



INVEST IN
Holland

Meet the Netherlands

Shaping Tomorrow's Realities

Your guide to the Dutch
immersive technology ecosystem

At the cutting edge of immersive technologies

The Netherlands has long been a digital frontrunner. The Dutch invented CDs, Wi-Fi and other technologies transforming how people experience audio, entertainment and beyond. Today, this spirit of invention is animating the country's momentum on new terrain: immersive technology. From AR headsets to the world's first AAA video game in virtual reality, Dutch creativity is redefining how people work, learn, live and connect – with hundreds of homegrown startups and accelerated adoption across multiple key sectors. Global trailblazers flock to this European hub to pursue immersive tech R&D, drawn by its advanced digital infrastructure, collaborative ethos and dynamic talent pool. The Netherlands isn't just following trends; it's seizing the moment to shape the future.

The Dutch immersive tech ecosystem

National networks

- ClickNL
- Creative Industries Immersive Impact Coalition
- DUTCH Consortium
- Dutch Digital Design
- Dutch Game Association
- Dutch XR
- OASIS
- Digital Holland

- Knowledge institutions
- Innovation hubs

AMSTERDAM

- Amsterdam University of Applied Sciences
- University of Amsterdam (Visualisation Lab)
- Amsterdam Science Park
- Amsterdam Life Sciences District
- Digital Urban Planning Lab

HILVERSUM

- Media Park Hilversum

DELFT

- Delft University of Technology (VR Lab)

ROTTERDAM

- Erasmus University Rotterdam (Immersive Tech Space)
- Rotterdam University of Applied Sciences
- Shine

BREDA

- Breda University of Applied Sciences

TILBURG

- Tilburg University (DAF Technology Lab)
- Mindlabs (IX-Lab + Virtual & Mixed Reality Lab)

UTRECHT

- Utrecht University (Motion Capture & Virtual Reality Lab)
- Utrecht University of Applied Sciences (Digital Twins Lab)
- Utrecht Science Park

EINDHOVEN

- Eindhoven University of Technology (Virtual Reality Lab + EAISI Digital Twin Lab)
- Fontys University of Applied Sciences (ICT InnovationLab)
- Brainport Industries Campus (Brainport Digital Factory)
- High Tech Campus Eindhoven (3EALITY)

Major industry players

PHILIPS

UNILEVER

SHELL

NXP

DHL

NIKE

VITENS

PORT OF ROTTERDAM

Areas of opportunity



Healthcare & pharma



High-tech & industrial systems



Education



Entertainment



Maritime, aerospace & defense



Design, architecture & urban planning

Fast facts

#1

best digital skills
in the EU

*EU Commission DESI,
2025*

#4

highest R&D
funding for digital
twins in the EU

Top 10

worldwide in
academic
publications on
digital twins,
immersive tech

20%

year-over-year
growth of students
educated in
immersive tech

>50%

adoption rate of
immersive tech in
healthcare &
education

450+

Dutch startups
focusing on
immersive tech &
digital twins

€275+

million

public investment
in immersive tech
innovation

CIIC, DUTCH, Npuls

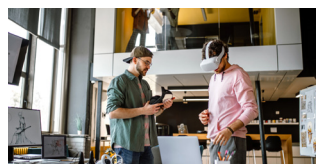
Collaborative innovation ecosystem

At the core of Dutch success in immersive tech is a unique approach called the triple helix. Companies, knowledge institutions and government work together to drive continuous innovation, leveraging local industry hotspots and robust national networks. Backed by its Innovation Box and WBSO schemes offering tax benefits for innovative companies, the Dutch ecosystem delivers all the right ingredients to fuel immersive tech R&D, new partnerships and market activation.

The Dutch advantage



**Innovation-driven
environment**



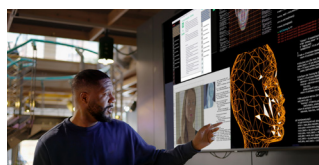
**Close-knit industry
networks**



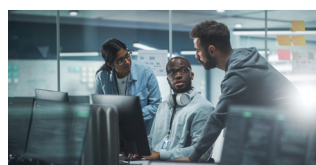
**High adoption of
immersive tech**



**Tax policies
stimulating R&D**



**Future-ready
education programs**



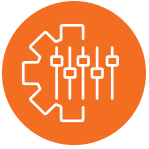
**Multilingual, tech-
savvy workforce**



**Research facilities &
field labs**

Start your journey with the Invest in Holland Network

Whether you're an executive at a multinational or a founder of a fast-growing scale-up, the journey to international expansion comes with a long list of considerations. The Netherlands Foreign Investment Agency (NFIA), an operational unit of the Ministry of Economic Affairs, is here to help. We provide:



Free, customized information on doing business in the Netherlands



Practical solutions for all stages of the expansion process



Personalized support from industry specialists



Powerful connections with the nationwide Invest in Holland network

Experience the difference

It's one thing to do business in a new location. It's another thing to love where you live and work. The Dutch are some of the happiest people in the world, with 90% of them speaking English. Work-life balance is ingrained into the culture. And the Netherlands' elevated way of life is wide-open to global talent, thanks to 13 expat centers and plenty of international schools.

Contact us
for support with your
expansion ambitions
in the Netherlands.

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info@nfia.nl
InvestinHolland.com

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