

Olympic horizons

Marco Kooiman
City of Amsterdam



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Holland has a dream...

...to – one day – host the Olympic and Paralympic Games

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Our mission



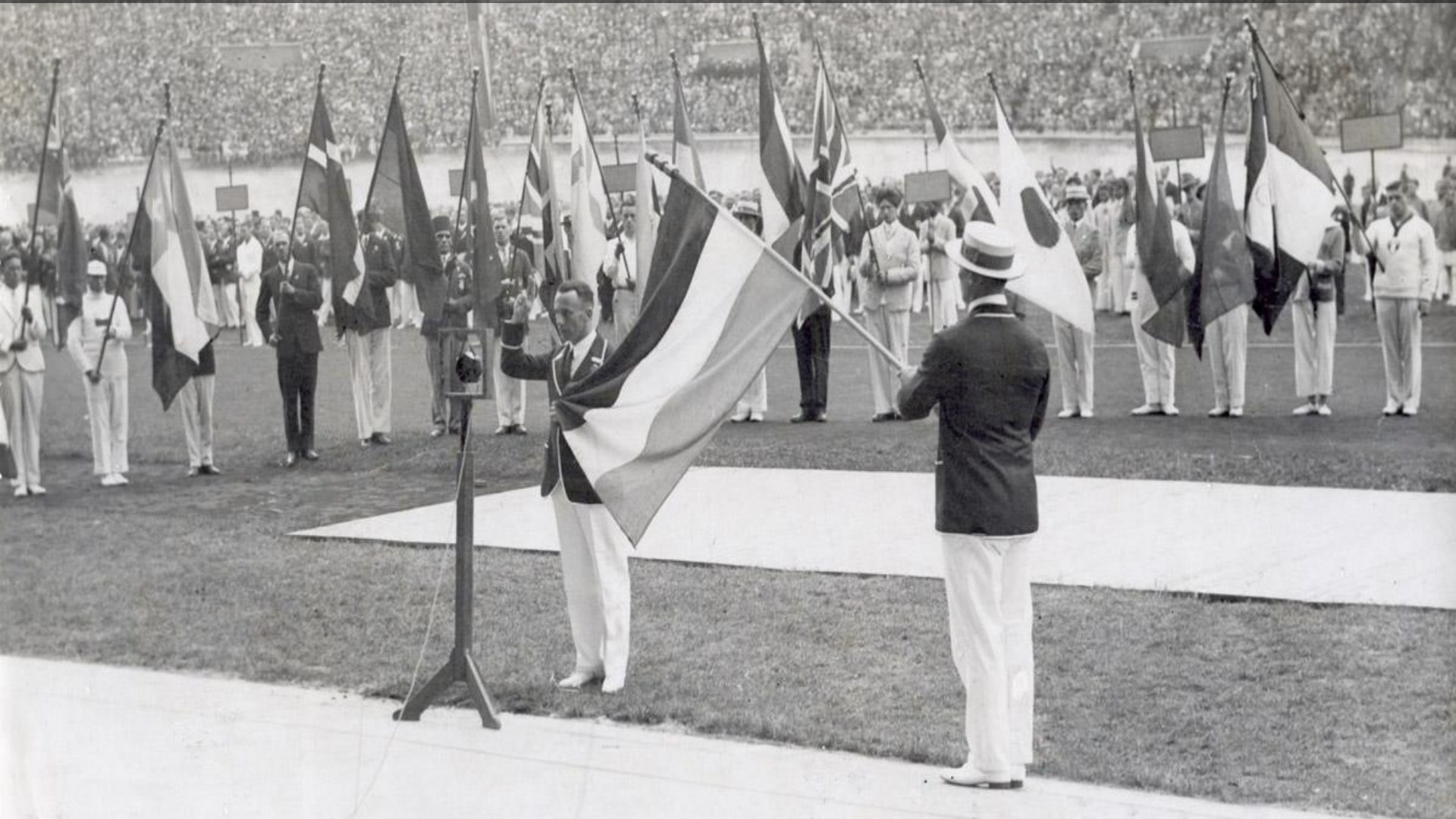
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Improving Holland through sports



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Amsterdam 1928



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Planning



2006



I. Onderzoek

2006-2008

2008



II. Opbouw

2008-2016

2016



III. Bidfase

2016-2021

2028



IV. Organisatie OS

2028 →

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The power of the Olympics inspires us



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Alliance



OLYMPISCH VUUR
ALLIANTIE OLYMPISCH PLAN 2028

Onze Missie

We gaan met sport in de volle breedte heel Nederland naar Olympisch Niveau brengen. Daar hebben we allemaal profijt van, nu en in de toekomst, op sociaal-maatschappelijk, economisch, ruimtelijk en welzijnsgebied. Met als mogelijk resultaat de Olympische en Paralympische Spelen in 2028 in Nederland.



OLYMPISCH VUUR
ALLIANTIE OLYMPISCH PLAN 2028



Sports plan Amsterdam 2009-2012

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Large sport events hosted in 2009



- ☑ WC Squash women
- ☑ WC Baseball
- ☑ EC Hockey men and women
- ☑ WC Wheelchair Tennis

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Sport events organized on a regular basis



- ☑ Amsterdam Marathon
- ☑ Jumping Amsterdam
- ☑ Amsterdam Swim Cup
- ☑ Copa Amsterdam
- ☑ WC Amsterdam
- ☑ Dam to Damrun
- ☑ Leontien Ladies Ride

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Sport congresses in 2009



Sportcirkel
Amsterdam

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Sport participation



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Broad sport events / grassroute programmes



**Mission
Olympic**
Coca-Cola 
LIVE POSITIVELY NOC+NSF



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Centre for Topsport and Education



AMSTERDAM

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Bid World Championship Soccer 2018 or 2022



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Upgrading stadiums



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Seaport town




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South region / Olympic Sport area



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Future events hosted in Amsterdam

- 
- ☑ 2010: Start Giro d'Italia
 - ☑ 2010: EC Streetdance
 - ☑ 2011: WC Rowing under 23
 - ☑ 2012: EC Archery
 - ☑ 2014: WK Rowing & adaptive rowing

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Hitlist events Amsterdam

- ☑ 2013: EC Basketball women
- ☑ 2014: WC Swimming short track
- ☑ 2016: EC Athletics
- ☑ 2018 or 2022: WC Soccer
- ☑ Between 2017 and 2023: Universiade

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We can conclude that the Olympic Plan 2028 is ...



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Important decisions in 2010



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Thanks for your attention !



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