The local authorities work together to improve accessibility and strengthen the economic business climate. Details are at <a href="http://www.mrdh.nl">www.mrdh.nl</a></p> <p>Population: 2.2m  Area 990: Square km  Built up area: 440 Square km  Gross regional product per capita: €36,500  Companies and institutions: 128,000</p>	
<b>Wednesday 18 May 2016</b>	<b>Networking Day</b>	
<b>Networking venue</b>	<p>Metropolitan Region Rotterdam The Hague (MRDH)  Grote Markstraat 43  2511 BH The Hague</p>	
<b>Programme</b>	<b>METREX MRDH 20th Anniversary Spring Conference</b>	
10.00 - 12.00	<b>Nordic Network</b>	
	<i>Snack lunch</i>	
12.00 - 14.00	<b>METREX Managing Committee Meeting</b>	
14.00 - 16.00	<b>Parallel Meetings of 3 METREX Expert Groups (Retailing, Futures, TERRACOTTA - Baltic Space)</b>	
16.00 - 18.00	<b>Parallel Meetings of 2 METREX Expert Groups (Metropolitan Governance, TERRACOTTA continued)</b>	
	<b>Reception</b>	
	<p><b>The Penthouse</b>  Rijswijkseplein 786  2516 LX The Hague</p>	
18.00 - 19.00	<b>Welcome</b>	
	<ul style="list-style-type: none"> <li>• Registration till 18.30</li> <li>• Mr. Jozias VAN AARTSEN, Mayor of The Hague</li> <li>• Dr. Nicola SCHELLING, President of METREX</li> </ul>	
19.00 - 19.45	<b>Keynote Address</b>	
	<ul style="list-style-type: none"> <li>• Mr. Peter MEHLBYE, Director ESPON</li> </ul>	
19.45 - 21.00	<b>20th Anniversary Dinner</b>	
	<ul style="list-style-type: none"> <li>• Dinner</li> </ul>	

**Thursday 19 May THE HAGUE Day**

**Theme** **Connectivity, Inclusiveness and Governance**

**Conference Venue**

New World Campus  
Spaarneplein 2  
2515 VK The Hague



**Programme** **METREX MRDH 20th Anniversary Spring Conference**

**8.30 - 9.15** **Welcome and Introduction**

- Registration till 9.00
- Dr. Nicola SCHELLING, President of METREX
- Mrs. Natasja VAN DEN BERG, moderator

**9.15 - 9.45** **Presentation of Metropolitan region Rotterdam - The Hague**

- Mrs. Annet BERTRAM, Secretary General MRDH

**9.45 - 11.15** **Keynote Address on Inclusiveness and Connectivity**

- Mr. Gideon BOLT, "GOVERNING URBAN DIVERSITY", University of Utrecht  
Coordinator EU-FP7 project DIVERCITIES
- Co-referent: Mr. Otto RASPE, "THE DIVIDED TRIUMPH",  
PBL National Environmental Assessment Agency  
Q & A

**11.15 - 14.00** **Best practices Connectivity, Inclusiveness and Governance**

**Best practices Round 1**

Center creative industries, Westpomerania  
Medical Valley, Neuremberg  
Auto Industry in mobility society, Stuttgart  
Metropolitan body, Bologna  
European Office, Frankfurt

Ms. Ewa BALANICKA  
Ms. Christa STANDECKER  
Ms. Dorothee EISENLOR, Mr. Thomas KIWITT  
Ms. Valeria RESTANI  
Mr. Reinhard HENKE, Mr. Andre RYDYKOWSKI

*Lunch break*

**METREX Politicians Lunch meeting**

**Best practices Round 2**

Smart campus as urban labs, Lombardia  
Future Vision 2050, Helsinki Uusimaa Region  
Development Plan Mega Cities, Shanghai  
Central Innovation District, The Hague  
Best Practice, Marseille-Aix-en-Provence

Ms. Adriana MAY  
Mr. Douglas GORDON, Ms. Ilona MANSIKKA  
Ms. Xiaocun RUAN  
Mr. Erik PASVEER

**14.15 - 15.45** **Keynote Address on Metropolitan Governance**

- Mr. Rudiger AHREND, "MRDH OECD TERRITORIAL REVIEW" OECD,  
Head of the Regional Economics and Governance Unit
- Co-referent: Mr. Paul GERRETSEN, Agent of the Deltametropolis Association
- Q & A

**16.00 - 16.30** **Wrap-up THE HAGUE day**

- Wrap-up by Mr. Mart GRISEL, Director EUKN
- Mrs. Natasja VAN DEN BERG, moderator

**16.30 - 17.30** **Travel to Rotterdam**

- Meeting the Region at eye level
- Travel to Markthal by buses

**18.00 - 21.00** **Visit to the new Markethal**

- Tour in groups / informal
- Introduction Markethal
- Food Cluster Rotterdam  
Mr. Jan Willem VAN DER SCHANS,  
"THE EDIBLE CITY, Urban farming in Rotterdam", EU Rural networks' Assembly
- Dinner



Friday 20 May 2016

ROTTERDAM Day

Theme

The Next Economy

Conference Venue

IABR-2016 Auditorium  
Feniksloods  
Veerlaan 19D  
3072 AN Rotterdam



Programme

METREX MRDH 20th Anniversary Spring Conference

9.00 - 9.15

Welcome and Introduction

- Registration till 9.00
- Welcome by Mrs. Natasja VAN DEN BERG, moderator
- Surprise act

9.35 - 10.45

Keynote Address the NEXT Economy

- Mr. Maarten HAJER, "IABR- 2016-THE NEXT ECONOMY", Curator IABR-2016 and Director-General PBL Netherlands Environmental Assessment Agency
- Mr Jan ROTMANS, "ROADMAP NEXT ECONOMY MRDH", Professor Transition Management
- Q & A

10.45 - 11.15

Coffee and tea break

11.15 - 12.45

Best Practices the NEXT Economy

- Mr. Nico TILLIE, "OPEN DATA AND CITY MANAGEMENT", Researcher at TU Delft and Vice President of the World Council on City Data (WCCD)
- Mr Hans SCHEEPMACKERS, "NEXT ECONOMY, A EUROPEAN PERSPECTIVE"  
Process manager Roadmap Next Economy MRDH
- **Best practices**
  - Digital Transformation Economy, Paris, Ile-de-France Mr Thierry PETIT
  - Hidden Champions, Neuremberg Mrs Christa STANDECKER
  - Brainport Development, Eindhoven
- Deep dive discussions

12.45 - 13.00

Invitation to METREX Sofia Autumn Conference 2016

- Georgette RAFAILOVA, Municipality of Sofia

13.00 - 14.00

Lunch

14.00 - 15.30

Visit Rotterdam Design & Makerspace (RDM)

Travel by boat  
RDM Campus Mainbuilding  
RDM-Kade 59  
3089 JM Rotterdam



15.30 - 17.00

Wrap up and the European Urban Agenda

- Wrap-up by Mr. Mart GRISEL, Director EUKN
- Urban Agenda by Mr. Nicolaas BEETS, [Special] urban envoy for the EU Urban Agenda
- Closing speeches by Mr. Roger READ, Secretary General, and Mr. Henk BOUWMAN, successor Secretary General of METREX

17.00

Drinks & Dumplings

## Contacts

## MRDH

- Rosanne MEULENBELD  
MRDH  
Grote Markstraat 43  
2511 BH Den Haag  
  
Tel 00 31 (0) 88 544 51 00  
E-mail [metrex2016@mrdh.nl](mailto:metrex2016@mrdh.nl)

## METREX

- Tim PAGE  
METREX Communications  
125 West Regent Street  
Glasgow G2 2SA  
  
Tel and Fax 00 44 (0) 1292 317074  
E-mail [tim\\_page@eurometrex.org](mailto:tim_page@eurometrex.org)

## Deadline for Conference Registration

Friday 29 April 2016

- METREX Members and other participants can register through the METREX website at [www.eurometrex.org](http://www.eurometrex.org)

## Conference hotels

## Delegates will make their own hotel arrangements

**Suggestions for hotels in The Hague:**

- Hampshire hotel Babylon
- Ibis City Centre The Hague
- Parkhotel The Hague
- Grand Hotel Amrath The HagueScheveningen

**Suggestions for hotels in Rotterdam**

- The Manhattan Hotel
- citizenM hotel
- Holiday Inn Express Rotterdam