



INVEST IN  
HOLLAND



# Invest in Holland

Leading Location for Innovation and Growth





## We Roll Out the Orange Carpet

The Netherlands is one of the best places in the world to do business. Join more than 15,000 international companies – from global giants to fast-growth gazelles – that have already decided to invest in Holland.

The Netherlands Foreign Investment Agency (NFIA) stands ready to help. Our highly knowledgeable staff, supported by an outstanding network of partners, provides free, confidential assistance to streamline every facet of your project. Let us roll out the orange carpet for you.

# One of the World's Best Countries for Business

***Ranked No. 4 in the world by Forbes' "Best Countries for Business," the Netherlands is truly a world-class business destination. See for yourself why so many multinational enterprises have chosen the Netherlands as their gateway to Europe.***

## **Strategic Location**

The Netherlands provides the perfect springboard into the European market—with access to 95% of Europe's most lucrative consumer markets within 24 hours of Amsterdam or Rotterdam.

## **International Business Climate**

Ranked No. 1 on DHL's Global Connectedness Index, the Netherlands has a competitive international climate. In fact, 50% of Dutch GDP is derived internationally.

## **Political & Economic Stability**

The Netherlands has sound governance and a robust economy, providing an advantageous environment for doing business.

## **Superior Infrastructure**

Ranked No. 2 in the world for overall logistics performance, the Netherlands is home to world-class seaports and airports, an extensive network of railways and highways and the second highest quality broadband network in Europe.

## **Competitive Fiscal Climate**

With an investment-friendly corporate income tax system, cooperative tax authority, highly attractive innovation and R&D incentives, and competitive corporate income tax rate of 20-25%, the Netherlands is among Europe's most attractive countries for international companies.

## **Highly Educated, Multilingual Workforce**

Holland's highly educated workforce sets the pace for European productivity and 90% of Dutch are fluent in English.

## **Creative and Innovative Environment**

Ranked No. 2 on the Global Innovation Index, the Netherlands is home to an attractive test market, adaptive consumers and an open culture. As one of the world's most multicultural hubs for creative talent, Holland is, simply put, a great place to bring ideas to life.

## **Thriving Sectors**

Fueled by world-class research institutes and public-private partnerships between academia, industry and government, the Netherlands has a rich tradition of looking across borders to advance the growth of its thriving sectors.

## **Exceptional Quality of Life**

Ranked as the 5th happiest place on earth by the World Happiness Report, the Netherlands has a high standard of living.



Active in the Netherlands since 1959, Cargill, an international provider of food, agriculture, financial and industrial products and services, has grown to include more than 2,200 employees at 11 locations throughout the Netherlands.

***“Logistics, a pragmatic business environment, certainty when it comes to taxes—all of that is here. The stars align in the Netherlands for a company like Cargill.”***

Marcel Smits  
Chief Financial Officer  
Cargill



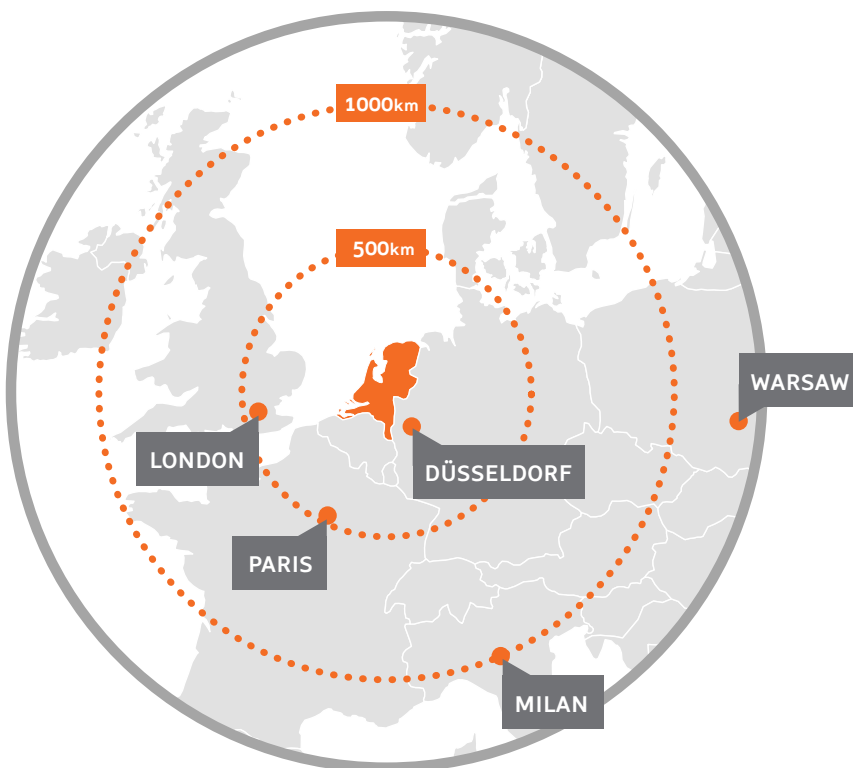
# An Unrivalled Gateway to Europe

***Holland's location at Europe's front door provides the perfect springboard into the European market—with access to 95% of Europe's most lucrative consumer markets within 24 hours of Amsterdam or Rotterdam.***

Ranked No. 1 on DHL's Global Connectedness Index, the Netherlands has an international, pro-business orientation that combined with its strategic location makes it the perfect place for global companies to reach millions of European customers and beyond. In fact, 50% of Dutch GDP is derived internationally.

Add to that the fact that the Dutch workforce is among the most multilingual in Europe and it's no wonder that some of the biggest names in business have chosen the Netherlands as their gateway to Europe.

## ***Proximity to Clients and Customers***



  
**170** MILLION  
Consumers  
Within **500** Kilometers

  
**244** MILLION  
Consumers  
Within **1000** Kilometers



AO World transformed the online retailing of electrical goods when they launched in the UK in 2000. Now, they are on a mission to delight customers across Europe. Their new service and distribution center in Utrecht is an integral part of that strategy.

“  
***The Netherlands has excellent high-speed broadband and the Dutch are completely comfortable buying online. We've built a smooth supply chain and strong supplier relationships very quickly in the Netherlands.***”

Stephen Richards  
Director of Operations in Mainland Europe  
AO World



# Taxes & Incentives

***With an investment-friendly corporate income tax system, accessible and transparent tax authorities, attractive innovation and R&D incentives and an extensive treaty network, the Netherlands is among the best in Europe for international companies to set up their businesses.***

The Dutch tax ruling practice has a track record of 30+ years of being fully in line with OECD standards. And thanks to the Netherlands' stable government and highly accessible and cooperative tax administration, companies can feel confident that any adjustments will be implemented in such a way that maintains attractiveness for foreign investors, minimizes impediments for business and guarantees cooperation and transparency from tax authorities.

## **Investment Friendly Corporate Tax System**

The Dutch tax system offers a number of competitive features for companies looking to relocate or expand their operations in Europe:

- A wide network of nearly 100 bilateral tax treaties to avoid double taxation and to provide, in many cases, reduced or no withholding tax on dividends, interest and royalties
- Clarity and certainty in advance on the tax consequences of proposed major investments in the Netherlands
- A broad participation exemption (100% exemption for qualifying dividends and capital gains), which is vital for European headquarters
- An efficient fiscal unity regime, providing tax consolidation for Dutch activities within a corporate group
- No statutory withholding tax on outgoing interest and royalty payments
- Favorable expat tax program with a 30% personal tax income advantage for qualified, skilled foreign employees

## **Supportive R&D Incentives**

The Netherlands actively promotes engaging in research and development activities in the country through a favorable corporate tax system and specific R&D tax incentives that support innovation throughout the entire R&D life cycle. The following measures may significantly lower a company's R&D cost and taxable base.

### **R&D Tax Credit (WBSO)**

Companies performing particular R&D activities may benefit from a 32% reduction (up to 40% for startups) of the first €350,000 in R&D wage costs and other R&D expenses and investments, and 14% for those costs exceeding €350,000.

### **Innovation Box**

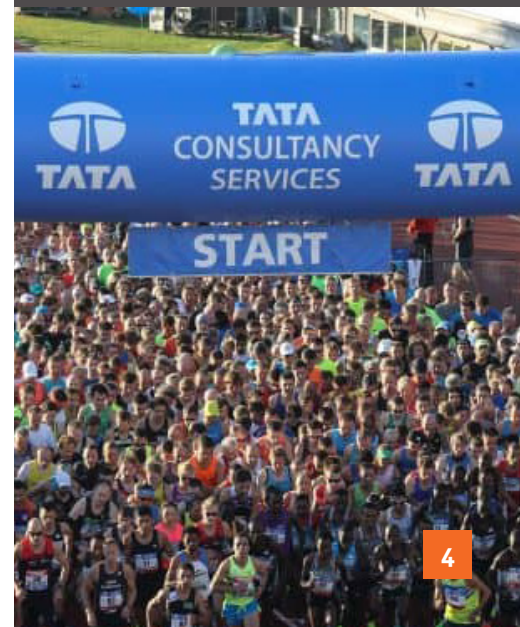
Companies may benefit from an effective tax rate of only 7% for income from intangible assets— including technological innovations—created by the Dutch taxpayer and for which an R&D tax credit was received.

## **TATA CONSULTANCY SERVICES**

TCS set up its European operations back in 1992, when it established its Continental Europe Headquarters in Amsterdam. In the intervening period, the Netherlands region has become one of TCS's highest growth markets across Europe.

“**With a strategic location, being home to a talented workforce and having a strong appetite for innovation, the Netherlands offers a thriving investment scenario.**”

Amit Kapur  
Director & Head, Benelux  
Tata Consultancy Services



# A Robust Talent Pool

***The Netherlands offers businesses a highly educated, skilled and flexible talent pool. See for yourself why the Dutch workforce is one of the best on the planet.***

## ***Skilled, Productive and Multilingual Workforce***

A model of efficiency and dedication, the Dutch workforce sets the pace for European productivity in a wide range of capabilities—from entry level positions to senior executives. Plus, 90% of Dutch are fluent in English and many speak German, French and other languages.

## ***World-Class Education System***

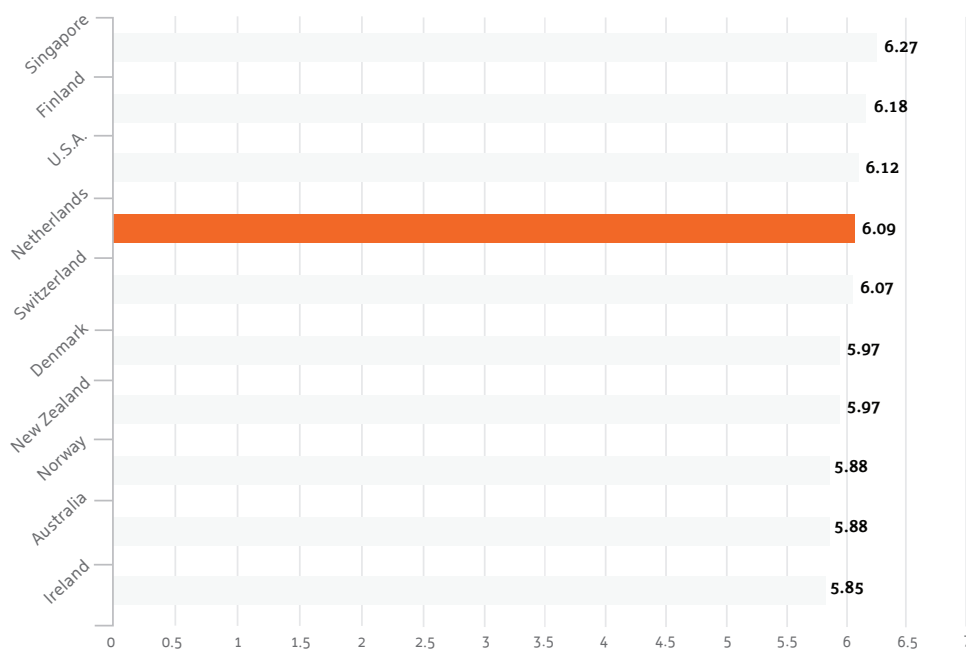
Ranked No. 4 globally, the Dutch higher education system is home to 14 universities, 34 universities of professional education and a variety of specialized training facilities geared towards meeting the needs of today's businesses and keeping the economy competitive by graduating a steady stream of highly skilled workers.

## ***Flexible Labor Relations, Competitive Wages***

Thanks to the stability of the Dutch government and its pragmatic approach to business, very little time is lost to labor disputes or labor relations in the Netherlands compared with Europe as a whole. Plus, with its high standard of living and relatively low cost of living, the Netherlands provides a solid foundation for healthy, happy workers and diplomatic employer-employee relations, helping to preserve high worker productivity.

## ***Higher Education and Training***

WEF Global Competitiveness Index 2017-2018



# Superior Logistics & Technology Infrastructure



With the establishment of its business unit in Rotterdam in 2016, privately-owned Singaporean Ascenz Solutions is set to strengthen its position as a pioneer of ship data acquisition and analytic solutions.

***Driven by world-class seaports and airports, an extensive network of roads and rail, and a 100% digital telecommunications network that ranks among the world's best for quality, speed and reliability, Holland's infrastructure is exceptionally good for business.***

## **Airports**

Home to award-winning Amsterdam Airport Schiphol and four regional airports that also offer international services, the Netherlands has one of the highest ranking air transport infrastructures in the world. For 30 years, Amsterdam Airport Schiphol has won almost 200 European and global airport awards from both airline and passenger organizations, making it Europe's top airport for cargo and passenger transport. It is located within an hour and a half of all major Dutch cities via the country's dense and sophisticated network of highways and secondary roads.

Holland's world-class airports, combined with its strategic location, give companies a significant edge in reaching millions of consumers across Europe, the Middle East and Africa.

## **Ports**

With three deep-water ports, many rivers and a dynamic network of canals, the Netherlands has the best port infrastructure in the world. Cargo from the Port of Rotterdam, Europe's largest and most important harbor, can reach all major industrial and economic centers in Western Europe in less than 24 hours—providing companies with the perfect springboard into the European market. The Port of Amsterdam, Europe's fifth largest port, is another major asset for logistics and distribution operations, while Groningen and North Sea Port serve other parts of the country. In all, Dutch ports move more than 580 million metric tons annually.

“

***The Port of Rotterdam was the obvious choice for us when evaluating potential locations for our European operation. As the largest, most dynamic port in Europe, Rotterdam is also the base for many of our current and potential future partners, with excellent links to the other ARA ports as well as other major ports throughout Europe.”***

Mr. Chia Yoong Hui  
CEO  
Ascenz Solutions



## Broadband

With the highest broadband penetration per capita in the world — 99% of all households—as well as one of the world's fastest average broadband speeds, the Netherlands is one of Europe's most-wired and cyber-secure countries. It also directly links continental Europe to North America, with most transatlantic sea cables going directly to the Netherlands.

Holland's state-of-the-art, 100% digital, advanced fiber-optic network supports a strong community of startups, data centers and multinational digital companies including Microsoft, Cisco, Tata, Infosys, Huawei, Oracle, Intel, IBM, Verizon and Google. Amsterdam, in particular, has become a digital hub in recent years thanks to the presence of AMS-IX: the world's leading Internet exchange point.

## Road & Rail

Holland's extensive, modern network of roads and highways serves as a major asset to companies looking to establish logistics/distribution operations in Europe. Interlaced with more than 139,000 km of roads, including 3,055 km of limited-access, high-speed motorways, the Netherlands ranks first in the EU and fifth worldwide for the quality of its roads. This makes Holland a top location for international road freight transportation.

The Dutch rail system is no less impressive, with 3,055 km of network rail with direct connections to inland container terminals and links to destinations across the EU, Scandinavia and the Middle East. And thanks to Holland's three high-speed rail lines and the Betuweroute—the double-track freight railway that connects Rotterdam to the German border—companies have fast, direct access to Europe's major logistics hubs.



Global IT company Cisco Systems opened its campus in Amsterdam in 2002 and now employs 1,000 people in the facility, which includes the European operations center, Dutch and pan-EMEA sales teams, customer advocacy, internal sales and other activities.

“

*Not only is [the Netherlands] the gateway to Europe, but thanks to the country's excellent technical infrastructure and the fact that the AMS-IX Internet hub is located here, it's also becoming the IT Delta of Europe.”*

Edwin Prinsen  
Managing Director  
Cisco Netherlands



# Thriving Industry Clusters



Worldwide, MSD has around 69,000 employees, approximately 4,000 of whom work at four locations in the Netherlands: Haarlem, Oss, Boxmeer, and De Bilt. The company develops, produces, packages and distributes medicines and vaccines for human and animal welfare, for markets in 140 countries around the world.

***From Life Sciences & Health to Creative Industries, the Netherlands is home to thriving industry clusters driven by talent, innovation and collaboration. Some of the biggest and fastest growing companies in every sector have chosen the Netherlands as their gateway to Europe.***

## **Life Sciences & Health**

Home to some 2,900 innovative life sciences and health companies and research organizations, the Netherlands boasts the most dense and innovative life sciences community in Europe. Fueled by world-class health and research institutes, including 12 research universities, 85 hospitals—eight of which are university medical centers—and around 50 public-private partnerships between science, industry and government, total exports in this industry amount to more than €5.7 billion annually.

## **Information Technology**

Considered one of the most wired countries in the world, the Netherlands is Europe's hotspot for leading information and communications technology companies. About 60% of all Forbes 2000 companies active in the IT industry have already established operations here—including Microsoft, Verizon, Wipro, Cisco, Intel, Tata and Google. What's more, Holland is home to the largest cybersecurity cluster and one of the most advanced markets of data centers in Europe.

“

***The innovative character of our company perfectly fits the innovation base in the Netherlands – there's a lot of knowledge in the human health and animal health areas.”***

Frank Mattijssen  
CFO  
MSD Netherlands

**PHILIPS**



**Google**



**TESLA MOTORS**



**NUTRICIA  
RESEARCH**



**GE Aviation**



**BOSCH**

## Chemicals

One of Europe's leading suppliers of chemical products and services, the Netherlands boasts more than 2,000 chemical companies across the entire supply chain. In fact, 19 out of the 25 top chemical companies in the world maintain significant operations here. These companies benefit from a superior logistics infrastructure, an innovative R&D ecosystem, welcoming international business climate and highly integrated chemical production sites that allow for safe, stable and sustainable manufacturing.

## High Tech Systems

With major multinationals like Philips, Bosch, Boeing and ASML thriving here, Holland's high tech industry is among the most innovative in the world. At the heart of Dutch high tech innovation are robust public-private partnerships and cutting-edge R&D ecosystems such as the High Tech Campus Eindhoven. Considered the smartest square kilometer in the Netherlands, and possibly the world, the campus promotes open innovation among more than 100 companies and institutions.

## Agri/Food

Second only to the U.S. for agri/food exports worldwide, the Netherlands boasts more than 5,300 agri/food companies — from farm to fork. In fact, 12 of the world's largest agri/food companies have major production or R&D sites in Holland. With its world-class research institutes for food innovation, medical universities and numerous public-private partnerships, the Netherlands has the second highest private R&D investment in agri/food in Europe.

## Creative

Whether it's fashion, advertising, entertainment or media, Holland attracts creative minds from all over the map, making it one of the world's most multicultural hubs for creative talent. With more than 1,300 fashion designers and some of the industry's most iconic brands, the Netherlands is rapidly developing into the fashion and apparel gateway to Europe. It has also attracted some of the most cutting-edge advertising agencies in the industry.



# kikkoman

Since opening in 1997, Kikkoman's European production operation at Hoogezand Sappemeer in the Netherlands has seen healthy and sustained double-digit growth. This is due to the success of European-based recipe offerings and also because of explosive growth in the popularity of Washoku such as sushi.

“

*Our selection of the Netherlands for our European production and development base and our successful collaborations with R&D institutions based here has proved advantageous.”*

Yuzaburo Mogi  
Honorary CEO and Chairman of the  
Board of Directors  
Kikkoman Corporation



# Business Operations

***Whether you're a Fortune 500 leader or a small to mid-sized business, the Netherlands is a smart choice to locate international business operations. Just ask major players like Cisco Systems, Forever 21, Nike, APM Terminals, Fujifilm, SABIC and Tesla or smaller operations like Optimizely, DoubleDutch, Advantech, Sun Pharma and Lux Research. Regardless of size, there's nothing small about the results businesses see here.***

## Headquarters

Strategically located at the center of Europe's largest markets, the Netherlands has established itself as a magnet for international companies and a leading site for European or regional headquarters. With a supportive corporate tax structure, a highly educated, multilingual workforce and a superior logistics and technology infrastructure, the Netherlands offers companies a perfect climate to compete successfully in Europe.

## Service Centers

The Netherlands' location on mainland Europe, highly developed telecommunications and transportation infrastructure and international, service-oriented culture provide an ideal environment to establish or consolidate a shared service center in Europe. Holland's unrivalled digital infrastructure and multilingual workforce enable any company to effectively serve their customers around the world, as well as customers close to their Dutch home. These factors, in addition to Holland's competitive tax structure, facilitate improved efficiencies and lower costs for Netherlands-based service centers.

## Marketing & Sales

Home to marketing and sales operations of major multinational companies like Huawei, Oracle and Stryker, the Netherlands is a hub for foreign-owned marketing and sales operations. Holland's strategic location ensures easy access to Europe's most lucrative markets. Plus, tapping into the Netherlands' highly educated, multilingual workforce and presence of international talent means your company can reach a wide range of consumers around the world.

## Data Centers

Considered one of the most wired countries in the world, the Netherlands is home to one of the most advanced markets for data center operations in Europe. In fact, about one third of all European data centers are located in the Amsterdam area and take advantage of AMS-IX—the world's leading Internet exchange. The Dutch telecommunications network ranks among the world's best for quality, speed and reliability. In addition, the country's mild climate and robust renewable energy cluster provide sustainable and affordable options for data center energy efficiency needs.

## ADVANTECH

To support its European client base, Taiwan-based IT company Advantech opened a modest office in Eindhoven in 1999, which has now grown to become its European headquarters.

“***Our mission is to deliver connected, managed and secured solutions to make life, living and working smarter with our partners from different industries. When it comes to the European market, Brabant has proved to be the perfect seed-bed. Establishing our European headquarters in the Eindhoven region has allowed us to come one step closer to achieving that mission.***”

Chaney Ho  
Acting General Manager  
Advantech Europe



**Manufacturing**

Holland’s highly skilled engineering workforce and advanced, collaborative network of suppliers in a value chain offer major advantages to companies looking to establish or reshore manufacturing operations in Europe. It’s no wonder major multinationals in a wide range of industries have already established advanced manufacturing operations here—from agri/food and life sciences (Mars, Coca-Cola, Kraft Heinz, BD Diagnostics and MSD) to chemicals and IT (Eastman, LyondellBasell, Siemens and Omron).

**Research & Development**

Fueled by world-class research institutes, supportive R&D tax credits and a number of strategic partnerships between science, industry and government, the Netherlands is a hub for R&D innovation. In fact, as the European R&D location of major companies like Philips, IBM, Mars, SABIC, Huawei and Unilever, Holland has the third highest number of patent applications per million inhabitants in Europe.

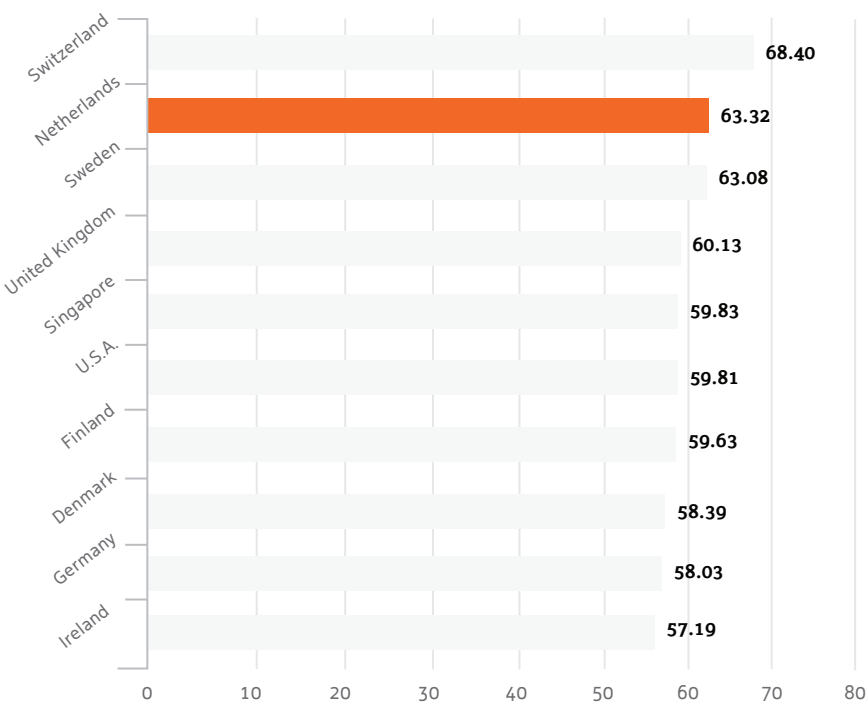
**Logistics & Distribution**

Ranked No. 2 in the world for overall logistics performance, the Netherlands is a hub for logistics and distribution operations in Europe. Holland is home to an abundance of European and regional distribution centers across a multitude of industries like agri/food, fashion and medical technology. Holland’s logistics infrastructure and presence of top-notch logistic service providers is a major asset to companies looking to establish international logistics/distribution operations in Europe.

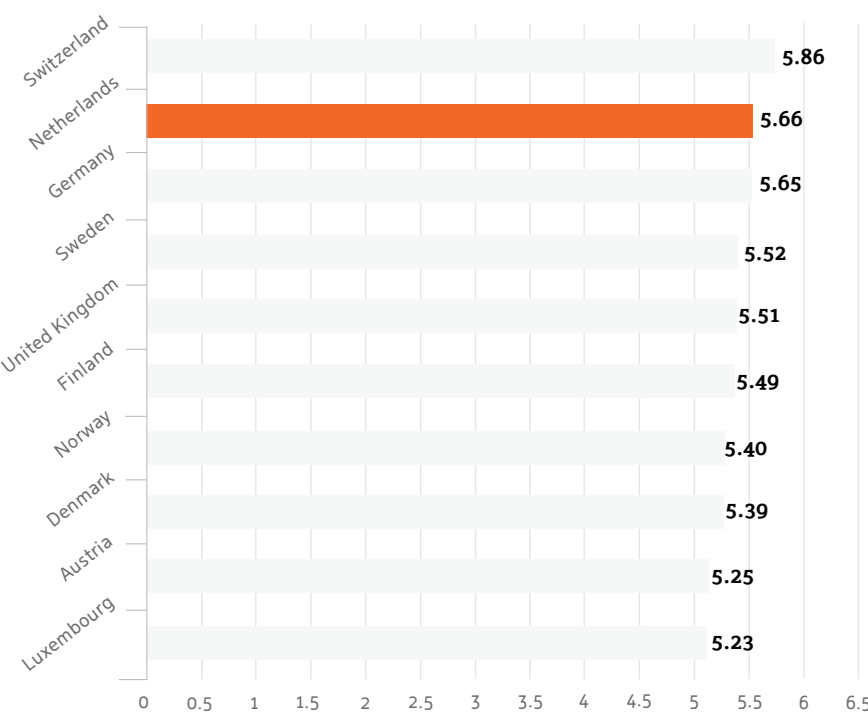


**Competitor Comparison**

**Global Innovation Index 2018 — Top 10**



**WEF Global Competitiveness Report 2017-2018 – Europe Top 10**



# How We Can Help

***For more than 40 years, the Netherlands Foreign Investment Agency (NFIA) has served as a one-stop-shop for successful European expansion, supporting more than 4,000 companies from some 50 countries, including Boeing, Tesla, Oracle, Medtronic, Danone, Siemens, SABIC and Samsung, to establish or expand their business in the Netherlands.***

Whether you're considering locating in the Netherlands or have existing operations here, NFIA is prepared to guide you at every stage of establishing or expanding operations here.

Start with NFIA, and we'll connect you to our regional partners in the Invest in Holland Network and a range of free and confidential resources and tools to assist with everything from recruiting talent to introducing you to powerful public-private partnerships.

## **Fact Finding**

Starting in your country of origin, the NFIA is prepared to guide your company in every stage of establishing, rolling out or expanding operations in the Netherlands. NFIA's free and confidential services include organizing tailored fact-finding missions, which may include site visits, meetings with relevant partners and quality of life familiarization, such as meetings with expats of a similar background and tours of schools and cultural amenities; facilitating introductions to key partners, including commercial service providers, tax, customs and immigration authorities, regional investment agencies and companies; and providing personalized guidance and counsel on tax, government, labor and permit procedures, location options and business solutions.

## **Advocacy**

One of the core aspects of the NFIA's mission is to place the Dutch business climate systematically on the country's political agenda by serving as an advocate and liaison between business and government. In this way, the NFIA and its network of partners serve as a channel through which you can share your views and experiences concerning the business investment climate in the Netherlands with the Dutch government. The NFIA puts your feedback in the right hands so that it may be used as input for future decision-making.

## **FLEXPORT**

Flexport is committed to bringing the business of international cargo shipment into the digital age. In 2016, to serve its growing customer base, the company expanded operations to New York, Hong Kong and the Netherlands, where it now maintains European headquarters in Amsterdam.

***“The Dutch government has been extremely helpful in getting us set up. They cut away a lot of red tape and made it very easy for us to transfer our foreign employees to the Netherlands. Both the NFIA and StartupDelta have been very proactive in paving the way for us to do business here.”***

Sanne Manders  
Chief Operating Officer  
Flexport



# By the Numbers

## Invest in Holland Results in 2018

**372** Companies | **9,847** Jobs | **€2.85 bln** in Capital Investment

## Top Sectors for Job Creation



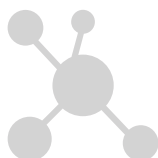
**886**  
Creative Industries



**626**  
Agri/food



**1,345**  
Information  
Technology



**1,642**  
Life Sciences  
& Health



**603**  
Business  
Services

The NFIA has been rolling out the orange carpet for foreign companies for over 40 years. We know Holland and we understand your business needs.

“  
Totalled-up over the last forty years, we have succeeded in assisting 4,000 clients to orientate, decide, and set up operations here in the Netherlands and that's great by any standard.”

Jeroen Nijland  
Commissioner  
Netherlands Foreign Investment Agency



# Foreign Companies Flock to Holland

*From headquarters to distribution centers to R&D hubs, global companies chose Holland for their major operations last year. In 2018, the Netherlands saw investment from 372 foreign companies, generating almost 10,000 jobs and contributing €2.85 billion to the Dutch economy. Here is just a sampling of Holland's top investments in 2018.*



## Giant

Taiwan-based bicycle manufacturer Giant announced it will invest € 13.5 million to establish a new distribution center in the centrally located city of Lelystad, the Netherlands. The facility will strengthen Giant's existing Netherlands production center by providing distribution, storage and after-sales services to the Pan-European markets and will be especially well-suited to supporting the fast-growing demand for E-bikes.

## Kite Pharma

California-based biopharmaceutical company Kite Pharma, a Gilead company, announced the opening of a new facility in the Netherlands to advance production of its cancer cell therapies. The 117,000-square-foot site is located at the SEGRO Park Amsterdam Airport in Hoofddorp. Kite's new facility will enable the company to more efficiently engineer and deliver its cell therapies to cancer patients in Europe.

## DAZN

London-based tech start-up DAZN, the global live and on demand sport streaming service, announced it will be opening a brand-new development center in Amsterdam. The center will play a crucial role in the evolution of the DAZN product as the home to the R&D and Innovation, Acquisitions and Retention, and Third Party Integration teams. It will create work for software engineers, development managers, and scrum masters, amongst others.

## Timberland

American company Timberland, a global leader in the design, marketing and manufacturing of premium footwear and apparel, announced its plans to expand its distribution center in Almelo, the Netherlands. Aspen Real Estate Investments announced that it is increasing the center by some 13,000 square meters to a total of 52,000 square meters. Timberland chose Almelo for its close proximity to the Port of Rotterdam.





## Get in Touch

*Want to learn more about investing in Holland?*

*The Netherlands Foreign Investment Agency stands ready to help you and your business.*

*Visit our website to set up a meeting with an NFIA representative near you.*

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Netherlands Foreign Investment Agency

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

