

INVEST IN  
HOLLAND



INVEST IN  
HOLLAND



# About NFIA, Invest in Holland, FDI results & developments

Jeroen Nijland | Commissioner  
Netherlands Foreign Investment Agency  
October 2019

# The Netherlands by the Numbers

**170** Million consumers within a 500km radius

**#1**

for Port Infrastructure & Most Connected Country

**90%** of all Dutch people speak English

World's tallest nation



182.5cm/6ft 168.7cm/5ft5

**#6** Happiest Country in the World

**1.3**

Bicycles for each person in the Netherlands



**#2** Most Innovative Country

**#1**

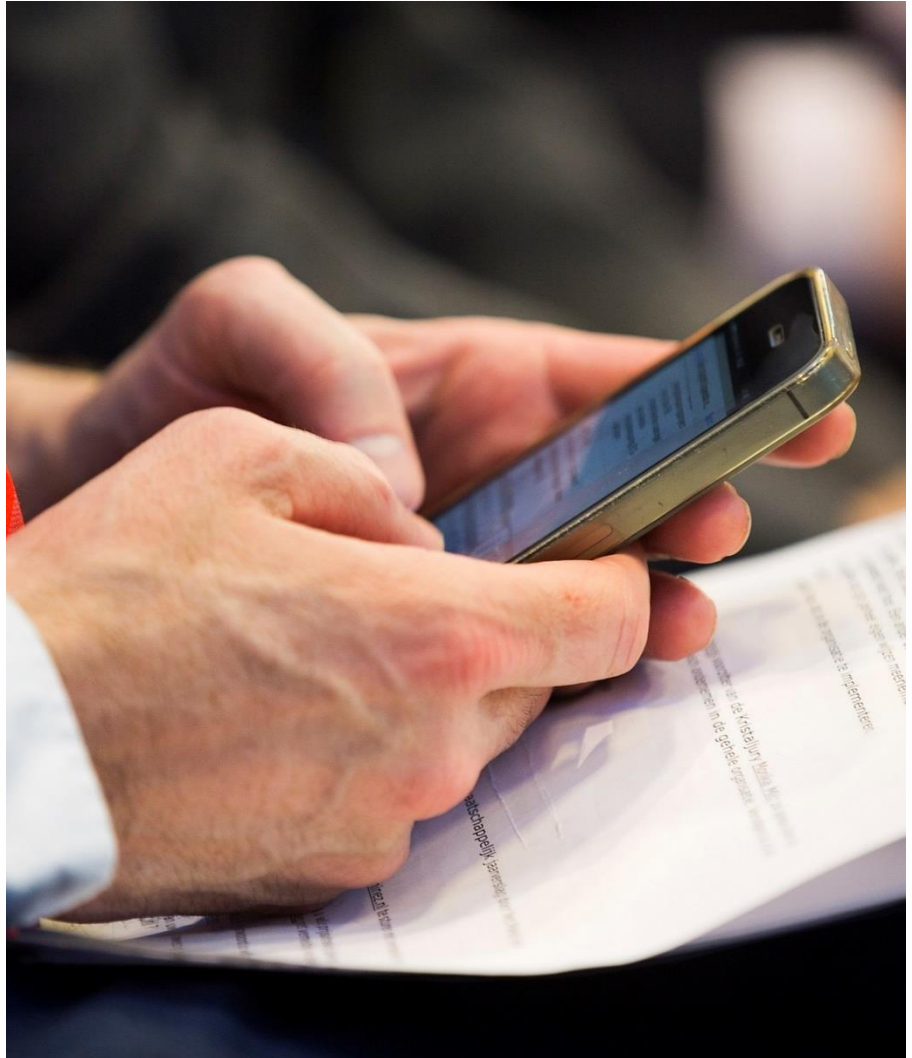


World's largest flower exporter



## About the Netherlands Foreign Investment Agency (NFIA)

- Official investment promotion agency (IPA) for the Netherlands
- Operational unit of the Dutch Ministry of Economic Affairs
- Established in 1978
- Team of approx. 120 people across NFIA headquarters in The Hague and 28 offices abroad
- Founding partner of the *Invest in Holland network* with regional economic development agencies and several large cities in the Netherlands
- Working with Dutch Embassies and Consulates-General abroad



## NFIA worldwide



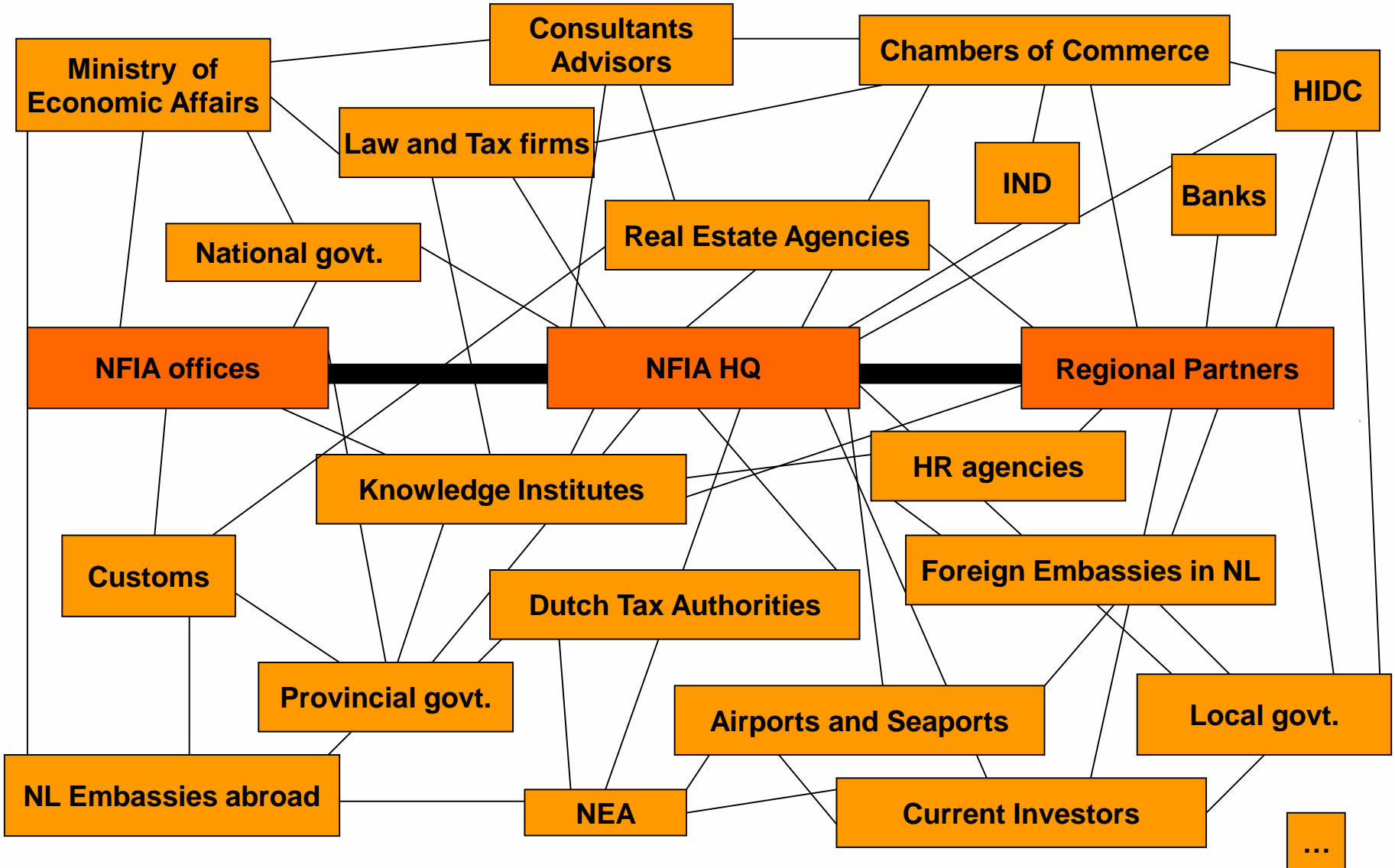
**The Hague HQ** – London – Istanbul – Atlanta – Chicago – New York – San Francisco – Washington – Toronto –  
 São Paulo – Capetown – Tel Aviv – Dubai – New Delhi – Mumbai – Bangalore – Bangkok – Sydney –  
 Kuala Lumpur – Singapore – Shanghai – Beijing – Chongqing – Guangzhou – Seoul – Taipei – Tokyo – Osaka

● **NFIA Locations**

## 15,000 foreign-controlled companies in the Netherlands

- Nearly 1% of total number of companies in the Netherlands (1.66 million)\*
- 1.4 million full-time direct and indirect jobs i.e. almost 20% of all FTEs in the Netherlands\*\*
- 37% of total turnover\*\*
- Foreign companies connect us with expertise and knowledge across the border and strengthen our clusters – immersion by connection





## Invest in Holland Network

- Joint strategy (2015-2020)
- Joint activity plans
- Economies of scale
  - Intelligence
  - Education/training
  - Marketing/communication
- New strategy 2020-2025

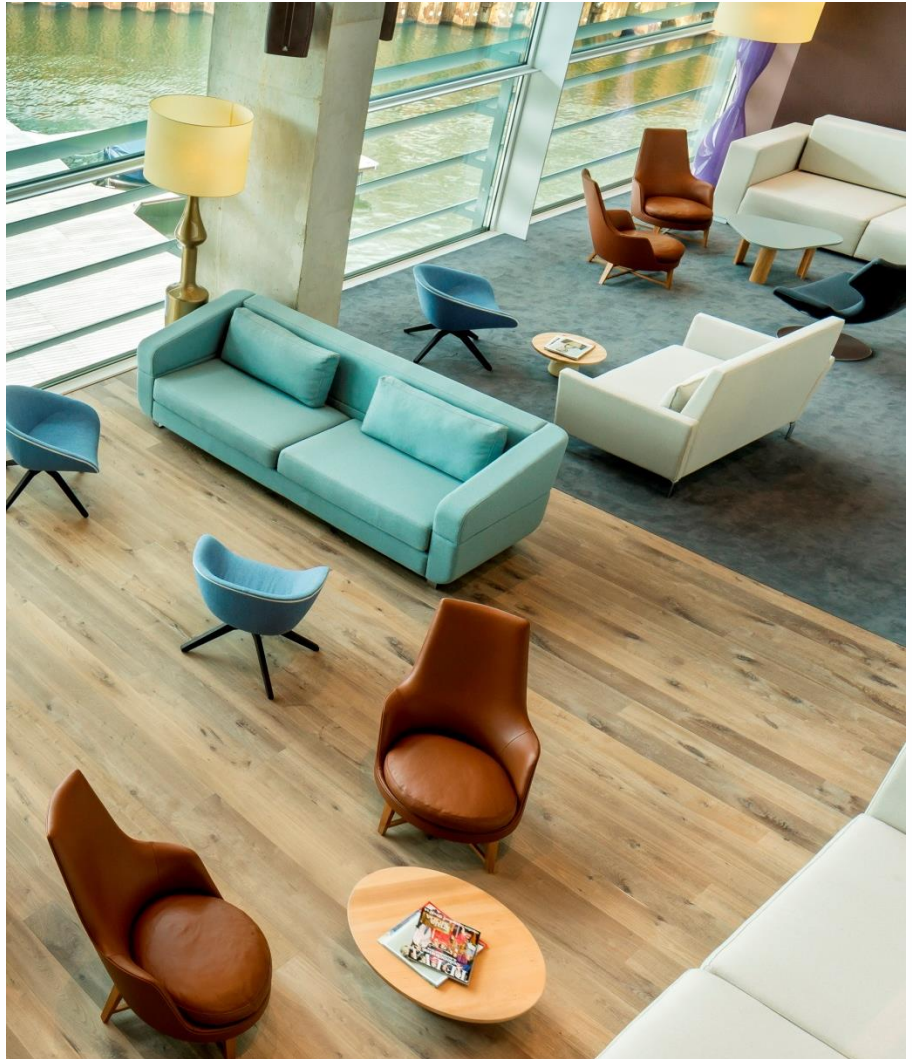
## Invest in Holland

*Network*



## The NFIA ...

- **Connects** foreign investors with up-to-date information, relevant business partners, government authorities and a variety of Dutch networks and service suppliers
- **Advocates** on their behalf with national and EU governments
- **Organizes** fact-finding trips and site selection missions with network of regional economic development partners
- **Provides** concrete solutions and counsel to simplify and enhance their establishment in the Netherlands





## Special Services

- **Tax Ruling Practice**  
By Dutch Tax Administration  
for large foreign investors
- **Logistics Matchmaking Service**  
With NDL/HIDC
- **Knowledge Migrant Facility**  
For new foreign investors (with IND)
- **Orange Carpet Visa Facility**  
With relevant consular departments



## STRATEGIC LOCATION



## INTERNATIONAL BUSINESS CLIMATE



## SUPERIOR INFRASTRUCTURE



## COMPETITIVE FISCAL CLIMATE



## MULTILINGUAL WORKFORCE



## CREATIVE & INNOVATIVE ENVIRONMENT



## THRIVING SECTORS



## EXCEPTIONAL QUALITY OF LIFE



## AGRI/FOOD



## IT



## CHEMICALS



## HIGH TECH SYSTEMS



## LIFE SCIENCES & HEALTH



## CREATIVE INDUSTRIES



Invest in Holland results 2018 (> 5 jobs and/or > € 500,000)

A light gray map of Europe is shown in the background. The Netherlands is highlighted in a darker gray color. The Invest in Holland logo is positioned above the main text.

in 2018 **372 COMPANIES**  
*invested* **€2.85 BILLION**

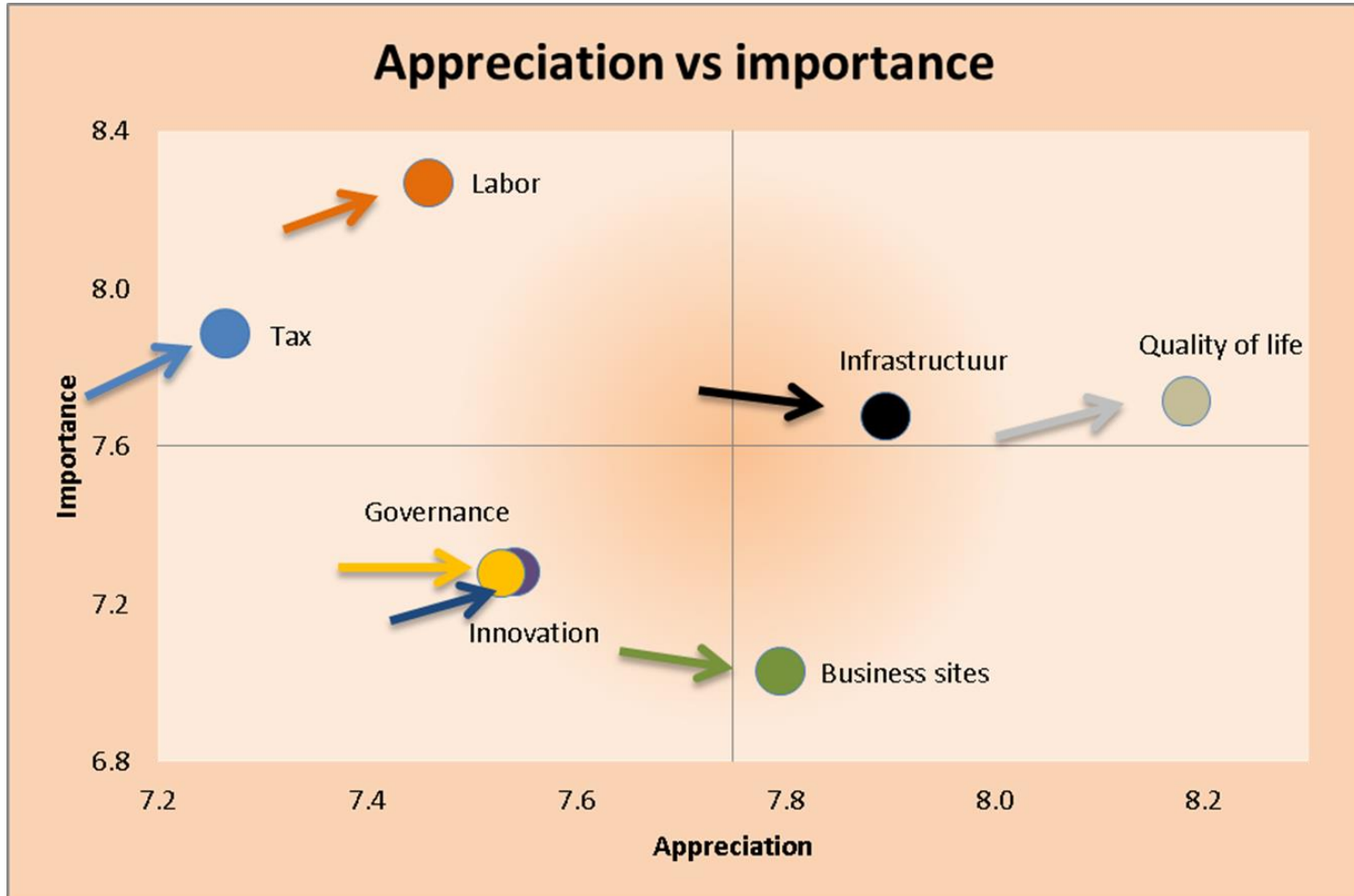
in **THE NETHERLANDS**  
*creating almost* **10,000 jobs**

## Invests in Holland Brexit results and developments

- Brexit-related projects in 2017-2018: 60 projects | € 310 million | 2,406 jobs
- Most projects from the UK (24)
- 31% financial services projects
- NFIA is talking with > 250 foreign companies considering setting up operations in NL following Brexit
- Impact Brexit on FDI
  - Impact on new investments to EU
  - Impact on current investors in UK
- Impact Brexit on current investors in UK
  - Access to market
  - Access to talent
  - Logistical chain related
  - International organizations



## Appreciation vs Importance of location factors



INVEST IN  
HOLLAND



INVEST IN  
HOLLAND



[investinholland.com](http://investinholland.com)

*Netherlands Foreign  
Investment Agency*