

Economic Vision

An outline

Maastricht

2040

Maastricht opts for quality and innovation

1. Introduction

Our Economic Vision for 2040 is intended to help, inspire, and focus everyone, so as to keep Maastricht economically healthy in tomorrow's world.

2. What is the current situation?

Maastricht has a broad economic structure and, as the capital of the Province of Limburg, is an important centre for many supra-regional facilities. Visitors come to Maastricht for its many shops, restaurants, cultural institutions and events, and the countryside nearby. The university and the university hospital – along with the numerous research, education, and knowledge institutions, and the Brightlands Maastricht Health Campus – are a driving force for the international knowledge economy of Maastricht and South Limburg. The more strongly we respond to global trends and developments, both opportunities and threats, together with businesses, knowledge institutions, and other public authorities in our region, the stronger the regional economy will be.

3. What do we want to achieve?

3.1. Overall prosperity

Economic goals and achievements do not exist in isolation. Above all, we are striving for a healthy balance in the development of economic prosperity and social well-being for our city, its inhabitants, and its entrepreneurs. Our vision is:

An innovative, sustainable and resilient Maastricht economy, with jobs that are full of opportunity both now and in the future. An inclusive economy with scope for creativity and entrepreneurship, and with respect for the quality of life and health of every individual.

Maastricht opts for quality and innovation, from which health and sustainability are derived. We have defined three priorities:

1. The city centre: the heart of our city
2. Knowledge, innovation, and craftsmanship
3. Preconditions: business climate and labour market policy.



3.2. The city centre: the heart of our city

We opt for sustainable development of the city centre, with a balance between economic and social sustainability. First of all, an economically strong city centre with a mix of functions, where entrepreneurial interests are acknowledged and supported. Second, a socially robust city centre where all residents, young and old, live together, learn, work, and spend their leisure time in a pleasant and healthy manner, and where there is scope for a diverse cultural offer, events, safety, and green public space.

The city centre will evolve from a “place to buy” to a “place to meet” and “a place to become” – the primary meeting place for residents, entrepreneurs, makers, and visitors. We aim for the physical expansion and improvement of the city centre experience and sustainable overnight tourism. We also want to keep facilities in the neighbourhoods and districts of Maastricht accessible for residents and to encourage social interaction.

3.3 Knowledge, Innovation, and Craftmanship

Maastricht aims for clusters of businesses in the fields of health, sustainability and creativity, and supports these entrepreneurs in their ambitions and in further marketing their ideas. We wish for further development of top-quality knowledge and craftsmanship in the field of health (such as nutrition and life sciences), sustainability (such as circularity), and creativity (such as the arts and the creative industry). These must become more visible and be applied more, with city residents also benefiting. In cooperation with the knowledge institutes, we are focusing on development of the Brightlands Maastricht Health Campus, where – besides the establishment and growth of innovative businesses – it is important to create a mix of functions that contribute to an attractive campus.

The Maastricht Exhibition & Conference Centre (MECC) also plays a major role in this. We want the valorisation and application of research in health and sustainability and the imagination and inspiration of creativity to be visible in the various districts and neighbourhoods.

3.4. Business Climate and Labour Market Policy

We are committed to a sustainable business climate with a healthy labour force and enough employees with the required abilities and qualifications. We can only achieve this in collaboration with employers, employees, and educational institutions in the region. We intend championing the interests of the various entrepreneurs, ensuring that they are seen and heard and know how to contact one another. A supply of qualified employees is crucial if enterprises are to be attracted to the region. With that in mind, we aim to attract talented individuals by ensuring a high quality of life: attractive accommodation (for living and working), good urban amenities, and a green environment. We also focus on the training/retraining and development of employees, in cooperation with educational institutions and employers. We will continue to strengthen regional and Euroregional mobility and infrastructure so as to ensure access to as many jobs as possible.

The businessparks currently available cannot meet future demand and this calls for more incisive choices to be made. When allocating sites, we will therefore focus on the establishment and/or expansion of companies that specialise in knowledge-driven, sustainable, and innovative activities, on companies offering sufficient employment opportunities, and on relocating and strengthening Maastricht companies. Revitalisation and intensification are also on the agenda for office buildings; we expect to implement a qualitative change and to create a mix of functions.

We are pursuing this vision based on the following principles:

- **We work from outside inwards**
- **Basic service provision is in order**
- **We support by connecting**
- **We initiate and facilitate based on added value**
- **We work adaptively**

