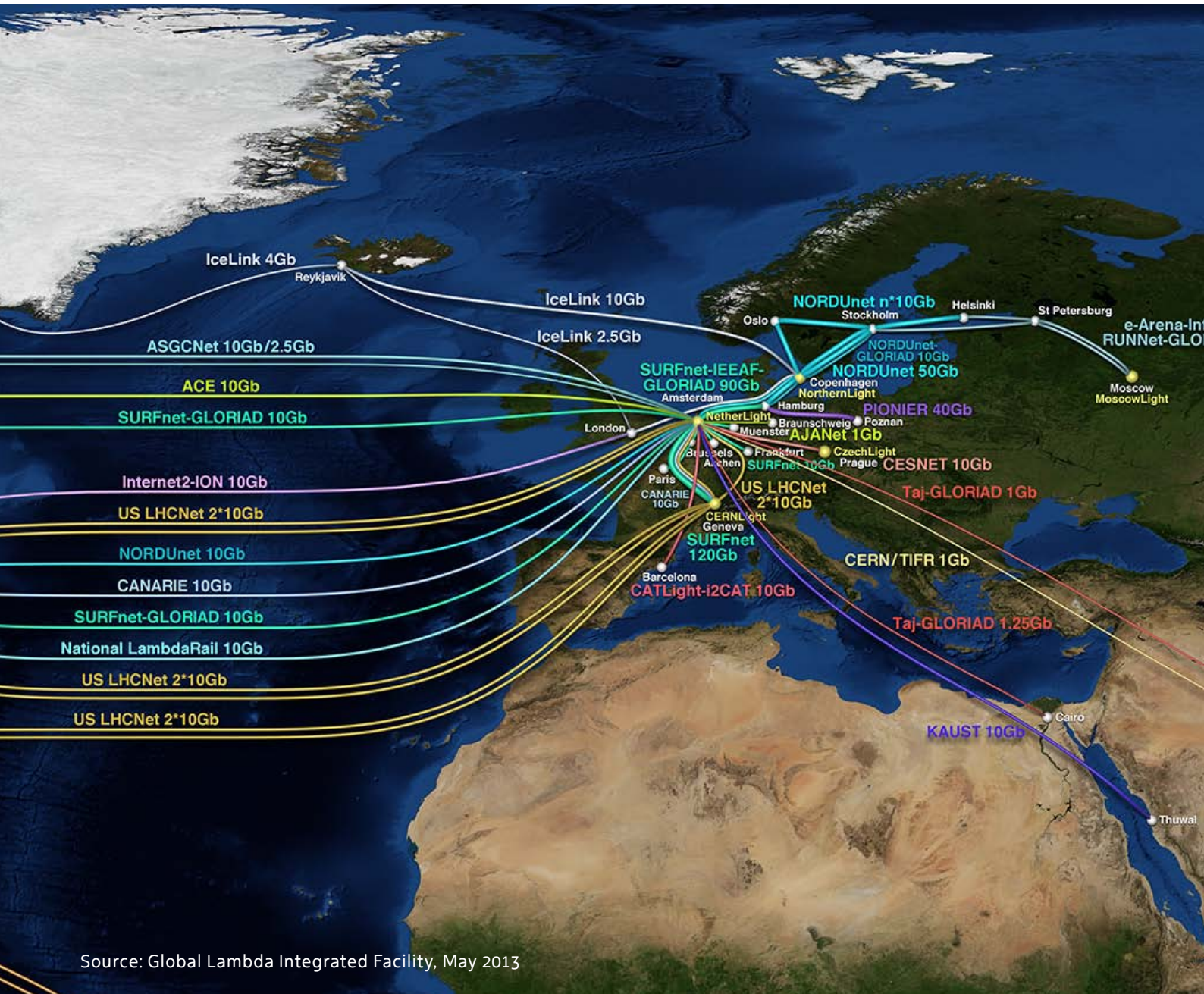


# THE NETHERLANDS: DIGITAL GATEWAY TO EUROPE



Source: Global Lambda Integrated Facility, May 2013



Pioneers in international business

50,260

IT companies in  
the Netherlands



Akamai's ranking  
of worldwide average  
connection speed,  
Q4, 2013



of Dutch  
households  
have internet  
access

19 million  
mobile phone  
subscriptions



4G  
Networks



penetration of  
internet banking  
consumers,  
highest in the  
world



77%  
shopping  
online

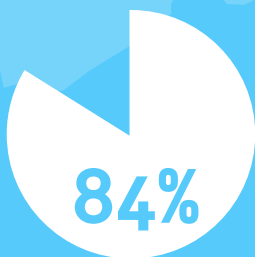


population of  
16 million  
people



€ 29.7

billion euro  
turnover in 2012  
(5% of the GDP)



have a broadband  
connection

8,5  
Mb/s

highest  
bandwidth



55%

of IT employees  
have an Bachelor's  
or Master's degree.

# The Netherlands: Digital Gateway to Europe

Global players in the digital space, including Microsoft, Cisco, Tata, Infosys, Huawei, Oracle, Intel, IBM, Verizon and Google have chosen the Netherlands for their activities. Digital companies choose the Netherlands to locate their headquarters, data centers, sales and marketing offices, and/or distribution centers because the Netherlands is known as a digital gateway to Europe.

The Dutch are also famous for innovation, a reliable and comprehensive infrastructure, an open and business friendly orientation, a highly educated and multilingual workforce, and an advantageous tax structure. But those are only a few reasons why the Netherlands appeals to such diverse industry giants in the IT services, software, hardware, cloud, Internet, and data industries.

## Why invest in Holland? Because Holland offers...

- a strategic location in Europe
- a competitive fiscal climate
- a superior logistics and technology infrastructure
- a conducive innovation environment
- an international business environment
- a solid workforce
- an attractive quality of life
- a “Highly Skilled Migrant Visa” for international talent

## Connection

Fifteen sub-sea cables connect the Americas to the European continent via the Netherlands coast, and the Netherlands itself has four major Internet exchanges. One of them, AMS-IX, is one of the largest internet exchange points in the world. This results in the highest bandwidth speed per Internet user in Europe (an average of 8.5 Mb/s), and means that the Netherlands is a global center for data traffic. The Netherlands is number 3 in the world in Akamai's ranking of countries with the fastest internet connections.

## Reliability

The Netherlands is home to the world's most reliable broadband and telecom providers. It also has one of the most advanced data center markets in Europe, and these state-of-the-art data centers are highly secured, fully redundant, and energy efficient.

## Innovation

Seventy percent of innovation in the Netherlands is IT-related. In addition, the Netherlands is known for its public private partnerships in IT research. For instance, COMMIT is the biggest IT research project in the Netherlands, including 100 IT companies, users, and universities working together. The Netherlands is also a popular testing ground for many new products.



The Netherlands has a vibrant IT industry. In 2013, around 50,260 companies were involved in assorted IT-related activities. This industry created employment for approximately 265,000 people annually. The Netherlands is one of the world's largest exporters of IT services, ranking fourth behind the "US, UK, and Germany".

## More IT opportunities in the Netherlands

The Dutch economy is highly IT-driven, especially in the sectors: High Tech Systems and Materials, Logistics, Life Sciences & Health and Horticulture.



## Important focus areas in the Dutch IT sector are:

### Cloud Computing

Cloud computing accounted for 19%, or € 7.5 billion of the total Dutch IT market in 2013. In addition, the Netherlands is an ideal place for international SaaS and IT services companies. In fact, out of all the Forbes 2000 companies active in ICT, 60% have an office in the Amsterdam Metropolitan Area.

### Data Centers

The Netherlands has one of the most advanced data center markets in Europe. There are many data center service providers, including all the globally recognized carrier-neutral co-location providers. Large multinational firms, such as Google, IBM and Amazon are operating their data centers in the Netherlands.



## Gaming

With more than 175 gaming companies in the Netherlands, the Dutch gaming industry is growing at 5% each year, particularly in mobile and online. Dutch companies include Spil Games, with more than 130 million unique visitors per month, and Guerilla, makers of the hugely popular game Killzone.

There is a strong ecosystem supporting game development, including incubator facilities like Dutch Game Garden, and collaborations between educational institutes, research centers, and businesses in innovative projects and education.

## Cyber Security

The Hague Security Delta (HSD) is the largest security cluster in Europe. In this cluster, Dutch companies, governments, and research institutions work together on innovations and knowledge in the field of cyber security, national and urban security, protection of critical infrastructure, and forensics.

It's also home to the Cyber Security Academy (CSA), a partnership between universities, government and Europol, and its mission is to educate cyber security professionals and conduct research.

## Dutch inventions

- ▶ The wireless protocol **Bluetooth** was developed by Dutch engineer **Jaap Hartsen**.
- ▶ **Python**, the programming language for Google, was developed by Dutch scientist **Guido van Rossum**.
- ▶ **Wi-Fi**, the mechanism for wirelessly connecting devices to the, was developed by **Vic Hayes** at TU Delft in the Netherlands.



## Holland is open for foreign companies

Holland is open for business, innovation, and cross-disciplinary cooperation and development, which lead to business acceleration. This makes it a win-win situation: new companies will find an unparalleled environment which supports their new innovative activities, while the Dutch IT sector will grow stronger through their presence.

You can be sure that the Dutch government, at all levels, will facilitate the potential set up of your business to the best of their ability. This brochure lays out the many advantages of locating your potential business activities in the Netherlands, but it's just a general overview. We offer you an opportunity to further investigate the specific potential of your business case together with the Netherlands Foreign Investment Agency (NFIA), quickly and on a confidential basis.

## About the Netherlands Foreign Investment Agency

The NFIA (Netherlands Foreign Investment Agency) is an operational unit of the ministry of Economic Affairs. The NFIA helps and advises foreign companies on the establishment, rolling out and/or expansion of their international activities in the Netherlands. The NFIA was established 35 years ago, and has since then supported more than 3,200 companies from nearly 60 countries in the establishment or expansion of their international activities in the Netherlands.

Besides its headquarters in The Hague, the NFIA has its own offices in the United Kingdom, Turkey, North America, Asia, the Middle East and Brazil. Additionally, the NFIA works together with Dutch embassies, consulates-general, and other organizations representing the Dutch government abroad, as well as with a broad network of domestic partners.

More information: [www.nfia.nl](http://www.nfia.nl)

# WHAT COMPANIES SAY ABOUT THE NETHERLANDS

**“The fact that more and more IT companies are drawn here actually creates a powerful business ecosystem in the Netherlands. It’s rapidly becoming the premier destination for businesses in the sector.”**

Job Witteman, CEO AMS-IX

**“It has been of major importance to us at Oracle that there has been an organization on hand to offer support and to point out opportunities for us to make use of Dutch business facilities.”**

Reinier van Grieken, Managing Director, Oracle Netherlands

**“The multilingual nature of the people here means that we can do business with anyone, anywhere.”**

Matt Althausser, General Manager EMEA, Optimizely

**“The Dutch have a focus on innovation, and highly educated resources, which allow them to conduct groundbreaking research. Public-private partnerships are driving the right kind of solutions into the market.”**

Harry van Dorenmalen, Country General Manager

IBM Netherlands & Chairman IBM Europe

**“The superb technical infrastructure is an important reason companies choose the Netherlands. Most European Internet connections pass through the Amsterdam area.”**

Michael van den Assem, Managing Director, Interxion

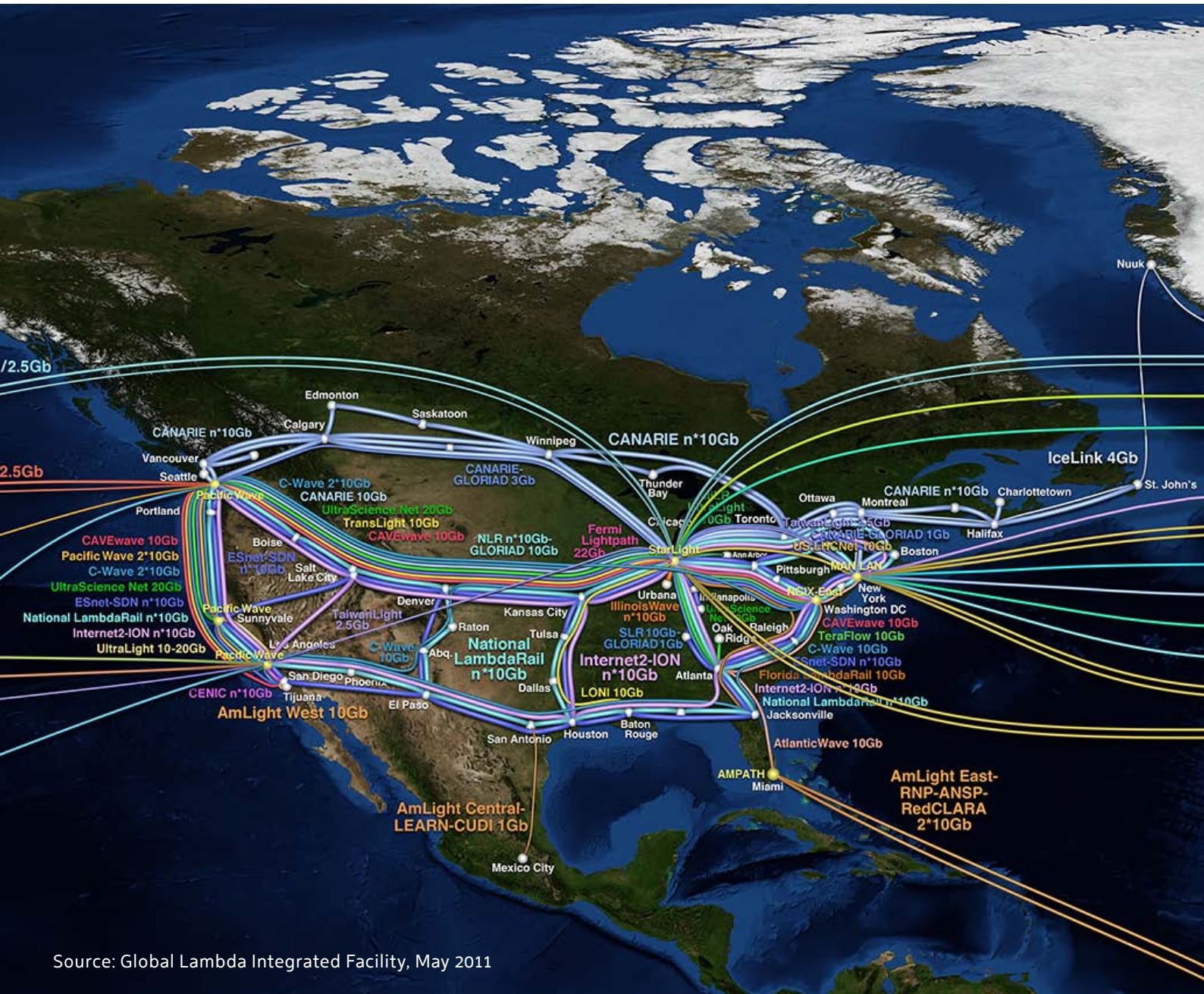
# NFIA Contact

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## Disclaimer

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Source: Global Lambda Integrated Facility, May 2011