

**Evert Verhagen**

**Amsterdam Holland**

# **The urban quality as a factor in the Moscow IFC**

**Cities**

# 10%

of the worlds population lived in cities in 1900

# 50%

lives in cities today

# 75%

is the estimate for the year 2050

**WORLD**

**= CITY**

# Ranking



# THE GLOBAL CITIES INDEX

**W**E ARE AT A GLOBAL INFLECTION POINT. Half the world's population is now urban—and half the world's most global cities are Asian. The 2010 Global Cities Index, a collaboration between FOREIGN POLICY, management consulting firm A.T. Kearney, and The Chicago Council on Global Affairs, reveals a snapshot of this pivotal moment. In 2010, five of the world's 10 most global cities are in Asia and the Pacific: Tokyo, Hong Kong, Singapore, Sydney, and Seoul. Three—New York, Chicago, and Los Angeles—are American cities. Only two, London and Paris, are European. And there's no question which way the momentum is headed: Just as more people will continue to migrate from farms to cities, more global clout will move from West to East.

And yet, even as we see the dramatic effects of globalization at work in the

2010  
RANKINGS

| GLOBAL CITIES INDEX RANKING |               | RANK BY POPULATION* | RANK BY GDP** |
|-----------------------------|---------------|---------------------|---------------|
| 1                           | New York      | 6                   | 2             |
| 2                           | London        | 28                  | 5             |
| 3                           | Tokyo         | 1                   | 1             |
| 4                           | Paris         | 20                  | 6             |
| 5                           | Hong Kong     | 31                  | 14            |
| 6                           | Chicago       | 25                  | 4             |
| 7                           | Los Angeles   | 12                  | 3             |
| 8                           | Singapore     | 38                  | 23            |
| 9                           | Sydney        | 43                  | 24            |
| 10                          | Seoul         | 22                  | 19            |
| 11                          | Brussels      | 54                  | 48            |
| 12                          | San Francisco | 46                  | 16            |
| 13                          | Washington    | 42                  | 10            |
| 14                          | Toronto       | 36                  | 20            |
| 15                          | Beijing       | 13                  | 33            |
| 16                          | Berlin        | 48                  | 46            |
| 17                          | Madrid        | 34                  | 22            |
| 18                          | Vienna        | 55                  | 40            |
| 19                          | Boston        | 41                  | 11            |
| 20                          | Frankfurt     | 64                  | 20            |
| 20                          | Shanghai      | 7                   | 21            |
| 22                          | Buenos Aires  | 11                  | 12            |
| 23                          | Stockholm     | 59                  | 52            |
| 24                          | Zurich        | 61                  | 58            |
| 25                          | Moscow        | 19                  | 13            |
| 26                          | Barcelona     | 37                  | 31            |
| 27                          | Dubai         | 56                  | 49            |
| 28                          | Rome          | 49                  | 37            |
| 29                          | Amsterdam     | 63                  | 60            |
| 30                          | Mexico City   | 5                   | 8             |
| 31                          | Montreal      | 44                  | 35            |
| 32                          | Geneva        | 65                  | 61            |

## ASIA RISING

**1 NEW YORK**  
Population: 19.4 million Per capita GDP\*\*: \$73,300 Number of Fortune Global 500 companies headquartered here: 26

**2 LONDON**  
Population: 9.1 million Per capita GDP: \$65,800 Number of Fortune Global 500 companies: 2



**Talent**



# The Economist

OCTOBER 7TH-13TH 2006

[www.economist.com](http://www.economist.com)

China, Japan and North Korea's nukes

The great Airbus crisis

Misery for the Republicans

Can you really stop online gambling?

Angela's ashes: Merkel in trouble

# The search for talent

Why it's getting harder to find

A 15-PAGE SPECIAL REPORT



# EUROPE IN THE CREATIVE AGE

**The land, the factory  
and the city**

LAND  
TRADITION  
FAITH  
TRUST  
FARMER  
MEET  
DILUTION  
SILENCE

FACTORY  
LINEARITY  
KNOWLEDGE  
MANAGER  
UNDERSTAND  
PLANNING  
FUZZ

CHAOS  
CONCENTRATE  
EXPLORE  
ARTIST  
OPPORTUNITY  
CULTURE  
CREATIVITY  
CITY

# **The attractive city**



# **Look at your qualities**

- **Education**
- **Space for redevelopment**

# **Be attractive for talent**

- **Create places where they can start**
- **Create clusters**







# **Start immediately**

- **Seeing is believing**
- **Many other projects have shown that**

**Culture park**

**Westergasfabriek**

**Amsterdam**









**Casablanca**  
**Abattoir**











# Leadership

- **Organisational structure**
- **Look at other cities like**  
**Bilbao**  
**Belfast**  
**London**









# **Invest in infrastructure**

- **Good for every development**



# Public space

- **Is the market place of the new economy**









KAVARNA  
MACEK

STEAK

RESTAURANT







# **The terminal effect**

- **List the things you can do**
- **Make projects of that**
- **Choose the ones that help you most**
- **Use the ones that are katalysts**



thinking of holland  
DUTCH DESIGN SOUVENIRS

SEGWAY

PASSENGER TRAIN RAILWAYS

Helst 2010