



# WORLD TRADE CENTERS ASSOCIATION® MEMBER PROFILE: WTC® ROTTERDAM

## SUMMARY

- An iconic building offering a unique combination of modernity, comfort, technology, sustainability and business support
- Over 51,000 square meters of prime office space
- Retail, food and hospitality space, plus an on-site gym and fitness center
- 168-room Postillion hotel and a convention center to accommodate 4,000 delegates
- Secure bicycle garage and 600-car garage
- Office space is currently let with 95% occupancy; retail is fully let
- Centrally located site with outstanding access to public transportation, including access to The Hague (14 minutes); Schiphol Airport (35 minutes), and Antwerp and Amsterdam (in less than an hour).

**“Historic and ongoing ties to the World Trade Center® brand, giving us *an opening to the world.*”**

*– Eveline Steenbergen, Managing Director, WTC Rotterdam and WTC The Hague*

## World Trade Center Rotterdam

World Trade Center® Rotterdam was a founding member of the World Trade Centers Association® in 1970. It is also a member of the Netherlands Alliance comprised of 11 WTC® businesses. Strategically located in Beursplein, the square in the heart of Rotterdam adjacent to the Beurs Metro Station, WTC Rotterdam is a five-minute walk from the Stadhuis (City Hall) and a nine-minute walk from the Rotterdam Central Railway Station. The Hague airport is a 14-minute drive away while Schiphol Airport is only 26 minutes away by high-speed train. The complex is comprised of the main, 90-meter (25-story) tower and several adjacent low-rise buildings. The tower — completed in 1987 and acquired by Dutch real estate investors Bouwinvest in 2015 — is an iconic development and a notable architectural beacon. The surrounding low-rise buildings have historic significance as they previously housed insurance companies and the city's old Stock Exchange, and are the only major city center buildings (apart from City Hall and the post office) that survived World War II. With a history dating back to the original building's construction in 1937, an ambitious masterplan revitalized the site, extending WTC Rotterdam's national monument status, turning it into a modern, innovative and attractive complex, delivering benefits for businesses and visitors alike.

## Tenants and Occupancy

WTC Rotterdam has around 100 business tenants (of which 30-40% are international companies) and approximately 70 retail tenants. There is a mix of small-, mid- and large-sized companies representing most sectors of the economy, with key focus in insurance, legal and financial services, and international trading. Key tenants include:

- **Amlin** – a leading insurance and re-insurance company
- **Fakton** – property development and real estate advisors
- **Interparking** – major European car park developer and operator
- **Postillion** – Dutch hotel chain operating the WTC Rotterdam hotel and convention center.
- **Swisscom AG** – a major Swiss telecommunications company

## Key Features and Services

The facilities include 51,000 square meters of office space, 70 retail outlets, 3,000 square meters of shared communal space and hospitality areas (including Brasserie Jules and The Hub Restaurant), a 168-room hotel, 8,000 square meters of conference space, a 1,000-square-meter gym and fitness center, and the WTC Rotterdam Art Foundation art gallery. The adjacent Meent area offers high-quality shopping, recreation, and leisure facilities. There is full-fibre digital connectivity, permanent access and surveillance throughout the center, and WTC Rotterdam business tenants have access to a digital platform that enables them to connect with each other.

Trade and business services are delivered directly by WTC Rotterdam, and through wider partnership arrangements (see Partnerships on the following page). Available assistance includes legal, IT/digital, and import/export advice, as well as trade missions and networking events, which are open to tenants and non-



tenants. Flexible work and meeting spaces are provided on site, while the WTC Rotterdam Service Store can provide secretarial support. Also, WTC Rotterdam’s business tenants can participate in the Business Club, networking events and attend functions at no additional cost.

### Partnerships

WTC Rotterdam and WTC The Hague are connected by their shared common owner, Bouwinvest, and their Managing Director Eveline Steenbergen. This connection promotes direct collaboration and shared systems between the two locations. Both are members of the WTC Netherlands Alliance, which employs around 20 staff members working collectively to deliver trade advice to business tenants and organize business events focusing on topics such as law, marketing and finance. The Alliance provides (non-competitive) services to its collective clients and contacts, very often free of charge.

WTC Rotterdam also collaborates with “Rotterdam Partners” – the official destination marketing organization and investment promotion agency of Rotterdam – by hosting congresses and events. With other partners, such as the MKB (Entrepreneurial Society) and VNO-NCW (Confederation of Netherlands Industry and Employers group), WTC Rotterdam organizes events, promotes opportunities, sets up meetings and trade fairs, and champions sustainable development.

### Environmental Sustainability and Social Value

After its master planning and renovation, the WTC Rotterdam complex received “Very Good In-Use BREEAM” certification and moved from a G to A++ energy rating. Most of the flat roofs are fitted with solar panels and, in one case, there is a green sedum roof with LED lighting installed throughout, and thermal energy storage with ground heat pumps to heat and cool the building. A water-saving system minimizes water wastage, while the main tower’s roof accommodates bird and bat nesting boxes. **These improvements helped Bouwinvest secure a five-star GRESB Sustainability certification in 2019, and they are consistent with the company’s goal to run its properties on a net-zero carbon basis by 2045.**

WTC Rotterdam supports numerous good causes, including charities, schools and the natural environment



World Trade Center Rotterdam

through fundraising and publicity efforts. Recent beneficiaries include the House of Hope, a Rotterdam-based initiative against poverty and loneliness; Save the Children; WWF; Nationaal Ouderenfonds (the National Elderly Fund); and Make-A-Wish Netherlands.

### Rotterdam, the Netherlands

WTC Rotterdam emerged from the COVID-19 pandemic with a relatively high vacancy rate compared to the other G4 Dutch cities – at around 10%, it is double that of WTC Amsterdam and WTC The Hague. This is partly driven by relatively old stock and limited availability of new office space.

However, city center office space is limited in supply and has been further reduced as old offices have been converted into alternative uses, and modern, sustainable and renovated properties are favored in higher-end office markets. This effect is magnified in the Netherlands where high levels of environmental awareness are rooted in national culture, and the European and national policy context promotes net-zero carbon emissions by 2050.

These characteristics strongly favor WTC Rotterdam, which offers modern and refurbished facilities when and where they are required. **Its continued success under the World Trade Center brand promotes trade and positive economic impacts for the local economy, and strongly benefits the local community in terms of employment and the visitor economy.**



**WORLD TRADE CENTER®  
ROTTERDAM**

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