

AMSTERDAM-ROTTERDAM BANK (AMRO BANK), 1964-1991



Amsterdam and Rotterdam merge, 1964-1965

Amsterdamsche Bank and Rotterdamsche Bank announced their merger on June 11, 1964. The new Amsterdam-Rotterdam Bank (Amro Bank) was established as a holding company in Amsterdam in July 1964 and the old banks became operating companies. Their formal integration in the new Amro Bank took place on January 1, 1965, but for practical purposes operations were not integrated until March 1, 1965.



The new bank pursued banking in the widest sense of the word as the two partners had been doing individually prior to the merger. The main reason for the merger was the increasing diversification in the financial world: agricultural banks had started financing non-agricultural enterprises, savings banks had branched out into commercial banking and institutional investors had decided to provide medium-term loans to companies.

Both Amsterdamsche Bank and Rotterdamsche Bank recognised that a merger was the correct response, although they first had to call a truce in the traditional resentments between Amsterdam and Rotterdam companies. Moves in this direction had already started with the merger attempt of 1939 by the two banks, cut short by the outbreak of the Second World War.

New paths, new markets, 1965-1990

Amro Bank moved into the medium-term credit business and organised these operations in Nationale Bank voor Middellang Krediet (the former Nationale Handelsbank) in 1965. Hire-purchase finance and leasing were organised in the subsidiaries Mahuko and Amstel Lease. Amro Bank

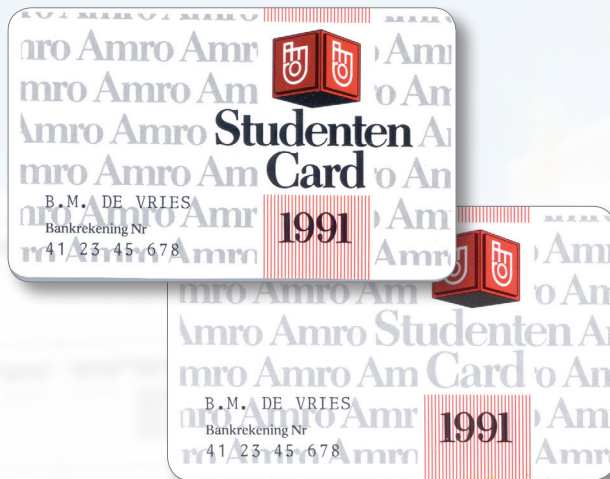
also engaged in factoring through its Rotterdam-based subsidiary International Factors Nederland, the oldest factoring company in the Netherlands (est. 1962).

The importance of its retail business increased from the 1960s on along with its branch network, from 544 branches in 1965 to 762 in 1990. It strengthened its position in wholesale banking when it took over Pierson, Heldring & Pierson in 1975, including one of its earlier takeovers, Vlaer & Kol of Utrecht, which was incorporated in the Amro Bank organisation in May 1976.

In Brussels the Banque Européenne de Crédit à Moyen Terme was established in 1967 as an updated platform for the informal banking consultations held in the European Advisory Committee (set up in 1958 by four European banks including Amsterdamsche Bank). In 1970 the member banks, including Amro Bank, took a new step forward by setting up the European Banks' International Company (EBIC) in Brussels through which member banks opened branches, set up subsidiaries and acquired interests outside their home countries. After a few years, however, it became clear that this approach was not effective. In 1977 Amro Bank therefore

		
Amsterdamsche Bank	en Rotterdamsche Bank	vormen
		<p>per 1 maart a.s. samen de nieuwe Amsterdam-Rotterdam Bank. En dat betekent ook voor u de sleutel tot veelzijdige bank-service</p>
<p>TWEE BANKEN GAAN SAMEN. Hun namen worden gevoegd. Er is een nieuw embleem. Ervaring, kennis, service en mogelijkheden worden gebundeld in de nieuwe Amsterdam-Rotterdam Bank. U kunt straks</p>	<p>terecht bij bijna tweemaal zoveel kantoren. Er is er dan altijd een in uw buurt. Er staan daar behuante, hulpvaardige mensen voor u klaar met veelzijdige service en helder advies op elk gebied: spaargelden, bank giro,</p>	<p>verzekeringen, buitenlands geld, reischekques... Loopt u gerust eens binnen. Vragen staat vrij. Elk AMRO-kantoor biedt u alle mogelijkheden van de grote bank en helpt u in de attente, persoonlijke stijl van de kleine.</p>
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opened a branch in London, the second branch outside the Netherlands. Even after the merger with ABN Bank was announced in 1990, the bank continued to open foreign branches, by which time it had 38 own offices and representative offices abroad in 23 countries.



New partners, 1988-1991

With 1992 and European unification on the horizon, Amro Bank and Generale Bank, Belgium, unveiled plans in February 1988 for far-reaching co-operation aimed at creating an international bank at European level. As time passed, however, it became evident that too many obstacles stood in the way of this ambition. The opportunity to merge with a Dutch bank came after the authorities relaxed merger restrictions on the Dutch banking industry.

On March 26, 1990, Amro Bank and ABN Bank announced a merger feasibility study. The merger was completed rapidly after ABN AMRO Holding N.V. made a successful bid for the shares of both banks in August 1990. The legal merger was finalised on September 22, 1991 and the bank started trading under the new name of ABN AMRO Bank.