RETAIL HUB ENSCHEDE
MAXIMISING COMMERCIAL OPPORTUNITIES TOGETHER

ENSCHERDE.NL/ENTREPRENEURS
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Business service point
City of Enschede
Enschede is the central hub of the Euregio and the nerve centre of the eastern Netherlands. Tens of thousands of people from the wider area come to Enschede every day to work, study, shop and go out, and to immerse themselves in culture.

And that is why there are plenty of opportunities here for entrepreneurs in the retail and catering sectors. Opportunities we would like to grasp together. Lines of communication are short here, there are partnership opportunities available, and you can virtually feel the spirit of commerce.

IN ENSCHEDE, WE MAXIMISE COMMERCIAL OPPORTUNITIES TOGETHER

Urban nerve centre of the east of the Netherlands
That is Enschede through and through. With a vibrant city centre and numerous unique sites that provide a beautiful backdrop for small and large events. For example, the various cultural events in the city centre, as well as large sports events like the Enschede Marathon and the equestrian Military Boekelo.

With over 158,000 residents, Enschede functions as a central hub within the Dutch-German Euregio. Enschede’s city centre serves not only its own residents, it also has a cross-border catchment area of over 650,000 residents thanks to its location.

Enschede city centre is dynamic and demands strong entrepreneurship. For this reason, the city is always on the look out for dynamic entrepreneurs who recognise opportunities for themselves and thereby contribute to an (even more) attractive city centre.

A more than warm welcome awaits prospective entrepreneurs in Enschede - an extensive network consisting of associate entrepreneurs who are happy to assist you. In addition, prospective entrepreneurs receive a great deal of support from the local authority’s business counter in finding the best site.

This brochure offers a nice overview of everything this city has to offer.

May it serve as inspiration for you to undertake an exploratory visit to Enschede, where you will discover the virtually unlimited opportunities offered by this beautiful city.

Onno van Veldhuizen
Mayor of Enschede
Enschede’s nightlife centres around the Oude Markt. The lively square and all the surrounding streets attract visitors from far afield for nights out. Crowded terraces, inviting restaurants and eateries. All year round, the square exudes an almost Mediterranean appeal until the early hours. Especially once the lights come on in the evenings. Prestigious events with a regional and national flavour are held regularly around the Grote Kerk - the proud focal point of the Oude Markt.

The city is evolving continually. Two catering establishments, Jopen and De Beiaard, opened a brewery with a pub on the site of the old Menistenkerk church on Stadsgravenstraat. Thus, the craft of brewing beer has returned to the city centre. An example of how new entrepreneurs make our city centre even better and more attractive. There is always scope for that in Enschede.

Enschede also has much to offer connoisseurs and those with a sweet tooth. If you google ‘restaurants’ on the online map and zoom in to the city centre, you quickly realise that the possibilities are endless. Visitors sit down for a delicious, affordable daytime meal - to be found in abundance in a student city like Enschede - or enjoy an exceptional culinary experience in the more high-end restaurants that can also be found in the city. That mix of cuisines and concepts is valued by our visitors.

**THIS CITY EMBRACES NEW INITIATIVES AND ENJOYS BEING AMAZED BY CATERING ENTREPRENEURS WHO RECOGNISE OPPORTUNITIES.**
What the Oude Markt is to night-time partygoers, Van Heekplein is to shoppers. This is the focal point of Enschede’s retail landscape. Appealing international retail chains like Sissy Boy, Media Markt, Mango, Primark, Flying Tiger and Costes attract tens of thousands of visitors to the square and neighbouring streets. These shoppers also come from the German hinterland in great numbers. This fact is not lost on department stores. Zara is opening a megastore in the revamped Hofpassage and Zara Home is also coming to Enschede.

The Van Heekplein is also the venue for one of the largest markets in the Netherlands. Every Tuesday and Saturday, traders display their food and non-food products. The market is such a fixture in Enschede that advocates are calling for its conservation as an intangible cultural heritage site. When the shops are open on Sundays - on the first and last Sundays of the month - the square hosts a themed market. On Van Heekplein, the Oude Markt and all the interconnecting streets, little stalls sell unique products and special activities are organised for children.

Alluring retailers and enjoyable events for shoppers. Together, they generate traffic to the city and engagement with the public. And that presents opportunities for prospective entrepreneurs who want to benefit from that.

UITINENSCHENDE.NL
It all started in a back yard in the Soendastraat. That is where the delicious luxury sandwiches were first baked and prepared in 2008 for delivery to businesses that wanted to serve their clients something special. Meanwhile, De Broodbode now has three sites - including one outside Enschede. These days, clients also visit De Broodbode - to eat lunch there, or to collect orders. Bob van de Velde is riding the crest of the wave and is visibly proud of that. “We have concrete plans to launch in more cities. You often see franchises from outside appearing in Enschede. We want to reverse that for a change.”

De Broodbode is also part of The Upperside. A beautiful classic building where, in close collaboration with the real estate owner and the local authority, various young entrepreneurs are based. A project that fills Bob with pride. You don’t realise how much we have here in Enschede. Large chains that attract many visitors. And appealing small and innovative initiatives with an original edge. It’s all happening here.”

The two rooms and two luxury apartments in the tiniest little hotel in Enschede are occupied virtually every weekend. Oekepoek Bed & Breakfast on Walstraat is a success story. “Shoppers, young German couples on city breaks, business visitors and tourists from all continents. There is clearly a high demand for overnight accommodation in Enschede”, Paulina Kramer of Oekepoek asserts with satisfaction. “I often hear people say they believe Enschede is a great city. The little streets where there is plenty to discover, as well as the metropolitan feel of the area around the station. And naturally, Roombeek with its culture and architecture.”

Kramer believes Enschede is a city with a positive commercial climate. “There is a great deal of mutual cooperation. In addition to our B&B, Oekepoek organises a children’s cookery club. It was not difficult to find retailers that wanted to participate. And I only had to call eight restaurants for Hapje Stapje - a culinary walking tour of the city centre. They all wanted to participate straight away. You encounter that same mentality from the local authority. The Ondernemersloket (local authority’s business counter) has been incredibly supportive. We have a can-do mentality here.”
A successful retail hub needs more than large chains to attract shoppers. It is the small shops and boutiques that give a city its unique image. Where people are seduced by exceptional concepts, unusual collections, or an extensive range. Fortunately, Enschede has many - and an increasing number - of such shops. They create ambience and ensure that visitors want to return and spend their money in our city.

A number of exceptional shops and catering establishments we recommend wholeheartedly:

- **Pico** - exclusive fashion for women, children and babies
- **Fier** - hip women’s wear by predominantly Scandinavian designers
- **House of Snobs** - fragrances and make-up in the upper segment
- **RAWW** - slow-juice bar serving juices, soups and salads made with natural ingredients
- **Baking Friends** - speciality coffees, sandwiches and delicacies
- **Toff kidswear** - trendy designer wear for kids and teens
- **Mrs. Brown** - patisserie with sweet, freshly baked treats
- **B&B Oekepoek** - the tiniest little hotel in Enschede
- **Het gouden randje** - specialty store selling coffee, tea, pastries and gifts
- **The Common Dandy** - contemporary menswear with striking jackets, shirts and shoes

**SMALL ENTREPRENEURS CREATE A TRUE EXPERIENCE**
CULTURAL OFFERING AMONGST THE BEST IN THE NETHERLANDS

Enschede is a vibrant city with a rich mix of music, theatre, art and architecture that attracts many people. The cultural offering is amongst the best in the Netherlands.

City of the performing arts
Performing arts enthusiasts enjoy a front row seat in Enschede. The Nationale Muziekwartier hosts various platforms for theatre and music. This includes the Wilminktheater and Muziekcentrum Enschede for example, with five halls and a concert hall located across three sites, the largest provider of theatre performances and concerts in the eastern Netherlands. In addition, the Muziekcentrum is home base to two ensembles with international profiles: the National Dutch Touring Opera and the Netherlands Symphony Orchestra. Other distinctive halls in the city include the Kleine Willem, Concordia, Sonnevank and the Vestzaktheater, amongst others.

Unconventional art scene
Enschede also has a dynamic art scene. Its history dates back to the late Sixties, after which the rather docile AKI Academy for Art & Design became the most freethinking art academy in the Netherlands. The University of Applied Sciences - now part of ArtEZ - dominated the city's art scene to a large extent. All over Enschede, you find studios, galleries and cultural havens, such as Tetem, B93 and Tankstation. Tantalising exhibitions and exciting showcases by contemporary artists can be seen here regularly.

Roombeek Cultuurpark
Roombeek is just outside the city centre. The neighbourhood distinguishes itself from the rest of Enschede (and many other cities) with its variety of architecture. If you take the Museumlaan, you can walk there from the Oude Markt in no time. The route takes you along different cultural hotspots. We highlight two of those in particular. The Rijksmuseum Twenthe houses a collection of visual and applied arts in an uninterrupted sequence from the Middle Ages through the 21st century. Enschede’s other large museum is the TwentseWelle. Here, visitors hear the story of how people arrived and settled in the Twente region just after the last ice age.

Rijksmuseum Twenthe
“Atak is known nationally amongst pop fans. We are ensconced in the east in a situation that is unique in the music industry. Atak is part of the Nationaal Muziekkwartier, which consists of the Netherlands Symphony Orchestra, the National Dutch Touring Opera, Kaliber Kunstenschool (one of the largest music schools in the Netherlands), ArtEZ University of the Arts and the Popacademie. We host many performances in collaboration with the Wilminktheater and the Muziekcentrum. Enschede is an ardent supporter of music. That produces high quality institutions that contribute to the city’s image.”

Rinze van der Wal
Atak
Willem Wilmink plein

“THE OVERRIDING OBJECTIVE IS TO MAKE IT AS APPEALING AS POSSIBLE FOR RESIDENTS AND VISITORS”

“Enschede is a medium-sized city and that offers many advantages. As an entrepreneur, there is good mutual contact, you can achieve much together. That is partly why the Oude Markt has become one of the most attractive catering hubs in the Netherlands. It is good to be innovative as an entrepreneur, but you should never lose sight of the needs of your target group. The German market in particular should not be neglected. The demand from that part of the market is a little different. That is why you need to show your face every now and then. Even if you have a staff complement of fifty people as we do. The lines of communication with the local authority are very short. It is clear to everyone that we have a single shared objective: An inviting and attractive city centre.”

“CULTURAL INSTITUTIONS CONTRIBUTE TO THE CITY’S IMAGE”

“Atak is known nationally amongst pop fans. We are ensconced in the east in a situation that is unique in the music industry. Atak is part of the Nationaal Muziekkwartier, which consists of the Netherlands Symphony Orchestra, the National Dutch Touring Opera, Kaliber Kunstenschool (one of the largest music schools in the Netherlands), ArtEZ University of the Arts and the Popacademie. We host many performances in collaboration with the Wilminktheater and the Muziekcentrum. Enschede is an ardent supporter of music. That produces high quality institutions that contribute to the city’s image.”

Merijn Mengels
SamSam, café restaurant
Oude Markt
ENSCHENE, A CITY OF KNOWLEDGE, TALENT AND ENTREPRENEURIAL SPIRIT

Enschede is a student city through and through. Almost 30,000 students are engaged in studies at the University of Twente, Saxion University of Applied Sciences, ArtEZ University of the Arts, or AKI Academy for Art & Design. That makes it a vibrant city. And internationally oriented, because foreign students now account for a substantial element of the student population. Indeed, the UT consistently appears in the top rankings for institutions with the highest number of overseas students.

And those students like to party. The residents of Enschede know that only too well. For example, around the start of the Batavieren race from Nijmegen to Enschede, the world’s largest relay race. The event attracts runners from across the whole country every year. The group of runners crosses the Oude Markt and finishes on the campus.

Serious business
But having all that knowledge within the city limits is also a serious business. Literally. Nowhere in our country are there so many start-ups and spin-offs of universities or universities of applied science. The fact Enschede is twinned with Palo Alto in Silicon Valley may have something to do with that. At Kennispark Twente, close to the university, innovation and entrepreneurship go hand in hand. Products from cutting edge sectors such as nanotechnology and drone technology make their way nationally and across the border. The high-tech knowledge industry has become the most important sector in the region by far.

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<tr>
<td>40-54</td>
<td>32.699</td>
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<td>55-64</td>
<td>18.080</td>
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<td>65-74</td>
<td>15.168</td>
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<td>75-84</td>
<td>8.256</td>
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<td>&gt;85</td>
<td>2.901</td>
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<td><strong>Total</strong></td>
<td>158.557</td>
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Source: Enschede in Cijfers, Enschede Local Authority
TOURISM, SPORT AND EVENTS

The number of reservations for overnight accommodation in Enschede has increased exponentially in recent years. The fact that two new hotels opened in the city - Van der Valk and the InterCityHotel - are living proof of that. In addition, it is hard to keep track of the number of privately owned B&Bs. Visitors come for a city break, or to explore the Enschede area. Twente’s ancient and picturesque bocage landscape is ideal for walking and cycling.

Events
Enschede's events also play a part in terms of visitor numbers. Absolutely Fresh has become a household name. This Enschede organisation hosts a large number of dance events in its home city, such as Absolutely Kingsnight, Freshtival and Bevrijdingsdag Enschede. Those who prefer traditional Americana can always be found at the Memphis Heart’n Soul on the Oude Markt in May. And for something completely different, there is GOGBOT. A multi-day festival with an exciting programme at the cutting edge of multimedia, art, music and technology.

A city on the move
Enschede hosts a number of important sports events with a national or even international flavour within the boundaries of the municipality. Such as the annual Military Boekelo-Enschede - a big equestrian event - and the Enschede Marathon. And football fans know how passionate the residents of Twente are about the most important side issue in the world. Matches featuring regional football team FC Twente attract tens of thousands of visitors to the stadium every fortnight. Sport attracts many visitors to Enschede.

I enjoy shopping in Enschede, because the little streets and boutiques, as well as the openness of the Dutch and the atmosphere in the city really appeals to me.”

Claudia von Born

LARGE EVENTS ATTRACT MANY VISITORS TO THE CITY CENTRE THROUGHOUT THE WHOLE YEAR
PARKING IS A PRIORITY IN ENSCHEDE

It is easy to find place to park in Enschede, because a city with a large catchment area that extends across two countries needs to cater to motorists too. Visitors can find numerous large car parks that are open 24 hours a day just outside the centre. In fact, the largest underground car park in the Netherlands is under the Van Heekplein. You step out of the car and straight into the lively centre of Enschede. Visitors travelling to Enschede via the freeway can also opt to leave their cars on the outskirts of the city and travel the last leg with the free shuttle bus. Those who park in the city centre can simply pay by mobile telephone. Quick, easy and safe.

PARKING SPACES* AROUND THE CITY CENTRE

*CAR PARKS WITH IN EXCESS OF 100 BAYS

<table>
<thead>
<tr>
<th>P</th>
<th>335</th>
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<tbody>
<tr>
<td>P</td>
<td>610</td>
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<tr>
<td>P</td>
<td>330</td>
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<tr>
<td>P</td>
<td>525</td>
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<tr>
<td>P+R</td>
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<td>P</td>
<td>160</td>
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<tr>
<td>P</td>
<td>460</td>
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<td>P</td>
<td>1.700</td>
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Total covered
Total outdoor
Inge Bruggink  
Fier  
Van Loenshof

“THE LARGE CHAINS BRING IN THE NUMBERS. WE, THE LITTLE BOUTIQUES, OFFER SHOPPERS SOMETHING EXTRA IN ADDITION TO THAT. THAT WAY, WE HELP ONE ANOTHER AND THE CITY TO PROSPER”

Fier opened at the start of 2016. A ladies’ boutique that specialises in trendy clothing by predominantly Scandinavian designers. The proud achievement of the dream of the four owners - two sisters, a sister in law and a mutual friend. Martiene Bruggink welcomed us with a cup of coffee and explained how a shared passion led to a fully-fledged shop.

“The plan began to take form during a holiday in New York. We had a gut feeling that we could bring something to the Enschede retail offering. We started gathering information on our return. From acquaintances who were already involved in business. From the fashion brands we wanted to sell. From the accountant. Because we had plenty of ideas, but lacked experience.”

Things happened quickly after the initial phase. A building in Van Loenshof caught their eye. That was when the ladies found that the climate for commerce was very favourable in Enschede. “We received a great deal of support from the local authority during the licensing application process. Stichting Enschede Promotie visited us to include us in their city marketing publications. We also felt the sense of solidarity between entrepreneurs. Everyone drops in and refers clients to one another.”

According to Martiene, Enschede offers a great mix of large and small shops: “The large chains bring in the numbers. We, the little boutiques, offer shoppers something extra. That way, we help one another and the city to prosper.”

ENSCHDE CITY CENTRE'S RANGE OF SHOPS

<table>
<thead>
<tr>
<th>Sector</th>
<th>Number of Shops</th>
<th>Rentable Floor Space</th>
<th>Average Rentable Floor Space</th>
</tr>
</thead>
<tbody>
<tr>
<td>FOOD, BEVERAGES AND TOBACCO PRODUCTS</td>
<td>36</td>
<td>5,205 m²</td>
<td>145 m²</td>
</tr>
<tr>
<td>CLOTHING AND FASHION ACCESSORIES</td>
<td>119</td>
<td>35,575 m²</td>
<td>300 m²</td>
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<tr>
<td>HOBBY</td>
<td>4</td>
<td>1,011 m²</td>
<td>253 m²</td>
</tr>
<tr>
<td>FOOTWEAR, LEATHER GOODS AND TRAVEL GOODS</td>
<td>22</td>
<td>3,910 m²</td>
<td>178 m²</td>
</tr>
<tr>
<td>PHARMACY, PERFUMERY AND MEDICAL ITEMS</td>
<td>18</td>
<td>3,549 m²</td>
<td>197 m²</td>
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<tr>
<td>HOME FURNISHINGS, FURNITURE, FLOOR COVERINGS</td>
<td>10</td>
<td>2,626 m²</td>
<td>263 m²</td>
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<tr>
<td>WHITE GOODS, BROWN GOODS AND LIGHTING</td>
<td>16</td>
<td>4,008 m²</td>
<td>251 m²</td>
</tr>
<tr>
<td>HOUSEHOLD AND LUXURY ITEMS</td>
<td>15</td>
<td>4,532 m²</td>
<td>302 m²</td>
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<tr>
<td>FLOWERS, PLANTS, ANIMAL AND GARDENING PRODUCTS</td>
<td>4</td>
<td>359 m²</td>
<td>90 m²</td>
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<tr>
<td>BOOKS, MAGAZINES AND OFFICE SUPPLIES</td>
<td>10</td>
<td>1,845 m²</td>
<td>185 m²</td>
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<tr>
<td>SPORTS, CAMPING AND TOYS</td>
<td>11</td>
<td>3,640 m²</td>
<td>331 m²</td>
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<tr>
<td>DEPARTMENT STORES</td>
<td>2</td>
<td>8,855 m²</td>
<td>4,427 m²</td>
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<tr>
<td>PHOTOGRAPHIC AND OPTICAL GOODS, TIME PIECES, JEWELLERS</td>
<td>18</td>
<td>1,396 m²</td>
<td>77 m²</td>
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<tr>
<td>SECOND-HAND GOODS</td>
<td>-</td>
<td>-</td>
<td>-</td>
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<tr>
<td>ANTIK EN KUNST</td>
<td>4</td>
<td>483 m²</td>
<td>121 m²</td>
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<tr>
<td>AUTO EN FIETS</td>
<td>1</td>
<td>187 m²</td>
<td>187 m²</td>
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<tr>
<td>OTHER RETAIL TRADE</td>
<td>20</td>
<td>2,269 m²</td>
<td>113 m²</td>
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SOURCE: LOCATUS
Enschede lies in the heart of the Dutch-German Euregio. A partnership agreement between German and Dutch authorities and entrepreneurs in a cross-border area that is home to 3.4 million people. European integration at regional level has been underway for a long time. And that presents opportunities for everyone who dares to venture across the border. Opportunities in respect of trade, partnership, the labour market and knowledge transfer.

Springboard
Enschede often functions as a springboard for German businesses that open their first branch outside Germany here. That is what research institute Fraunhofer, catering chains Bar Celona and Extrablatt, furniture retailer Poco and the Intercity Hotel did. But Enschede is also the ideal springboard for Dutch businesses that - conversely - would like to do business in the largest economy of Europe.

Cross-border traffic
Borders are no longer an issue for Euregio residents, even more so than for businesses. For many in the German border region, their focus is on Enschede. You see that every weekday when over 3,000 German students travel to their lectures at Saxion and the University of Twente. In addition, the city welcomes 20,000 German shoppers every weekend.
CROWD-OVERVIEW ON A SATURDAY 2015

FOOTFALL PER SECTION OF STREET
SOURCE: “WINKELPASSANTENTELLING ENSCHEDE CENTRUM” MARCH 2015

RETAIL TRADE TURNOVER FOR SHOPPING LOCATIONS, TOP 25, 2015

<table>
<thead>
<tr>
<th>Location</th>
<th>Daily Industry</th>
<th>Non-Daily Industry</th>
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<tbody>
<tr>
<td>Centre Zwolle</td>
<td>249</td>
<td>0</td>
</tr>
<tr>
<td>Centre Enschede</td>
<td>197</td>
<td>0</td>
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<tr>
<td>Centre Emmen</td>
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<tr>
<td>Centre Apeldoorn</td>
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<td>Centre Deventer</td>
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<td>Centre Hoogeveen</td>
<td>86</td>
<td>0</td>
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<tr>
<td>Plein Westermaat, Hengelo (Ov.)</td>
<td>141</td>
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<tr>
<td>Centre Meppel</td>
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<tr>
<td>Centre Zutphen</td>
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<tr>
<td>Centre Putten</td>
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<td>Centre Oldenzaal</td>
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<td>Centre Klazienaveen</td>
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<tr>
<td>Centre Hardenberg</td>
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<tr>
<td>Centre Nunspeet</td>
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<td>Centre Ermelo</td>
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<tr>
<td>Centre Harderwijk</td>
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<td>Centre Kampen</td>
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<td>Zwolle, AA landen</td>
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<tr>
<td>Centre Zeewolde</td>
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SOURCE: “KOOPSTROMENONDERZOEK OOST NEDERLAND” 2015

RETAIL HUB ENSCHEDE

DAILY INDUSTRY
NON-DAILY INDUSTRY

€ MILLION

€ 0   € 50   € 100   € 200   € 250   € 300

249 197 132 152 114 86 141
71 65 80 37 31 28 54
35 31 39 38 28 33 35
56 50 31 62 51 51 51
45 56 6 48 14 29 6
DEVELOPMENTS IN THE CITY CENTRE

Enschede is the city at the heart of the Euregio. That creates expectations. To meet those, we are constantly working on improving the city. Making the streets even more attractive, the façades even prettier, the atmosphere even more welcoming and friendly. This is all done by the local authority under the auspices of the Actieprogramma Binnenstad initiative. Real estate owners are encouraged to improve the quality of their properties and to generate more economic activity through the Stimuleringsmaatregel (incentive package). And that appears to be effective. In eight years, around four million euros has been invested in property improvements through this initiative. What are some of the recent developments in our city?

Van Heekplein and Klanderij - more retail facilities to attract more shoppers

The Hofpassage, which connects the Van Heekplein with Langestraat, has been closed. A new retail space is being developed on both sides to replace the thoroughfare. Zara is opening a new mega store on the Van Heek side. This once again highlights the importance of the square as a traffic generator.

The Klanderij shopping centre has a new German owner. It is anticipated that, in future, this will create a retail environment that will attract more German shoppers to Enschede than ever before.

 Want to know more about the City of Enschede’s Stimuleringsmaatregel (incentive package)? Visit enschede.nl/centrum
Willem Wilminkplein - a visual feast
Completed in 2014, the Willem Wilminkplein on the walking route from the Wilminktheater to the station is more than just a feast for the eyes. It is - especially on sunny days - a square where Enschede locals come to enjoy themselves. Thanks to the InterCityHotel, Van der Poel’s ice cream shop and Italian restaurants Gusto and Happy Italy, it is always buzzing. New homes have been developed in the characteristic Fabrieksschool building on the square.

Koningsplein - integrated with the city
The new-build project that houses the Medisch Spectrum Twente (MST) hospital has been completed. The leading clinical hospital no longer faces away from the city, but is now part of it. The entrance has been moved to the new Koningsplein and is thus easy to reach from the city centre. Visitors encounter various sculptures by famous Flemish artist Arne Quinze on the square. Together, they form the work entitled Whispers. Uniquely, the design of the square and the artworks was integrated. This is a superb asset to Enschede.
In every city I visit, I pop into a bookshop. The shelves at Boekhandel Broekhuis are packed with interesting reading material. We walked on to the Oude Markt. A beautiful square around the church, surrounded by terraces. Some people were sitting outdoors under a heater to stay warm. We couldn’t decide between the grand cafes Sam Sam, Novi and Fabels, but eventually opted for the Sam Sam restaurant. We warmed ourselves over a cup of tea and gazed out across the square where people strolled along with bulging bags.

Bagels & Beans was already full of early birds enjoying a fresh bagel. My appetite was already satisfied, so we walked on. I bought a lovely card at De Blauwe Maan for a friend whose birthday is approaching.

Intimate square
In every city I visit, I pop into a bookshop. The shelves at Boekhandel Broekhuis are packed with interesting reading material. We walked on to the Oude Markt. A beautiful square around the church, surrounded by terraces. Some people were sitting outdoors under a heater to stay warm. We couldn’t decide between the grand cafes Sam Sam, Novi and Fabels, but eventually opted for the Sam Sam restaurant. We warmed ourselves over a cup of tea and gazed out across the square where people strolled along with bulging bags.

Pretty dress
We took the next turn left and ended up in Haverstraatpassage. There, we stumbled upon a cheerful home store: Route Du Soleil. I have a wedding to go to in May, so I need a pretty dress. They have plenty of dresses at Scooter ladies boutique. It’s a tough choice. The Upperside is located on the corner: a pop-up store and collective of artists, designers and young entrepreneurs. The Broodbode, a lunchroom with delicious, day-fresh sourdough bread, is also located in the building. Tasty!
We walked back across the Oude Markt towards Van Heekplein and stopped off at Dille & Kamille. Flowerpots with hyacinths were on display outside. I smelled a flower and could ‘taste’ spring! I bought an educational book full of lovely pictures for my two-year-old son. The recently renovated little theatre, De Kleine Willem, is located next to Dille & Kamille. Unfortunately, we were going home soon, or I would have liked to go and see a performance here.

Searching for shoes to match my outfits was no problem here. Shoe shops aplenty! Sooco, Ten Eekelder, Ziengs, Gabor, Shuz by Borchart. I chose a pair of trendy pink pumps. Bring on summer! We walked into Van Loenshof and my heart started beating faster when I went into Huis&Meer. They sold my Bloomingville crockery there! The original name was enough of an incentive for us to go into The House of Snobs. Various businesses, including a perfumery and a men’s fashion outlet, are located here.

We walked on. Primark loomed up as we approached the Van Heekplein. A gigantic building filled with clothes. I browsed a while and found a delightful summer dress for my little girl. The Klanderij is just on the opposite side of the square. A modern shopping centre with Open 32, Rituals and Sissy-Boy, amongst others. If I didn’t find what I needed there... I decided on the spot that the frames on the wall at home needed to be replaced and I scored three lovely ‘off white’ photo frames from Sissy-Boy.

My stomach started rumbling. Searching for a nice restaurant, we walked through De Heurne and Kalanderstraat. We saw an inviting brasserie called Willemientje. We encountered many ‘Willems’ in Enschede. The name of poet Willem Wilmink was everywhere. Around closing time, we strolled to Walstraat, a distinctive little street with many restaurants. We plonked ourselves down at ONS eten & drinken, a tasty finish to our day!
Engaging in commerce takes courage. However, it is not a leap into the unknown. Whether you are starting a new business, or already have experience of trading elsewhere. The Business service point Enschede (local authority’s business counter) assists everyone who has plans and ideas with the follow up steps. We do that by offering knowledge, advice and support. Feel free to come in for a chat. You will find that the lines of communication here are short and that partnerships are profitable.

How may we assist you?
We help you find the right location in the city centre. We help you apply for subsidies and permits and provide you with the latest statistics and indicators. We are also happy to assist with introductions to contacts in the local real estate market. Or would you prefer to use associate entrepreneurs in our city as a sounding board? No problem. We have a huge network and we are delighted to share it.

Welcome to Enschede!
A vibrant city centre. That appeals to me. Whenever you visit a city, you always first go in search of the signs that say ‘Centre’. You start at the very heart. And the city centre of Enschede certainly is the nerve centre of the city. It is lively and busy, because the city centre attracts many visitors with its square and the characteristic little streets that surround it, the unique shops, and the extensive catering offering. The Enschede city centre has something for everyone and attracts visitors from far afield. Enschede has a reputation to uphold. The centre of Enschede is improving all the time and there are always new and exciting developments underway. That does not happen automatically, the local authority works hard in collaboration with entrepreneurs and other stakeholders. For example, the local authority actively assists with refurbishing facades and we facilitate many exciting events. As Alderman for the City Centre, I work on behalf of you, the entrepreneur, to enable you to seize opportunities. That way, we make our city centre even more diverse and exciting together!

Eelco Eerenberg
Alderman for Economy, Innovation, Resources, Culture and the City Centre

WE WOULD BE DELIGHTED TO ASSIST YOU IN ESTABLISHING A SUCCESSFUL BUSINESS IN ENSCHEDE
Achieving greater success together. Call it noaberschop, Nachbarschaft, or neighbourliness, it’s in our genes in Enschede. Traditionally, the tendency to join forces and density of the network are strong in Twente. And that collaboration takes many forms. Entrepreneurs from different sectors easily find common ground here. Public and private sector partnership between the business sector and the local authority are also of a mature level.

Most entrepreneurs in the Enschede city centre are members of Winkelhart Enschede. Together, they maintain strong relationships with hospitality associations and the local authority. The lines of communication are short and collective interests take precedence.

Stichting Enschede Promotie promotes the city centre of Enschede in the Netherlands and Germany. In addition, it has an advisory, facilitatory and supportive role in events and (city) marketing campaigns. Specific plans are developed and implemented in cooperation with city centre stakeholders. Many of those projects are partly funded by the Ondernemersfonds (entrepreneur’s fund). As such, precario tax and tax on advertising flow straight back to the city, making Enschede even more vibrant. The Enschede Tourist Information Centre is also part of Enschede Promotie.

The Federatie Centrumondernemers Enschede (FCE) (a federation for city centre entre-preneurs) comprises representatives of Winkelhart Enschede, the Marktbond and the VHSE (hotel restaurant and catering trade association). FCE consults with the local authority, amongst others. The objective? To improve the city centre in terms of accessibility, traffic, management, security and events.

WWW.WINKELHART-ENSCHEDE.NL

“ When I look at the recent changes in Walstraat: that is quite something. We have a can-do mentality here.”

Paulina Kramer, Oekepoek
I was elected chair of Winkelhart in 2015. A role that enables me to combine two of my passions: entrepreneurship and Enschede. Together with all city centre stakeholders, Winkelhart ensures Enschede is the vibrant city centre we envisage and that appeals to visitors. This partnership is unique and characteristic of Enschede's city centre, and it achieves success. For example, the successful Christmas initiative.

I believe I have the right mindset and knowledge to fulfil my new role. Having been born and bred in Enschede, I am naturally very familiar with the city. I opened a business in our city centre myself 16 years ago. I would like to apply the experience I gained as an entrepreneur - and in my management roles within Winkelhart, the FCE and the Management Team - in carrying out my role. In addition, I naturally have many contacts in the commercial sector.

I look forward to many productive meetings, and especially to the continuation and optimisation of a successful and appealing city centre where both visitors and entrepreneurs enjoy spending time.

"AS CHAIR OF WINKELHART, I COMBINE MY TWO PASSIONS: COMMERCE AND ENSCHEDE"

Enschede is dynamic! Research conducted by Stichting Vastgoedrapportage Twente shows that demand for commercial real estate in this region is growing rapidly. Commercial realtors in Enschede confirm that fact. We witness tenants queuing up for a shop in an attractive A-location. Occupancy of commercial premises in the Enschede city centre is picking up strongly again. We see that nowadays, entrepreneurs look beyond prices and surface area. They increasingly consider advice on new concepts. They are looking for a customised plan that suits their current and future requirements. We are happy to support them in that venture. Genuinely assisting entrepreneurs to succeed is what drives every commercial realtor. It benefits the city too, a real win-win situation!

"GENUINELY ASSISTING ENTREPRENEURS TO SUCCEED, THAT IS WHAT DRIVES ME"
Call the Business service point at +31 53 481 5150
Or see enschede.nl/entrepreneurs

Facebook: ondernemen053
Twitter: @ondernemen053

Business service point
City of Enschede

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