

## Meet the Future of Farming



**Hi Jeremiah,**

The Netherlands is the world's second largest exporter of farmed goods, second only to the U.S.

Surprised? The Netherlands is home to more than 5,300 [agri/food](#) companies and is pioneering cutting-edge research and developing sustainable agricultural practices.

One example is a new technique to [grow bananas](#), which was developed by researchers from Wageningen University. The Netherlands is also building a plant-based ecosystem for business and innovation, which includes companies like [Unilever](#) and [Beyond Meat](#).

Want to learn more? Share now to read the full story of how this tiny country is making huge investments to sustainably feed the world.

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### HERE'S WHAT WILL BE SHARED ON YOUR NETWORKS:



**f Why the Dutch Approach to Agriculture is the Future of Farming**

From sustainable floating farms to innovating plant-based proteins, the Netherlands continues to build on its world-class agri/food industry.

**t From sustainable floating farms to innovating plant-based proteins, the Netherlands continues to build on its world-class #agrifood industry. Here's why the Dutch approach to #agriculture is the future of farming #InvestinHolland**

**in Why the Dutch Approach to Agriculture is the Future of Farming**

## Where Industry and Innovation Meet in the Netherlands



**Hi Jeremiah,**

Strategically located in the heart of the European Union, the Netherlands offers a perfect springboard for companies expanding in Europe.

In fact, the Netherlands is home to a diverse set of industry clusters that combine the power of private enterprise with the best of Dutch talent and knowledge institutions to form a world-class business destination.

From agri/food and chemicals to logistics and sustainable energy, international companies are finding promising opportunities for growth and collaboration in these clusters.

Share now to explore a selection of the Netherlands' industry clusters and the companies that call them home.

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**HERE'S WHAT WILL BE SHARED ON YOUR NETWORKS:**



**f Where Industry and Innovation Meet in the Netherlands**  
 From high-tech hubs to logistics hotspots, the Netherlands' diverse industry clusters combine the power of international business with the best of Dutch talent and innovation. #InvestinHolland

**t From high-tech hubs to logistics hotspots, the Netherlands' diverse industry clusters combine the power of international #business with the best of Dutch talent and #innovation. 🇳🇱 #InvestinHolland**

**in Where do industry and innovation meet? Definitely in the Netherlands.**

## A World Without Waste? The Dutch are Proving it's ...



**Hi Jeremiah,**

As interest in sustainability grows, the Netherlands is leading the way toward a world without waste through its commitment to achieving a 100% circular economy by 2050. A growing number of companies with an emphasis on sustainability are also choosing to expand in the Netherlands, with the country welcoming and supporting their efforts.

From [bubble barriers in waterways](#) to [renewed apparel e-commerce sites](#), the Netherlands isn't afraid to challenge the status quo for the sake of a brighter and cleaner future for all. And with 420,000 jobs created as a result of 85,000 circular economy initiatives, the Netherlands is proving sustainability is good for the environment and the economy.

Share now to learn how the Netherlands is a continued partner and location for companies with ambitious sustainability goals.

**SHARE NOW**

**HERE'S WHAT WILL BE SHARED ON YOUR NETWORKS:**



**f A World Without Waste? The Dutch are Proving it's Possible**  
As a country with an innovative and sustainable economy, the Netherlands is a continued partner and location for companies with ambitious sustainability goals. #InvestinHolland

**t As a country with an innovative and sustainable economy, the Netherlands is a continued partner and location for companies with ambitious #sustainability goals. Here's how the Dutch are leading the way to a world without waste. 🌍 #InvestinHolland**

**in A World Without Waste? The Dutch are Proving it's Possible**

## No Beef Here: How the Dutch are Sustainably Feeding ...



Hi Jeremiah,

The Netherlands is at the forefront of research and production into plant-based proteins, a sustainable food source that may soon be the norm.

[Beyond Meat](#) and [Unilever](#) were hungry for a location to test their plant-based products in the European market. The Netherlands emerged as the perfect place to dig in. With knowledge institutions like [Wageningen University](#) fostering cutting-edge research and innovation, the Dutch have grown a plant-based ecosystem faster than many others in Europe.

Share now to learn how the Netherlands is attracting companies and generating new ideas to sustainably feed the world.

SHARE NOW

HERE'S WHAT WILL BE SHARED ON YOUR NETWORKS:



**f** **No Beef Here: How the Dutch are Innovating a Plant-Based Future**

For companies like Beyond Meat and Unilever, the Netherlands is the place to pursue research and production into plant-based proteins, a fast-growing industry that can help sustainably feed the world. #InvestinHolland

**t** No Beef Here: For companies like @BeyondMeat and @Unilever, the Netherlands is the place to pursue research and production into #plantbased proteins, a fast-growing industry that can help sustainably feed the world. 🌱 #InvestinHolland

**in** No Beef Here: How the Dutch are Innovating a Plant-Based Future

## Distinctly Dutch: Inside One of Europe's Largest ...



**Hi Jeremiah,**

With 23 million bikes and 17 million citizens, the Netherlands has long been known as a bike-friendly nation and leader in sustainable transportation. What you might not know is the Dutch have built one of Europe's largest bicycle parking garages in The Hague, which holds 8,000 bikes including rental and cargo bikes.

When *Business Insider* explored the transport hub, they found it more closely resembled a museum than the average dimly lit garage. The garage is one of many in the Netherlands that makes it convenient for urban micromobility users to access public transportation.

Home to the world's highest number of bicycles per capita, the Netherlands has more than 33,000km dedicated to cycling infrastructure. With new possibilities for urban transport, The Hague's bicycle garage takes the Netherlands' high quality of life, healthy lifestyle and top connectivity to another level.

**SHARE NOW**

**HERE'S WHAT WILL BE SHARED ON YOUR NETWORKS:**



**f The Dutch Built One of Europe's Largest Bicycle Garages – See Inside**

With room for 8,000 bicycles and a museum-like interior, The Hague's new giant bicycle garage is a testament to Dutch cycling culture, quality of life and connectivity. Take a look inside with Business Insider. #InvestinHolland

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**in The Dutch Built One of Europe's Largest Bicycle Garages – See Inside**

## 5 Reasons Why the Netherlands is the Gateway to Europe



**Hi Jeremiah,**

For companies big and small, expanding operations internationally is a big investment, regardless of the destination.

With full understanding that there's a long list of things to take into consideration when expanding abroad, the Netherlands Foreign Investment Agency has developed a whitepaper with tips for international expansion and reasons why your business should choose the Netherlands.

Share now to read our whitepaper, "What to Consider When Expanding a Business Internationally" and spread the word about the Netherlands' business advantages.

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**HERE'S WHAT WILL BE SHARED ON YOUR NETWORKS:**



**f 5 Reasons to Go Dutch for Your International Expansion**

For companies big and small, the Netherlands is the perfect springboard to the European market. Download our whitepaper for the top 5 things to consider when expanding internationally.

**t** When it comes to international expansion, companies find a variety of reasons to #InvestinHolland. Read @NFIAHolland's whitepaper for the top 5 items to consider when expanding internationally and why companies continue to choose the Netherlands 

**in** Considering Business Expansion Abroad? Here are 5 Reasons to Go Dutch for Your International Expansion.

## The Netherlands Sparks a Fintech Revolution

DIGITAL  
AMBASSADORINVEST IN  
Holland

Hi Jeremiah,

This week, companies from around the world are tuning in for [Amsterdam Fintech Week](#), hosted by [Holland Fintech](#). It's no coincidence that the Netherlands hosts one of the premier fintech events.

As the creators of the world's first modern stock exchange, the Dutch are innovating at the cutting-edge of fintech, where finance meets technology. A rich ecosystem of over 635 fintech companies work together disrupting, rebuilding and rethinking the future in the Netherlands. Highly successful Dutch unicorns like Adyen and Mollie have transformed traditional banking and attracted hundreds of millions of dollars in investments in recent years.

From Amsterdam, the world's leading city in green finance, to fintech trendsetters like Rotterdam and The Hague, the Netherlands has developed an ecosystem where fintech companies can pioneer the future of finance. Share now to learn about the Netherlands as a European hotspot for fintech entrepreneurs.

SHARE NOW

HERE'S WHAT WILL BE SHARED ON YOUR  
NETWORKS:

**f The Netherlands Sparks a Fintech Revolution**

More than 400 years ago, the Dutch created the very first modern stock exchange. Today, the Netherlands is home to a flourishing fintech scene, where startups and entrepreneurs innovate at the cutting-edge of finance and technology. #InvestinHolland

**t** In 1604, the Dutch created the very first modern stock exchange. Today, the Netherlands is home to a flourishing #fintech scene, where #startups and entrepreneurs innovate at the cutting-edge of #finance and technology. 🇳🇱 #InvestinHolland #XFW20

**in** *More than 400 years ago, the Dutch created the very first modern stock exchange. Today, the Netherlands is home to a flourishing fintech scene, where startups and entrepreneurs innovate at the cutting-edge of finance and technology. #InvestinHolland*  
The Netherlands Sparks a Fintech Revolution



News - May 2020

## MAJOR ANNOUNCEMENTS



### The Netherlands Steps Up to Fight Coronavirus

As we continue to face this crisis and prepare for what's next, Dutch companies in a variety of industries are stepping up in the global fight against COVID-19. From [pioneering coronavirus research](#) to [new applications of artificial intelligence for healthcare](#), the Netherlands' life sciences & health and technology sectors are proving that collaboration and innovation are in the Dutch DNA.

[Read More](#)



### **Dutch Government Supports Companies During the Pandemic**

The Dutch government is supporting companies during the pandemic by providing more than \$100 million in bridge funding for startups in the Netherlands and offering [critical online resources and information](#) to international businesses through the Netherlands Foreign Investment Agency. For example, NFIA will host a [free webinar](#) on May 20 for international companies to learn about European e-commerce opportunities in a time of social distancing.

[Read More](#)

## **IN OTHER NEWS**



### **The Netherlands Ranks Among Digital Leaders**

Ready for the new digital age? The European Investment Bank Investment Survey ranked the Netherlands as one of the four European frontrunners in digitalization, with the Dutch scoring particularly high in digital infrastructure and digital intensity.

[Read More](#)



### **Fintech Company Plaid Opens European HQ in the Netherlands**

US-based Plaid recently opened an overseas office in Amsterdam, where it will connect with the Netherlands' thriving fintech scene and skilled talent pool to make financial services more accessible amid challenging times.

[Read More](#)



### **MSD Announces Spin-off with 'New' Name Organon**

Pharmaceutical giant MSD has launched Organon, a spinoff company for women's health in the Netherlands. The revamped brand further strengthens the Dutch life sciences and health sector.

[Read More](#)



### Federal Equipment Company Expands in the Netherlands

US-based Federal Equipment Company has established an office in the Netherlands' life sciences and health sector to support its growing client base in the European pharmaceutical market.

[Read More](#)



### Techleap.nl and Dutch Research Institutions Launch ScienceFinder

Leading Dutch startup platform Techleap.nl has collaborated with Dutch universities and national technology institute TNO to launch Sciencefinder, the world's first matchmaking tool for scientists and industry.

[Read More](#)

## RECENT HEADLINES

[How the Dutch are Responding to Coronavirus with Digital Healthcare >](#)

[Understanding Why Foreign Companies are Choosing the Netherlands >](#)

[Genmab's Success in the Netherlands is Powered by Life Sciences Ecosystem >](#)

[Resilience and Sustainability Will Guide Our Path to the Future >](#)

[How the Dutch Ensure Supply Chains through a Pandemic >](#)

[How the Netherlands Stays Connected During COVID-19 >](#)



**Henry Jacobs**  
Executive Director Americas

### Welcome

As the COVID-19 pandemic continues to unfold and we ease our way towards recovery, countries around the world continue to rely on digital networks for news, business continuity and social interaction.

In the latest iteration of the Business Bulletin, I dive into digitalization, which has recently become more important than ever. While the Dutch digital economy has always been strong, we are innovating new ways to keep the Netherlands' safe and connected.

If you'd like to speak individually, please do not hesitate to contact me today to set up a virtual meeting with the NFIA team.

[Set Up a Meeting](#)

## The Dutch Digital Economy



### My Take: 3 Reasons Why the Netherlands is the Digital Gateway to Europe

With increased pressure placed on digital networks, the Netherlands' digital connectivity remains strong. With its highly-skilled workforce, the Netherlands' digital infrastructure supports innovative startups and global technology without interruption.

[Read My Latest LinkedIn Post](#)



### The Netherlands' Digital Response to COVID-19

With the help of Amsterdam Internet Exchange and [the Dutch digital infrastructure](#), the Netherlands is stepping up to fight COVID-19 with digital healthcare solutions.

[Read More](#)



### Success Story: Google is Investing €1 Billion in Dutch Data Centers

Google is investing €1 billion in the Netherlands to build two sustainable data centers in the Netherlands. Here's why the multinational tech company chose the Netherlands for its first data center outside the U.S.

[Read More](#)



### Success Story: o9 Solutions Establishes European HQ

When o9 Solutions decided to open a European HQ, the AI company quickly zeroed in on the Netherlands for its highly educated talent pool and digital connectivity.

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## Get in Touch



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**National news**



**The Future of Food is Destined to be Dutch**

As a small country with huge investments in [agri/food innovation](#), the Netherlands is creating some of the world's most cutting-edge methods for feeding its population. In fact, U.S.-based [Beyond Meat](#) recently invested in two Dutch production facilities and the Netherlands is establishing itself as a leader in the [plant-based protein sector](#).

[Watch Our Video](#)



**Finding Solutions in the Dutch Life Sciences and Health Sector**

As Dutch researchers and institutions race to [develop solutions](#) for COVID-19, companies like [Kite Pharma](#), [Pall Medistad](#) and [BBio](#) are choosing the Netherlands' highly collaborative life sciences and health sector to innovate new solutions for global health challenges.

[Read More](#)



### The Netherlands Earns Top Rankings for Digital Economy and Innovation

The Netherlands continues to prove why it's known as one of Europe's most innovative countries, earning a top spot in a series of new rankings on [European innovation](#), [global competitiveness](#) and [digital economy](#). The country's deep talent pool, strong digital connectivity and innovation-friendly environment propelled it to the top of the rankings.

[Read More](#)

## Companies in the Netherlands



### Domino's Pizza Expands in the Netherlands

U.S.-based multinational food company Domino's Pizza recently opened a new distribution center and relocated its Dutch headquarters to the business hub of Nieuwegein in Utrecht.

[Read More](#)



### **Crocs Chooses the Netherlands for European Distribution Center**

Global footwear brand Crocs is expanding in the Dutch logistics sector, breaking ground on a new European distribution center in South Holland.

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## Welcome

Technology is constantly changing, and with new innovations, our world is changing too. For tech companies trying to break the mold, the Netherlands proves to be a hotspot for European operations. Our highly skilled workforce and R&D opportunities open the door for tech companies looking to expand in Europe.

In the latest iteration of the Business Bulletin, I focus on technology and the emerging fields of AI and quantum technology, which are predicted to transform everything from modern banking to medicine and healthcare.

If your company is considering expansion, please do not hesitate to contact me today to set up a virtual meeting with the NFIA team.

[Set Up a Meeting](#)

## Industry Spotlight: Technology



### My Take: The Netherlands: A Hotspot for Technology Innovation

As the inventors of Bluetooth and Wi-Fi, the Dutch have been recognized as technology innovators for centuries and now, the Netherlands is pioneering new technology with aim to solve global challenges.

[Read My Latest LinkedIn Post](#)



### Pioneering the Future of Quantum Technology

On the forefront of quantum technology, the Netherlands is leading the research that will one day revolutionize everything from modern banking to medicine and beyond. Read our [quantum technology blog](#) and download our brochure for more information.

[Download Our Brochure](#)



### **The Data “Doctors” Behind the Front Lines**

The Netherlands is leveraging AI and big data in a collaborative approach between tech and health to fight the COVID-19 pandemic.

[Read More](#)



### **The Dutch are Digital Frontrunners**

In the latest EIBIS report, the Netherlands was ranked as one of the four European frontrunners in digitalization, further proving that the country is digitally fit for the future with a robust digital infrastructure.

[Read More](#)

## **Get in touch**



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**National news**



**5 Reasons to Go Dutch for Your International Expansion**

For companies big and small, expanding operations internationally is a big investment with a long list of items to consider. In our whitepaper, "What to Consider When Expanding a Business Internationally," we uncover the top items to consider when expanding abroad and how the Netherlands compares.

[Download the Whitepaper](#)



**The Netherlands Ranks in the Top 5 of Global Innovation Index**

For the fourth straight year, the Netherlands ranks among the top 5 global leaders in innovation, according to the Global Innovation Index 2020. Scoring highly for innovation output, digital infrastructure, knowledge absorption and business sophistication, the Netherlands is well-equipped to develop innovative solutions for the future.

[Read More](#)



### Prinsjesdag (Budget Day) 2020

On September 15, Prinsjesdag (Budget Day), the Dutch government launched its plans for 2021. If you are an international entrepreneur in the Netherlands, you can visit [Business.gov.nl's website](https://www.business.gov.nl) to learn about changes that may affect you and your business.

[Learn More](#)

## Companies in the Netherlands



### Velocity Global Establishes European Headquarters in the Netherlands

U.S.-based Velocity Global, a leading provider of global expansion solutions, has selected Amsterdam as the location for its European headquarters. The firm looks to expand its team in the multilingual Dutch workforce to meet fast-growing European market demand.

[Read More](#)



### Cyxtera Chooses the Netherlands for European Market Expansion

Cyxtera Technologies has partnered with CyrusOne to open AMS1, a new data center colocation facility in Amsterdam that will provide a world-class, highly connected infrastructure platform for Cyxtera's growing customer base in the European market.

[Read More](#)



### Uber Partners with INSHUR in the Netherlands

U.S.-based tech giant Uber has partnered with INSHUR to introduce new insurance policies in the Netherlands – a testament to Uber's confidence in the country's highly skilled workforce and the innovative Dutch mobility industry.

[Read More](#)



### Hyzon Motors Launches Europe's First Hydrogen Trucks in the Netherlands

Hyzon Motors Inc. has launched its new European headquarters and manufacturing center in Groningen, the Netherlands, where Hyzon looks to accelerate the introduction of hydrogen-powered, zero-emission commercial vehicles and thus reduce the global carbon footprint.

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