



Amsterdam - City Business Guide

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Overview

Although not the official capital of the Netherlands (a role held by Den Haag) Amsterdam's cosmopolitan blend of European charm and North American style makes it the country's cultural and economic center. Art connoisseurs can view paintings by renowned artists like Vincent van Gogh, Rembrandt and van Rijn in the city's several museums, while shoppers can peruse Amsterdam's numerous shops and its diamond, antiques and clothing markets. Amsterdam's picturesque canals, green spaces and flower gardens make it an attractive city to traverse on foot or by bicycle, while its small size makes such transport methods practical alternatives to driving. The city's rich nightlife scene provides diverse offerings covering all types of music, theater and dance. Amsterdam, originally a fisher's village, today is vitally active in the international trading, financial services, banking and tourism industries. Its Schiphol Airport, one of the busiest in the world, is also ranked as one of the best.

Business Etiquette

- * Formal dress is often expected.
- * Formal titles (Mr, Doctor, Professor) should be used when addressing Dutch.
- * Appointments should be made and kept with punctuality.
- * Business cards are part of professional etiquette; they should be offered at the start of the meeting.
- * The Dutch do not like to engage in small talk before a meeting, preferring to get directly to the matter at hand.
- * Third-party introductions are used.
- * As the Dutch like to separate professional and private lives, after-hours socializing should not be expected.
- * When invited to someone's home, flowers or another hostess gift is appropriate.
- * Flaunting of wealth in appearance, behavior or conversation should be avoided.
- * If you are the recipient of a gift, it should be unwrapped and the giver thanked promptly.

Chamber of Commerce

Amsterdam Chamber of Commerce and Industry
De Ruyterkd 5 - 1000 CW Amsterdam - The Netherlands; Tel.: +31 20 531 4000

American Chamber of Commerce *Bezuidenhoutsewg 181, The Hague ; Tel.+ 31 70 347 8292*

Netherlands British Chamber of Commerce
Oxford House, Nieuwezijds Voorburgwal 328L; Tel.: +37 20 421-7040

Dutch Brazilian Chamber of Commerce
Postbus 10, Gravenhage; Tel.: +31 70 344-1589

Dutch French Chamber of Commerce
Wibautstraat 129 -NL 1091 T el : +31 20 562 82 00

Dutch German Chamber of Commerce
Nassaupln 30 Gravenhage Tel +31 70 311 41 14

Italian Chamber of Commerce
De Ruyterkade 5 ; Tel.+ 31 20 751 3363

Japanese Chamber of Commerce
Strawinskylaan 935, World Trade Center b-9; Tel.: +31 20 662-1457

Korea Trade Center (KOTRA)
Strawinskylaan 767; Tel.: +31 20 673-0555

Hong Kong Trade Development Council
Prinsengr 771; Tel.: +31 20 627 7101

Embassies and Consulates

Brazil
Reimersbeek 2 ; Tel:+ 31 20 301 5611

China (People's Republic of)
W Lodewykin 10, The Hague; +31 20 306 50 60

Czech Republic
Paleisstraat 4, The Hague; Tel.: +31 70 313 0031

France
Vyzelgr 2 ; Tel: +31 20 530 69 69

Japan
Tobias Asserlaan 2, Den Haag, The Hague; Tel.: +31 70 346-9544

Germany
Grt Hertoginneln 18-20 Gravenhage Tel +31 70 342 06 00

Italy
Vyzelstr 79 Tel +31 20 550 2050

Korea (Republic of)
Verl Tolwg 8, Gravenhage ; Tel:+ 31 70 358 6076

Mexico
Postbus 2 ; Tel: +31 20 301 55 45

The U.K.
L Voorhout 10 Gravenhage Tel +31 70 427 04 27

The U.S.
Museumplein 19, 1071 DJ; Tel.: +31 20-575 5309

Business Centers

Most large hotels also have business centers that offer many of the same services that independent centers provide.

Regus
Atlas Complex, Africa Building, Hoogoorddreef 9; Tel.: +31 20 312-0400

Amsterdam Atrium
Strawinskyln 3001; Tel.: +31 20 540 02 00

Euro Business Center
Keizersgr 62-64 ; Tel:+ 31 20 520 7500

Office Plus Business Centre
Zekeringstr 17 ; Tel:+ 31 20 570 8900

World Trade Center Amsterdam
Strawinskylaan 1; Tel.: ++31 20 575 20 44

Conference and Exhibition Centers

Amsterdam RAI International Exhibition and Congress Center
Tel.: +31 20 549-1212

Crowne Plaza Amsterdam City Center
Leidsekd 97; Tel:+ 31 20 556 3000

Translation Offices

Amstelveens Vertaalburo
Ouderkerkerln 50; Tel.: +31 20 645-6610,

Congrestolken
Goyenkld 11; Tel.: +31 20 625-2535

Amtec Translations
Panamakd 198 ; Tel: +31 20 689 48 37

Courier/Messenger Services

Komeet fietskoerier
Tel.: +31 020 689-1864

UPS
Tel.: +31 800 099-1300

DHL
Tel.: +31 800 0552

Direct Express Couriers
Viveportenstr 54 ; Tel: +31 20 667 49 05

TNT
Tel.: +31 800 1234

Internet Connection Place

All upper-range and most medium-priced hotels are equipped with dataports that allow guests to use laptop computers. Many hotels also offer business centers equipped with computers and Internet access. Outside hotels, cyber cafes are available including:

Internet Caf e
Martelaarsgracht 11 ; Tel: +31 20 627 10 56 ; www.internetcafe.nl

Internet Freeworld Caf e
Nieuwendk 30 ; Tel:+ 31 20 620 0902

Visas & Customs

Citizens of Brazil, Czech Republic, France, Germany, the Republic of Korea, Italy, Japan, Mexico, the U.K., and the U.S. do not need a visa for a stay up to 3 months. Citizens of the Peoplequot;s Republic of China must apply for a visa. For travelers originating from outside Europe, duty-free allowances are 400 cigarettes or 100 cigarillos or 500g of tobacco; 1 liter of spirits with an alcohol content exceeding 22 proof by volume or 2 liter of spirits or liquors with an alcohol content not exceeding 22 proof by volume or 2 liter of sparkling liquor; 2 liter of any other wine, and ; 50g of perfume and 250ml of eau de toilette. However, there are now no limits imposed on tobaccos and alcohol from one EU country to another.

Phone Information

The country code for the Netherlands is 31. The city code for Amsterdam is 020.

Emergency Phone Numbers

Police, Ambulance, Fire
112

Tips and Rules for Use of Phone in Country

For calls to other cities within the Netherlands, dial an area code beginning with 0. For international calls from Amsterdam, 00, plus one, plus the area code, plus the local number. Public telephone booths are numerous, and you can place calls from them using coins, credit cards, or telephone cards.

Tips and Rules for Use and Rental of Mobile Phones

Royal Dutch Post & Telecom and Libertel operate GSM digital systems. Royal Dutch Post & Telecom also operates an NMT-450 and NMT-900 analog systems. If you choose to bring your cellular phone into Amsterdam, be sure to check with your home cellular service provider to establish compatibility of your phone with systems abroad. Rent a locally compatible cellular phone before you arrive to obtain reasonable rates and reliable service.

Money

The euro is the official currency. Euro notes are available in denominations of EUR5, EUR10, EUR20, EUR50, EUR100, EUR200, and EUR500, while coins are in 1, 2, 5, 10, 20, 50 cents, and EUR1 and EUR2. The euro is divided into 100 cents. Foreign currency can be exchanged at banks, airports, hotels, or other authorized foreign currency exchange dealers. ATMs are available throughout the country. Most businesses accept travelerquot;s checks as well as major credit cards, including Visa, MasterCard, American Express, and Diners Club.

Tippping

Tippping is not necessary in the Netherlands, as it is required that a 15 percent tip be included for all services.

* **Restaurants** If you are satisfied with the service at a restaurant, it is appropriate to throw in an extra euro or two

* **Taxis** Taxi drivers are usually given a tip of about 10 percent

Time Difference

The Netherlands is in the Central European Time, which is Greenwich Mean Time plus one. The Netherlands observes Daylight Savings Time from April to October.





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VAT & Taxes

Value-added tax (VAT) is 19% on apparel and luxury goods, and 6% on basic goods. Hotels charge 6% VAT and 5% tourist tax.

Voltage

The voltage/current is 220V AC, 50Hz. Electrical plugs have two-prong, round-prong plugs.

Local Transportation

You do not need to rent a car. Walking and bicycling are encouraged over driving. Taxis are both clean and efficient in Amsterdam. You should be able to find taxicab stands outside of major tourist attractions. Otherwise, you can have your hotel phone a cab company. Amsterdam has an extensive and reliable bus and tram network.

Health Info

The Netherlands has one of the highest standards of health in the world, and the Dutch maintain the highest levels of sanitation in their hotels, restaurants, and elsewhere. Therefore, no immunizations or vaccinations are needed before entering the country.

Climate

For the period from May to October, daily temperatures average around 70 to 80 degrees Fahrenheit, and average evening temperatures are in the 50s and 60s Fahrenheit, making for mild weather. The average winter temperature is between 30 and 40 degrees Fahrenheit. The year-round damp climate means that winters can be extremely cold. Skies are generally overcast.

Public Holidays

- * **New Year's Day** January 1
- * **Good Friday** Friday before Easter
- * **Easter** Sunday in mid-March or early April
- * **Easter Monday** Monday after Easter
- * **Queen's Day** April 30
- * **National Liberation Day** May 5
- * **Ascension Day** 40 days after Easter
- * **Whitsunday** Seventh Sunday after Easter
- * **Whitmonday** Monday after Whitsunday
- * **Christmas** December 25
- * **Boxing Day** December 26

Where to Eat

To sample traditional Dutch fare, the **Oud-Holland Restaurant** offers hearty meals and Dorrius is a favorite with the business lunch crowd. At **Het Tuynhuys** the setting is a charming garden, the cuisine is European gourmet and the service is impeccable. For traditional French meat and seafood with Mediterranean flair, **Christophe** is reputed to be one of Amsterdam's best tables. **Belhamel**, a trendy and popular restaurant propose French and Italian cuisine. **Takens** offers the best in French and Italian specialties, while **Toscanini's** open-style kitchen prepares a changing menu of Southern Italian cuisine.

Local Gift Ideas

Amsterdam has everything the shopper could want, from international fashion boutiques to art and antiques. Local treasures that make great gifts include chocolate, Dutch gin, tulip bulbs, blue Delft china, antique objects and books. Leidsestraat, Kalverstraat and Nieuwendijk are the city's major shopping districts, and for those with an interest in the past the Antiques Market is a must-visit. If jewelry, paintings and sculptures are on the list, the Art Market, open on Sundays, is worth visiting.

Leisure Time

Amsterdam's famous canals can be visited by two routes the Red Line Rembrandt and the Green Line City on the Water. Both stop at landmarks including the Anne Frank House, Muziektheater/City Hall and Leidseplein. Works by Dutch artists from the 15th to the 19th centuries can be seen at the Rijksmuseum. Highlights include pieces by Van Eyck, Vermeer and Rembrandt. An impressive collection of sculpture, prints, drawings, photographs, and video and industrial design dating from 1850 to the present, by Dutch and international artists, can be viewed at the Stedelijk Museum of Modern Art. The Vincent van Gogh Museum has assembled the largest collection of the Dutch painter's works throughout the world. Amsterdam's world-renowned orchestra gives regular classical music concerts at the Concertgebouw. An intimate, quiet garden is Hortus Botanicus, while the Vondelpark, with its flower gardens, and ponds is suited to a leisurely stroll.

