

# AI in the Netherlands

Powering solutions for  
a sustainable world

INVEST IN  
Holland



# Are you looking to take AI to the next level?

The Netherlands is a European hotspot for AI innovation, driven by a world class ecosystem of AI companies, research and talent. Join us to take the AI ecosystem to the next level to make a global impact, together.

AI is having a huge impact on our daily lives. It is enabling industry to develop solutions towards more sustainable food, health, security, logistics, and much more. In the Dutch ecosystem, AI innovators – both homegrown and international, startups and established companies – are already taking the application of AI to the next level.

## Huge potential for AI innovation

The Netherlands punches above its weight as an innovation leader, ranking #5 worldwide in the Global Innovation Index 2022. When it comes to AI, we also rank #5 in the Government AI Readiness Index 2021. Our AI ambitions are powered by the Dutch government, that founded the Netherlands AI Coalition in 2019 for a joint national approach between companies, research institutes and government.

Dutch multinationals ING, Ahold Delhaize, KLM, NS and Philips have recently teamed up in Kickstart AI, aiming to boost public-private collaboration to create AI solutions for the benefit of end-consumers' daily lives. They have a strong focus on AI education and research.

## Top education and talent in AI

The NL AI Research Agenda is an integral part of our national AI strategy. Some of the important themes that are addressed are: explainable AI, responsible AI and socially-aware AI. Eleven Dutch universities have AI-specific programs where leading research is taking place. Our students have superb technical training and are also highly proficient in English, so they can hit the ground running in international tech environments.

AI focus areas include:

- Autonomous Agents & Robotics
- Computer Vision
- Decision Making
- Information Retrieval
- Knowledge Representation & Reasoning
- Machine Learning
- Natural Language Processing

## World class AI research hubs & public-private partnerships

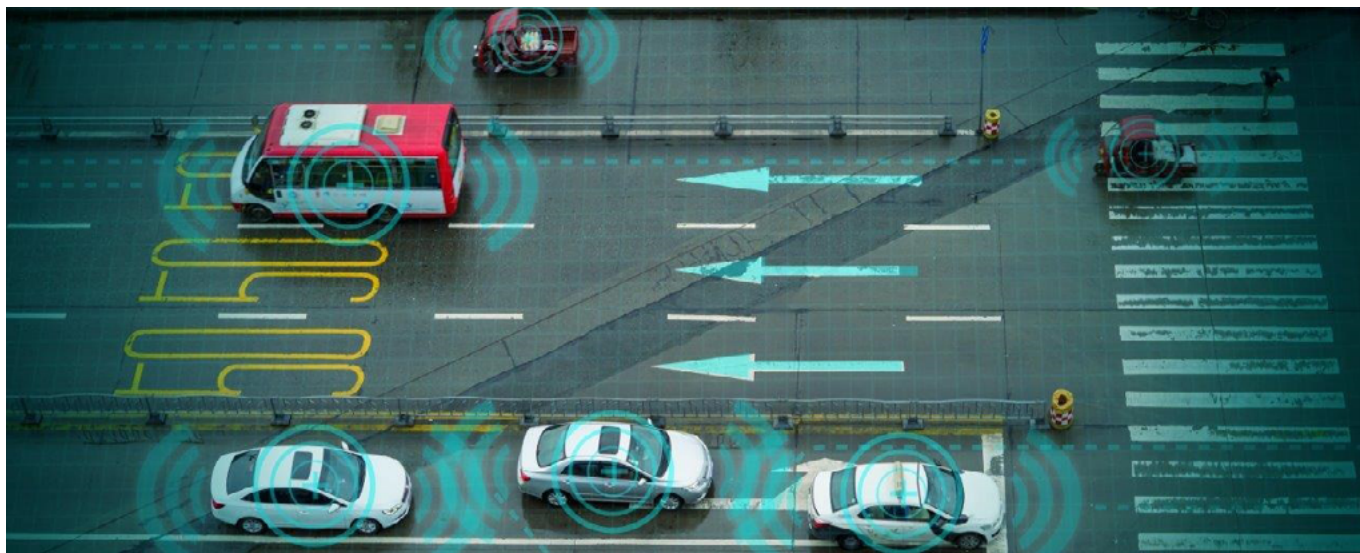
In the Netherlands, various specialized AI centers are catalysts for AI innovation.

- ICAI, the Innovation Center for Artificial Intelligence: national network aimed at technology and talent development between knowledge institutes, industry, and government in the area of artificial intelligence.
- CLAIRE: pan-European organization that aims to ensure European excellence in human-centered AI and providing guidance to the European Commission and national governments in their investments in AI.
- ELLIS is a European network focused on building and maintaining European leadership in machine learning and also strongly represented in the Netherlands.

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**“The Netherlands has every means to take a leading position in the international AI landscape: top talent, innovative power and research at a global level. ICAI combines these strengths in a unique national initiative”**

**—Maarten de Rijke** Director of ICAI



## Tech savvy workforce

The Dutch are tech savvy and the country is top ranked for its digital connectivity. In fact, the Netherlands scores #3 overall in the Digital Economy and Society Index (DESI) and is #2 for talent as well as connectivity. The Dutch are early adopters of new technology and AI is great proof of that innovative mindset. Many companies apply innovative AI application in their day-to-day business and continue to engage in projects to research further innovation. The Netherlands can serve as a great living lab for taking AI technology to market.

## AI supporting startup and scaleup ecosystem focused on societal challenges

The Netherlands' vibrant AI supporting ecosystem of science and innovation parks are a magnet for international entrepreneurs. We have the highest density of AI startups in the EU and the numbers are growing at an average pace of 12 percent. Many incubators and accelerators welcome international entrepreneurs, with a startup visa and attractive R&D incentives to give business a kickstart.

Our national start-up accelerator TechLeap is an important catalyst for AI initiatives, serving as an active partner in the national AI coalition. Some strong start-up hubs include Rockstart, AI Startup Lab, IncubAI, Robotics/AI, and YES!Delft.

## AI innovation making impact

The Netherlands is home to many strong AI startups and corporations alike. Top impact startups include Quantib, ReliaSol, DuckDuckGoose, Quicargo and Fyzir. From healthcare and food solutions to sustainable logistics and smart mobility, tech innovators in the Netherlands are unleashing the power of AI for a more healthy, prosperous and secure society.

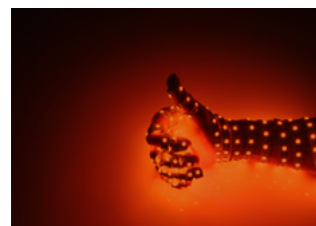
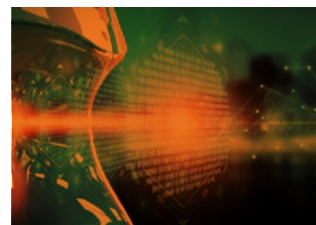
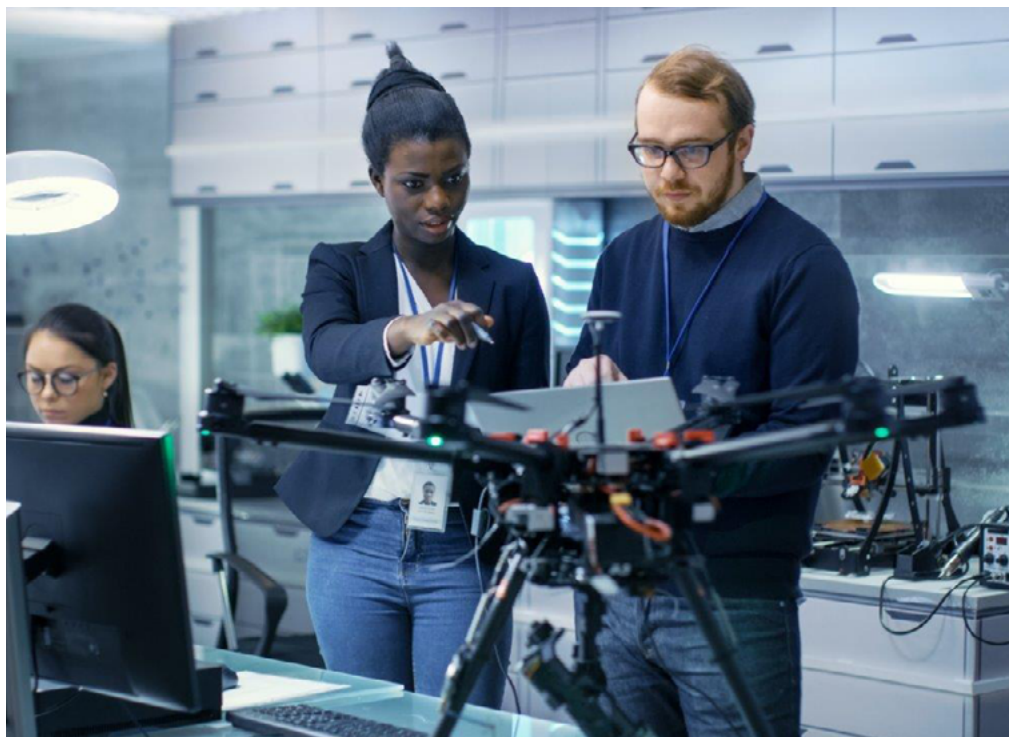
On top of that, the research infrastructure in the Netherlands is also very advantageous for major corporations. A great example of this are ICAI labs, where corporations such as ING, Booking.com, Bosch and Qualcomm conduct joint research with top universities, including University of Amsterdam, Delft University of Technology and Utrecht University.



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**“Dutch corporations are early adopters of AI, which is a clear competitive advantage”**

**—Brad Smit** Chief Legal Officer for Microsoft



# Invest in Holland network

Connecting international innovators for impact

**Invest in Holland is the national network of the Netherlands Foreign Investment Agency (NFIA), an operational unit of the Dutch Ministry of Economic Affairs and Climate Policy, and our regional and local partners. Together we support foreign companies that are keen to solve global challenges to set up and expand their business in the Netherlands.**

- We connect you with relevant networks, regulators, clusters and consultants.
- We inform you about incentives, business locations, regulations and procedures.
- We organize custom-made fact finding trips for your investment project.
- We provide confidential and free support.

Let's start the conversation about AI opportunities in the Netherlands. Contact us at [info@nfia.nl](mailto:info@nfia.nl)

