

## SEMINAR

# How Canadian companies can seize opportunities in the European market

Europe is a large and well-developed market. The European Union alone consists of more than 450 million consumers with a lot of spending power. Currently, many Canadian companies are exploring opportunities to expand their business in Europe.

In the first step, you may choose to sell and deliver your products to your European clients directly. In the next phase, it might be useful to have your own European entity.

But how does it work? What does the European market look like? How can you set up your distribution network across different countries in Europe? Which rules and regulations apply? Which support is available?

Many international companies use The Netherlands as their first stepping stone into Europe, because of many good reasons; it is strategically located, has a well-developed logistics industry, a very business-friendly environment, and everybody speaks English.

During the seminar, you'll learn how to successfully enter the European market. The following speakers will share their insights:

- **Remco Buurman, CEO of the Holland International Distribution Council**, explaining how to develop your European supply chain.
- **Chloë Schepens, Project Manager at the Netherlands Foreign Investment Agency** will give an overview of the advantages using the Netherlands as a hub for European expansion.
- **Stephanie Khurana, President** of the Canadian company **Netchem**, will share her experience with starting up operations in Europe.



### Ontario Investment and Trade Center

Toronto Eaton Center, 35th floor, 250 Yonge Street, ON M5B 2L7 Toronto



December 9, 2025, 2.00 - 3.30 pm

Register: [chloe@nfia.com](mailto:chloe@nfia.com)

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