

# Welcome to the Netherlands

A place to accelerate your business and benefit people and the planet



INVEST IN  
Holland

Let's innovate together  
to solve global  
challenges





“The Netherlands takes pride in being a global front-runner in innovation, sustainability and digitalization. That’s why we are keen to welcome foreign businesses that contribute to the solutions of the future and strengthen international clusters that work on societal challenges. Our country offers an excellent business climate for scaling up impact solutions for the European and global markets.”

Hilde van der Meer

**Commissioner**  
Netherlands Foreign Investment Agency

# How the Netherlands works for business

The Netherlands is an excellent strategic business move for companies with goals to expand in Europe and benefit people and the planet. The Dutch economy ranks among the most competitive economies in the world according to the World Economic Forum. Here, ambitious companies can tap into our advanced innovation ecosystems to propel their business, co-creating solutions that contribute to sustainable prosperity. We invite international companies to join us in working towards that goal.

By expanding your business in the Netherlands, you can make vital advances in areas like sustainable energy, food security, health, smart mobility and circular solutions. You also become part of our international business environment that thrives on state-of-the-art infrastructure, world-class multilingual talent, business-friendly regulatory authorities, and a collaborative and entrepreneurial mindset. Not to mention access to key markets and partners in Europe – all factors for successful innovation, enterprise and business growth.

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**#1**  
Most connected  
economy (world,  
DHL 2022)



**#2**  
Digital competitiveness  
index (world, IMD 2023)



**#2**  
Healthcare system  
(Europe, EHCI 2023)



**#3**  
Work-life balance  
(Europe, OECD 2023)



**#3**  
Digital Economy and  
Society Index (EU, 2022,  
EC)



**#4**  
The good country index  
(Simon Anholt, 2023)



**#5**  
Happiest country  
(World happiness  
report, 2023)



**#5**  
The global innovation  
index (WIPO 2023)



**#5**  
The World  
competitiveness report  
(world, IMD 2023)

“Key to innovation success in the Netherlands is the pragmatic, collaborative approach. Because when all parties focus on what they do best, everyone benefits.”

### **The Netherlands: Amplify your innovation for global impact**

The Netherlands has a long tradition of innovation and collaboration. Inventors of Wi-Fi, Bluetooth, the electrocardiogram and Python, the Netherlands is a hotbed for R&D. Some of the world's most cutting-edge innovations take place here, from both home-grown companies such as ASML and Adyen, and foreign investors such as Genmab and Nestle. It is no coincidence that the EU Innovation Scoreboard and the Global Innovation Index both rank our country as innovation leader in Europe.

The Netherlands' innovation-friendly business climate offers broad opportunities for companies, including attractive incentives. For example, the Dutch government is investing in innovation within the key sectors in the Netherlands through its National Growth Fund. By embracing innovation, the Netherlands continues to attract the world's leading businesses.

### **Make more impactful change when working together**

Companies also look to the Netherlands to benefit from the public-private partnerships between the private sector, research universities and government. This characteristically Dutch 'triple helix' approach drives future-forward applications related to everything from agrifood and financial services to quantum technology. The Netherlands invests significantly in digital and physical infrastructure as well as an extensive network of science & innovation campuses that help new technologies come to life. By connecting knowledge, expertise, experience and innovations from all over the world in a nurturing business environment we enable sustainable economic growth.



# Become part of our strong innovation-driven ecosystems

Dutch industry sectors are strongly focused on creating solutions for global challenges and transitions. Our key sectors are agrifood, life sciences & health, high-tech systems, chemicals, clean energy, IT, fintech, creative industries and maritime and water technology. Here, companies are driving future-proof solutions, from plant-based proteins to AI applications, green hydrogen and regenerative medicine. And breakthrough advances are being made in fields such as quantum technology, robotics and photonics, to name a few. By establishing or expanding your business in the Netherlands, you can connect and collaborate within existing industry ecosystems.

## **Paving the way for a healthier future**

The Netherlands is an undeniable powerhouse for agriculture and food innovation. As the world's second largest exporter of agricultural products and a leading innovator in agrifood technology, the Netherlands is helping to shape the global food system of the future. That's why major international agrifood companies choose to innovate in the Dutch ecosystem, including Nestlé, Unilever, Cargill, Beyond Meat and Kraft Heinz.

The Netherlands is also making vital impact on global life sciences and health. As a highly-connected European hub for life sciences, and home to the European Medicines Agency (EMA), the Netherlands draws international companies that are innovating health and care solutions for healthy societies of the future, including Genmab, Kite, Applied Medical, Amgen and BBio.

## **Pioneering for a green and clean environment**

The transition to renewable and smart energy is coming to life in the Netherlands thanks to its world-class R&D facilities and innovation incentives. Energy companies, knowledge institutions, industry clusters and government all work together to power innovation, from green hydrogen and battery technology to smart grids. Likewise, the chemicals industry is helping to shape a more sustainable society by engineering the materials and processes for a circular economy. While the high tech sector is innovating state-of-the-art technology for smart mobility and living. Underpinning the innovation in the Dutch ecosystems is the superb connectivity of the Netherlands' IT and logistics sectors.

“There is a great willingness to work together with academic teams and with other companies. This eagerness to communicate and connect is one of the central reasons that we are so successful in the Netherlands up until now.”

Jan van de Winkel  
CEO Genmab

## The Netherlands

Population (millions)  
17.47

GDP per capita (Euros)  
47,049

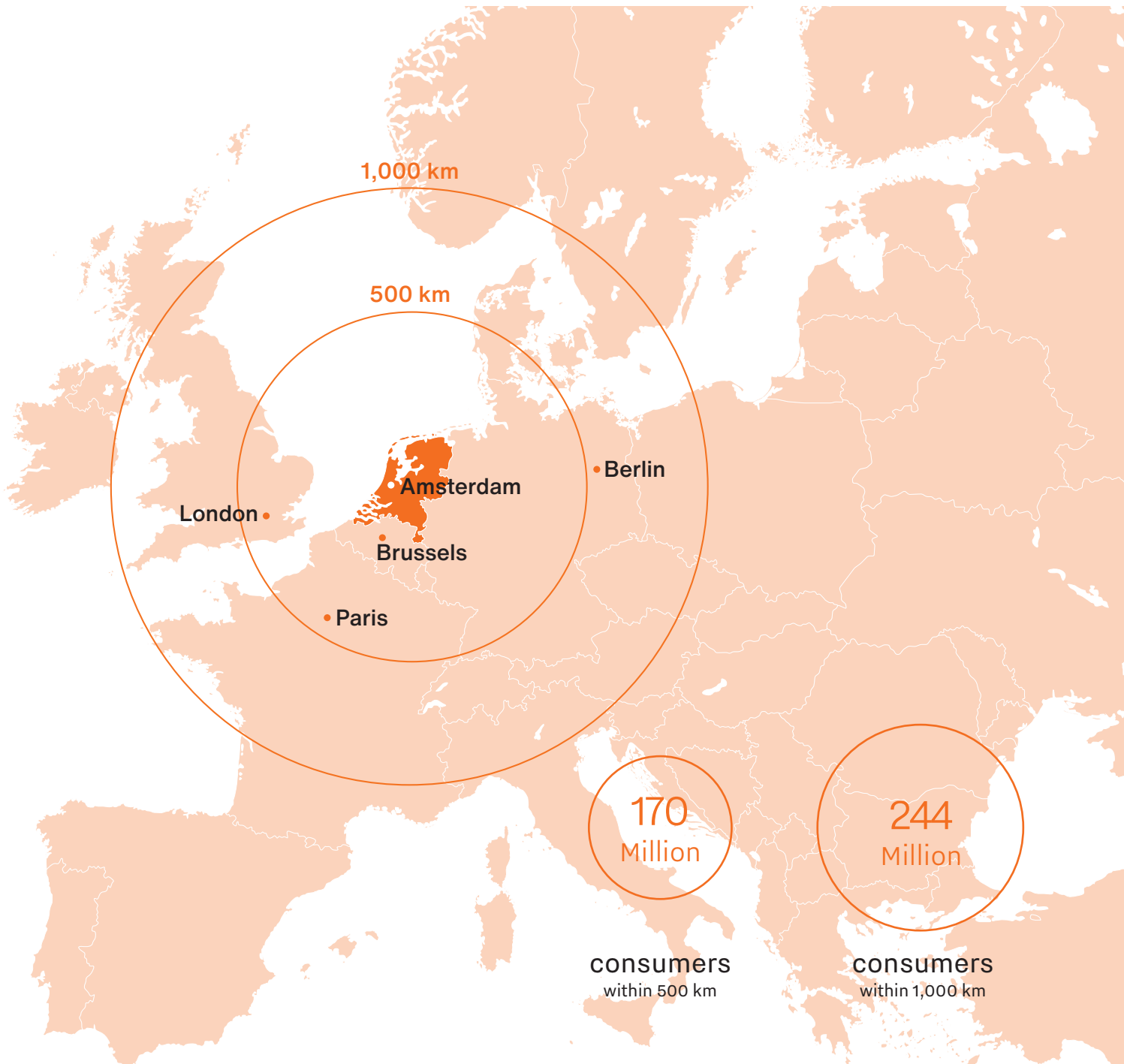
GDP (Euros billions):  
812

17<sup>th</sup> Largest economy  
in the world

Source: Statistics Netherlands 2019-2020

# 95% of Europe's most lucrative consumer markets are just around the corner

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170  
Million  
consumers  
within 500 km

244  
Million  
consumers  
within 1,000 km



# Connect with Europe and the world

The Netherlands is a strategic choice geographically. We are a gateway to Europe; ideally situated to provide fast access to your partners, suppliers and customers. 95% of Europe's most lucrative markets are just a 24-hour drive away from Amsterdam or Rotterdam. Major economies such as Germany, France and the U.K. are within a few hours reach.

Key to the Netherlands' infrastructure are leading transport hubs including the Port of Rotterdam, Europe's largest port, and Amsterdam Airport Schiphol, both

offering vast international connections. Add to that our extensive rail and waterway network, and companies have excellent logistics and distribution capabilities. Beyond physical infrastructure, the Netherlands business environment is also anchored by a robust digital infrastructure. For companies that expand in the Netherlands, the Dutch digital infrastructure paves the way to opportunity, collaboration and success.



# World class talent across industries

A prerequisite for high performing companies is talent. Renowned for our highly skilled workforce and our commitment to life-long learning, the Netherlands is a sound choice for companies looking to stay competitive in today's global market. The Netherlands' robust education system produces some of the best trained and performing graduates in Europe. In the QS World University Rankings 2023, 11 universities in the Netherlands were ranked within the world's top 250.

## **Digitally skilled and internationally oriented**

The Dutch workforce is digitally skilled - leading the world in internet and computer proficiency, we are tech savvy and plugged into the digital economy. Our international focus is reflected in our language skills. The Netherlands ranks highest in the world for English as a second language and many people here also speak German and French. This makes the Dutch workforce an asset for international business.

## **A dynamic place to live and work**

Are you looking for a vibrant, open and multicultural society with an attractive quality of living and a healthy work-life balance? The Netherlands has it. In fact, the

OECD has given the Netherlands high scores for health, housing, employment and well-being.

Dutch cities rank among the top 10 most livable cities in the world. They offer a wealth of culture and a safe, green environment. What's more, the vast public transportation network and our world-famous cycling paths makes sustainable travel an easy choice.

Numerous international schools across the country provide seamless education opportunities for expats. And our healthcare system, ranked No. 1 in the EU, guarantees equitable access to high quality services for everyone who lives here.

Connect with fellow expatriates in the large and diverse expat community in the Netherlands. A dedicated country-wide network of Expat Centers is ready to help you to locate and feel at home here.

With all these factors combined, it is no surprise that the Netherlands also ranks highly in the UN Happiness Report.



# Ready. Set. Go Dutch to accelerate your business in Europe

If you are keen to establish or expand your business in the Netherlands, the Netherlands Foreign Investment Agency (NFIA) can help. We are an operating unit of the Dutch Ministry of Economic Affairs & Climate Policy and serve as your partner for foreign direct investment in the Netherlands.

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Together with our regional partners in the Invest in Holland network, we can connect you to the dynamic, international industry ecosystems in our country as well as business resources and regulatory authorities. Our services are free, independent and confidential. Our goal is to support you in making a sound business choice for the Netherlands.



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Netherlands

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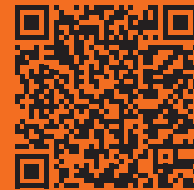


To start the conversation  
about locating your business in the  
Netherlands, contact us:

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