

**TOP  
DUTCH**

A good place  
to be great

# WHY INVEST

in TopDutch



**TopDutch is the economic region of the provinces of Groningen, Friesland and Drenthe, in the Northern Netherlands. We provide green and digital solutions to global problems and encourage talent to be great.**

- 1. WHY INVEST 4**
- 2. KEY INDUSTRIES 28**
- 3. SERVICES 58**

# 1.

## WHY INVEST

**Our rich history of international trading led us to the healthy, open and stable economy we are today. We are a small country, but the Netherlands is a great place for doing business. We have the most competitive economy in Europe and the sixth best globally. We are the world's most connected country, offer excellent education on different levels, have one of the best healthcare systems in the world, rank second on the global innovation index, and we know our languages. In the TopDutch region, we are ready to welcome you and show you the advantages of living and doing business here.**

# SNAPSHOT OF TODAY'S ECONOMY

## GDP & prosperity

In the Netherlands we have a high GDP per capita compared to our fellow EU countries. And furthermore, here in the TopDutch region we exhibit the same growth trends as the country as a whole, while having a lower cost of living. We're in a very good place!



## Our demographics

The TopDutch region's population has a good mix of experience and youth. From fresh young graduates to established professionals, and everybody in between; businesses have a broad spectrum of talent to work with. Anybody who comes to join us here will feel right at home in our vibrant, all-inclusive region.



**Groningen's large student population  
makes it the youngest city in the Netherlands,  
with an average age of just 36.4.**

## EU membership

The Netherlands - including the TopDutch region - is a full member of the EU, which means all businesses registered here benefit from the international access and trade agreements that comes with EU membership.

Netherlands-based businesses enjoy direct access to the 447 million inhabitant EU market, unimpeded by geopolitical borders. Not just that, but there are also no barriers to employing citizens of any member state. We also have numerous trade agreements with countries from outside the EU, providing ease to our companies when doing business with the rest of the world.

Here in the Netherlands, we're particularly efficient when it comes to customs processing of goods being imported into the EU. Our country has a number of speedy entry points, many of which are either within or very close to the TopDutch region.

### Regional economy in transition

The TopDutch region has organically become a hotbed for industries that thrive on our inherent resources.

An abundance of space, pure water and naturally occurring minerals have been the catalyst for the seven key industries that have established here. Added to this, we're filled with related research facilities and complemented by world-class academic institutions: Resulting in interconnected ecosystems that are rich in knowledge and expertise.

### An economy in transition

Our global economy is undergoing a large-scale transformation. Old industries need deep restructuring and new industries are constantly arising. In the TopDutch region, we believe the future economy will be green and digital, where talent is key to unlock and develop the future. That's why we're committed to making green and digital solutions to global economic, social and ecological challenges. And there's plenty of room to join us.

**170 million consumers  
within 500 km**

**244 million consumers  
within 1,000 km**

**Proximity of European demand  
to the TopDutch region**

# INFRASTRUCTURE

## Good place, great connections

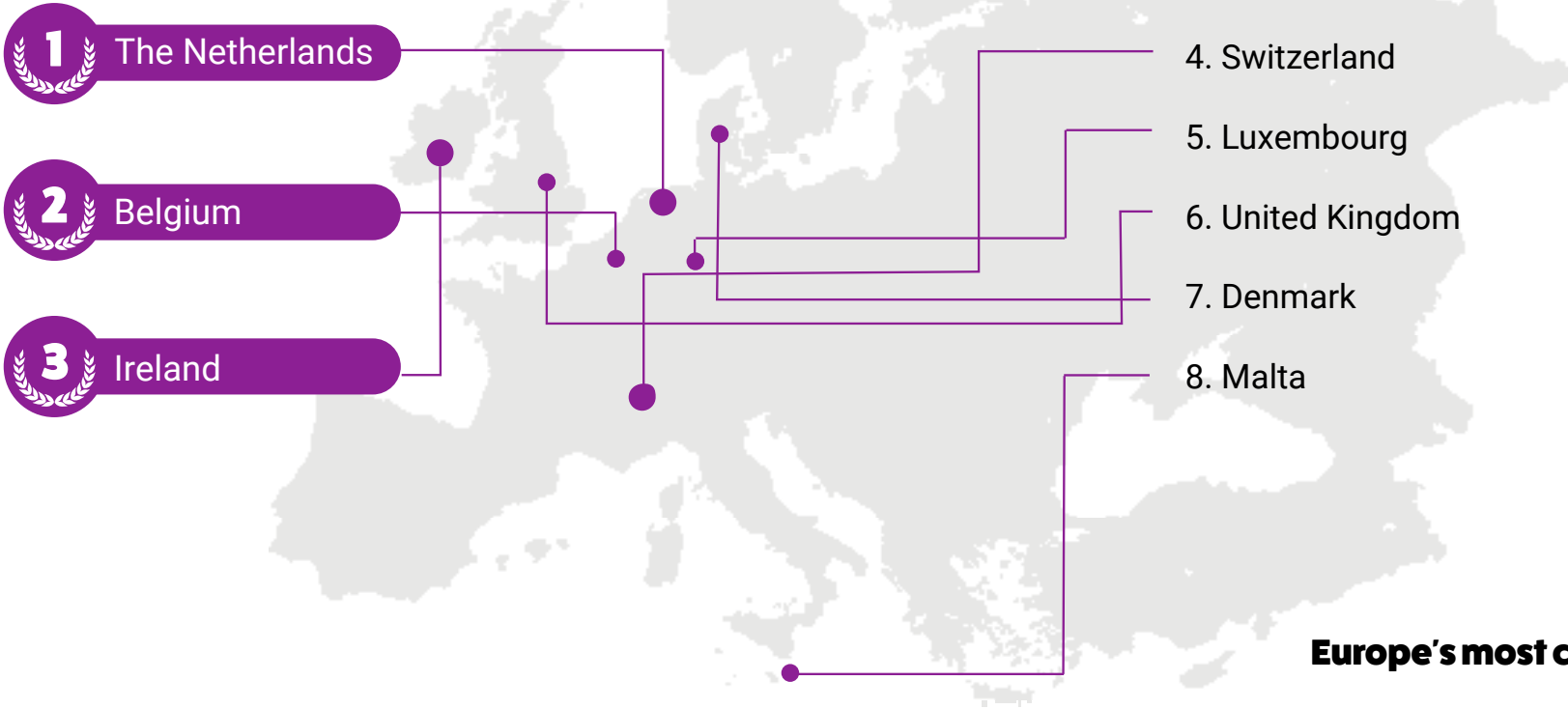
### A strategic location

The TopDutch region benefits from being a part of transport, communications and energy infrastructures which are among the best in the world. Excellent physical connections by road, rail and (inland) waterways means the rest of

our country and our European neighbors are easily accessible. As are the air- and seaports which put the whole world within reach. We enjoy fast and reliable online communications, along with a plentiful supply of energy to keep everything running.

### The world's most connected country

The Netherlands is the world's most logistically connected country. For the sixth time, DHL's 2020 Global Connectedness Index has ranked the Netherlands number one.



Europe's most connected countries

## Physical infrastructure

### Road

Uncongested, well maintained highways connect the TopDutch region with the rest of the Netherlands and Germany.

### Rail

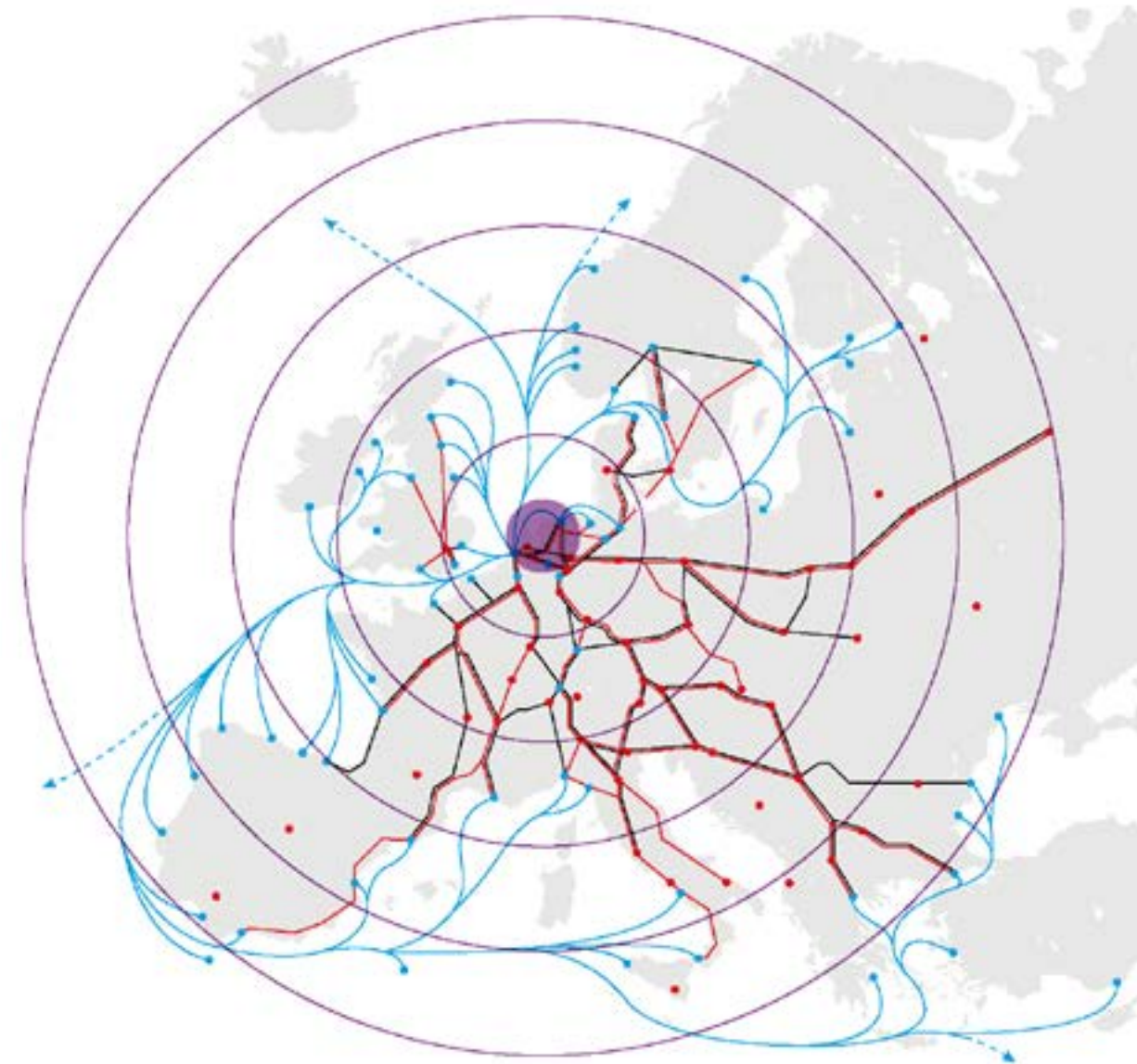
The TopDutch region has direct rail connections to Amsterdam Schiphol Airport, the Port of Rotterdam and to the Euroterminal rail terminal (business park border crossing with Germany), Groningen Railport and Friesland Rail Terminal.

### Waterways

The Port of Rotterdam, the world's third largest seaport, is easily accessible from the TopDutch region. And because we're situated on the Netherlands' northern coast, we're home to three more of our country's biggest seaports: Eemshaven, Delfzijl and Harlingen. We also have a main inland port in Meppel which directly connects to Amsterdam and Rotterdam.

### Air travel

Amsterdam Schiphol Airport, one of Europe's biggest business hubs, is only a couple of hours from the TopDutch region. We also have our own regional airport: The international Groningen Eelde Airport.



### Gateway to Europe

- Seaway
- Highway
- Railway



## Digital infrastructure

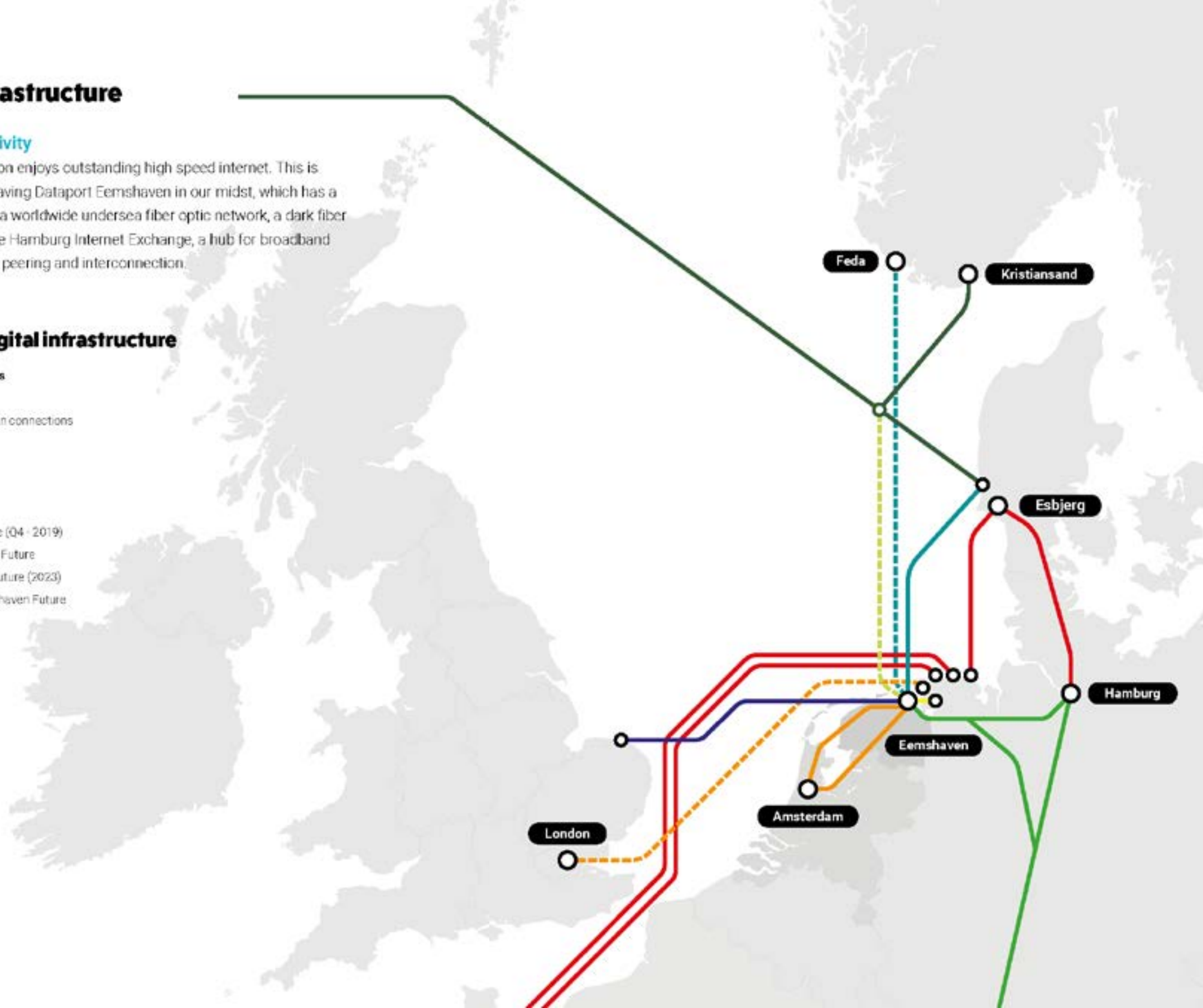
### Online connectivity

The TopDutch region enjoys outstanding high speed internet. This is largely thanks to having Dataport Eemshaven in our midst, which has a landing station for a worldwide undersea fiber optic network, a dark fiber connection with the Hamburg Internet Exchange, a hub for broadband connectivity, direct peering and interconnection.

### TopDutch Digital infrastructure

#### Glass fiber connections

- AMS IX
- DE-CIX / German connections
- Linx
- Gesunie
- Dix
- Other
- Havfrue - Future (Q4 - 2019)
- Nix - Normed 2 - Future
- Neuconnect - Future (2023)
- Havfrue - Eemshaven Future





# WORKFORCE

## Excellent talent & knowledge development

Companies in the TopDutch region have a broad spectrum of educated talent to choose from. From fresh young graduates, of all educational levels and in a range of subjects, to highly experienced professionals. The wide use of English in the Dutch educational system means our workforce is well-equipped and comfortable communicating in international environments.

The Netherlands has the world fifth most appealing features for a strong talent pool. Our high quality of life, broad international experience, excellent educational system, university education and language skills make TopDutch employees stand out.

### Education

With 14 research universities, 34 universities of applied sciences and a variety of specialized training facilities, the Netherlands occupies a top 10 worldwide position when it comes to education systems.

Much of this high quality education takes place in the TopDutch region at renowned establishments such as the University of Groningen and the Hanze and NHL Stenden universities of applied sciences. This high level and diversity of education also attracts many international students, whilst our internationalized culture and working opportunities keeps them here.

### Technical skills

The TopDutch region is home to 60,000 IT-skilled people over a wide age range, 35% of whom have over 10 years of working experience in this field. Nearly 100,000 of our residents have technical competences, with over half of them having more than 10 years of experience working in a technical job.

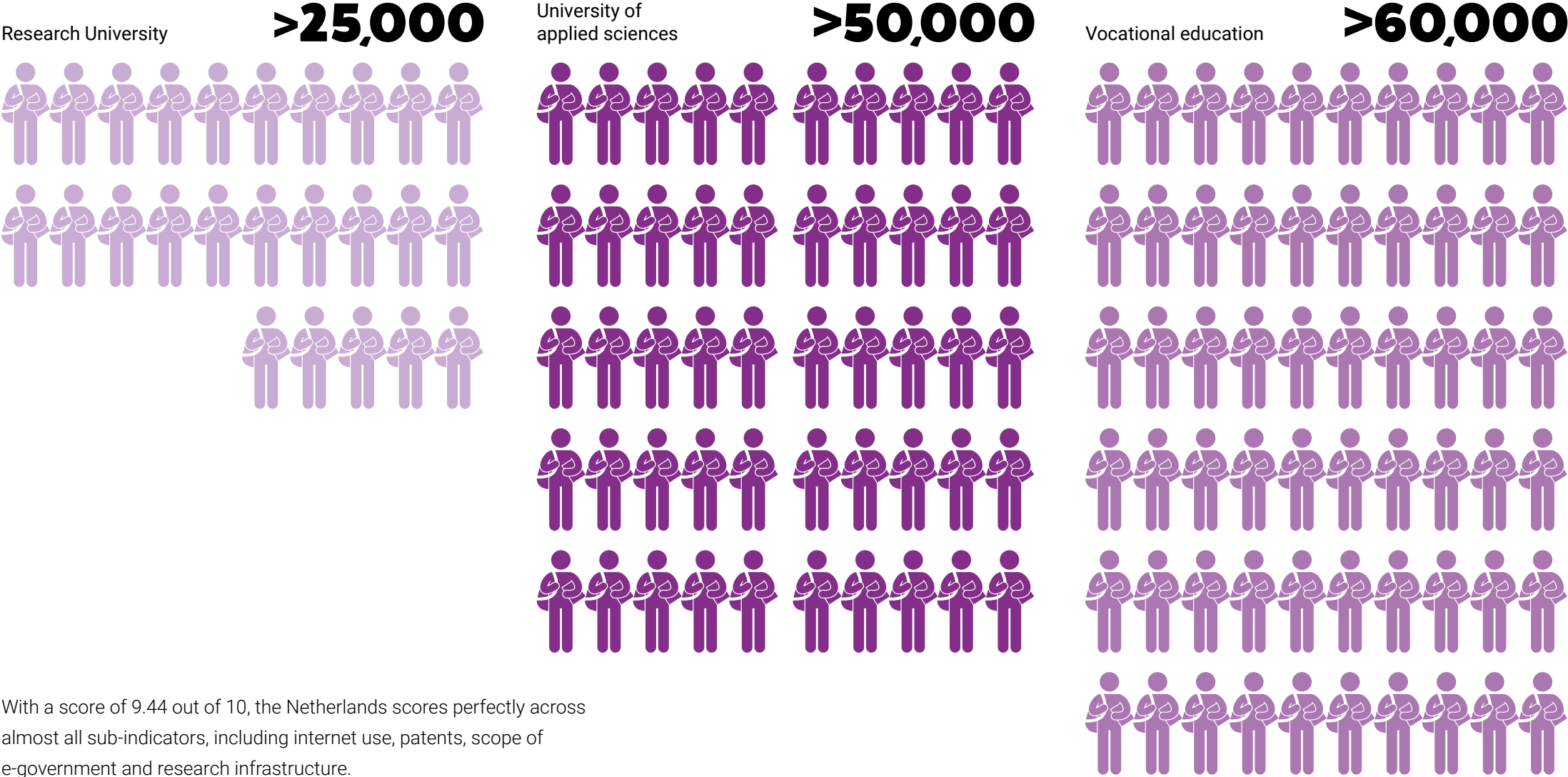
**#5** on IMD's World  
Talent Appeal  
Index 2021

**#2** best university  
education  
worldwide

**#1** most  
networked  
ready country 2021

**#1** most proficient  
non-native English  
speaking country 2020

The number of students in the TopDutch region



With a score of 9.44 out of 10, the Netherlands scores perfectly across almost all sub-indicators, including internet use, patents, scope of e-government and research infrastructure.

A culture of multilingualism

Because Dutch is not widely spoken internationally, Dutch children start learning different languages in school from a very young age. 90% of Dutch people are fluent in English and many also speak German, French, Spanish or another language. The Netherlands has the world's most proficient non-native English speakers among non-English-speaking countries.

Regulators accept English documentation and disputes are settled in the English-speaking Netherlands Commercial Court.

Quality labor, lower costs

The relatively low cost of living in the TopDutch region means labor costs can be lower, without foregoing quality in the workforce.

# INCENTIVES & TAXES

## Competitive finance & investment climate

The Netherlands ranked 12<sup>th</sup> in the 2021 International Tax Competitiveness Index. TopDutch businesses benefit from competitive corporate income tax rates, a wide tax treaty network and a number of attractive incentive programs, including special provisions for highly skilled expatriate workers.

The Netherlands offers a healthy business environment, which sustains the competitiveness of our enterprises.

### Corporate tax

At 25% (and 15% on the first €395,000), the Netherlands has one of Europe's most competitive statutory corporate income tax rates. Certainty in assessments relating to future tax positions also helps multinational companies to thrive here.

The Netherlands has a well-structured tax code, which is easy for taxpayers to comply with and which promotes economic development while raising sufficient revenue for the government's priorities.

**#4** on IMD's **World Competitiveness Rankings 2021**

**#2** on IMD's **Economic Performance Rankings 2021**

## 30% ruling in the Netherlands



### Provisions for relocated employees

The Netherlands assists companies who need to bring employees in from other countries through a number of tax provisions. These include a sizeable limited-time tax break and tax-free ability to reimburse international school fees, relocation expenses and moving allowances.

The 30% ruling is a Dutch tax exemption for employees who were hired abroad to work in the Netherlands. If a number of conditions are met, the employer is allowed to pay 30% of their salary as a tax-free allowance. The tax-free allowance is considered a compensation for the expenses that the employee has by working outside his or her home country.

# BUSINESS CULTURE

## Open culture of innovation

Our government, educational systems and business know they share a common aim: Supporting innovation. Therefore there is a focussed culture of collaboration between them.

The Dutch economy scores fifth best in terms of innovation performance worldwide, according to the Global Innovation Index 2020 published by WIPO, INSEAD, and Cornell University.

### A different business culture

A can-do mentality and pro-business attitude is deep-rooted throughout the Netherlands' culture. With 50% of the country's GDP being derived internationally, the presence of internationals is generally viewed as positive. This is particularly true of the TopDutch region city of Groningen, where 71% of people agreeing with this statement puts it in the top 5 in European cities according to research commissioned by the European Commission.

The Netherlands excels on the Global Innovation Index with a number 1 ranking in business sophistication, number 2 ranking in knowledge & technology outputs and number 3 ranking in creative outputs.

**#5** on Global  
Innovation  
Index 2020

**#1 Knowledge  
absorption**

**#2 Online  
creativity**

**#3 Regulatory  
quality**



# QUALITY OF LIFE

## High quality of life, happy society

Here in the TopDutch region, our landscape is a great mix of dynamic cities and tranquil countryside. Our residents can enjoy all the benefits of city life, whilst still being surrounded by vibrant natural environments. We're also less crowded than the western part of the Netherlands: Which means less traffic, cleaner air, lower costs of living and less pressure. We're a seriously good place to live - proven by the fact that our city of Groningen is ranked as the 5<sup>th</sup> happiest place on earth by the World Happiness Report!

The Netherlands as a whole has also moved up the ladder in terms of 'happiest countries in the world', now taking on the 5<sup>th</sup> position worldwide.

### Life in balance

The TopDutch region has always had a healthy attitude to work/life balance. We know that quality down-time is an important contributor to better productivity.

**#5** **happiest country in the world :)**  
**on UN World Happiness**  
**Report 2022**

**#1** **work/life balance**  
**on the OECD's**  
**Better Life Index**

**#6** **Global adult wealth**  
**on Credit Suisse's 2021**  
**Global Wealth Report**

Our inherently open-minded culture, cosmopolitan cities and stable economy has made our country a welcoming and comfortable place to live and work. The city of Groningen, in the TopDutch region, continuously ranks among the top cities worldwide for quality of living.

We're very successful in combining work, family commitments and personal life. In the Netherlands, moms or dads often work part-time, facilitating both parents to take on a dual role, and contributing to the overall well-being of all household members. Employment rates, parental education rates, and fertility rates are higher than OECD averages. In terms of children and youth, the Dutch have very low rates of youth unemployment, high reading literacy levels, below average levels of child income poverty, and high levels of life satisfaction in childhood.

### Cost of living

Lower property prices in the TopDutch region, compared to other parts of the Netherlands, mean base expenditure is lower so people enjoy a higher ratio of disposable income. And because there are plenty of recreational activities and good shopping facilities here, they get to make the most of it!





The Northern Netherlands offers a wide range of affordable housing options in each segment: from low-income housing to authentic canal buildings; from short-stay studios to long-term rentals. Average housing prices are the lowest in the country, with prices per square meter 25 percent lower than in central Amsterdam.

### Leisure & entertainment

We're filled with a wide range of restaurants, cinemas, theaters, museums and all sorts of other recreational facilities. We also host numerous world-class music and arts festivals around the year. And, just as in the rest of the Netherlands, a wide range of English language TV shows and movies are shown in their original language. We never dub into Dutch, we just add Dutch subtitles.

### Sports

TopDutch citizens love their sports. Almost all of us take advantage of the broad range of indoor and outdoor fitness and sporting facilities in the region, and the TopDutch region's healthy competitive spirit sees our athletes compete with the best. We are also proud to host world-famous sporting events such as the Assen TT motorcycle races.

*The Assen TT motorcycle races*



### Schools and colleges

In the TopDutch region, government subsidized English language education is available for pupils from 5 to 19. Most university education is taught in English, with a broad range of courses offered at renowned establishments such as the University of Groningen and the Hanze and NHL Stenden universities of applied sciences. The University of Groningen is proud to be among the global elite with a classification in the top 100 of the Shanghai ARWU and the THE World University Rankings.



### Healthcare

Like everyone else in the Netherlands, residents of the TopDutch region have access to excellent healthcare via the Dutch healthcare insurance system.

In Health Consumer Powerhouse's Euro Health Consumer Index, the Netherlands has ranked number one for ten consecutive years (2007 to 2017) and obtained by far the highest score ever seen in the HCP index in 2016 (927 out of 1000 points). It was only in 2018 that Switzerland nudged into the lead.



# 2.

## KEY INDUSTRIES

The TopDutch region is a collection of interconnected, purpose-driven and people-powered ecosystems that are committed to finding green and digital solutions for global economic, social and ecological challenges. We're focused on 7 key industries: Green Chemistry, WaterTech, Agrifood, Digital Innovation, Life Sciences and Health, Energy and Logistics. Read about our key industries in detail, and find out more about the innovative projects we're working on.



# AGRIFOOD

our offer:

1.

**Dairy Capital of Europe**

2.

**Healthy Ageing Capital of Europe**

3.

**Feeding a healthy and sustainable economy**

4.

**World-class knowledge & innovation communities**

5.

**Gateway to EU market & access to talent**

## How our AgriFood industry is growing a healthy future

### 1. Dairy Capital of Europe

We're building the most innovative, sustainable, remunerative and animal-friendly dairy chain in the world.

- Dairy Campus, part of AgriFood university Wageningen (WUR), spurs innovation with education and R&D.
- The Dutch physical environment has led to the optimal density of healthy cows.
- Our healthy cows produce exceptional nutrient-rich milk and have a high lifetime yield of optimized pregnancies and lactations.

### 2. Healthy Ageing Capital of Europe

We're performing groundbreaking research to increase human lifespan with healthy years through a healthy diet and lifestyle.

- Lifelines research cohort and biobank provides insight into the effects of lifestyle on health.
- Our R&D and innovation communities extract dietary building blocks for advanced nutrition.
- Our dedication to sustainable farming; protecting biodiversity; land, seed and crop quality and circularity keeps our environment, and us, healthy.

### 3. Feeding a healthy and sustainable economy

We're dedicated to feed-linking industries with sustainable building blocks for a healthy economy, and providing nutrients for the protein transition.

- AgriFood crosses over with: **Green Chemistry** by growing crops used as bio-based building blocks; **Energy** by using agricultural waste as feedstock for green fuels; **Digital Innovation** by developing smart tech to optimize performance; **WaterTech** by working together to develop agricultural water solutions; **Life Sciences & Health** by researching protein structures and healthy nutrition.

- As demand for plant-based protein is increasing, we're leading the **protein transition** by extracting valuable proteins from crops.

#### 4. World-class knowledge and R&D communities

We have the best knowledge institutes and communities for cutting edge AgriFood innovation R&D.

- Our AgriFood ecosystem is home to major research campuses, innovation communities and pilot facilities.
- 12 of the 40 largest AgriFood companies have Dutch R&D facilities, and the Netherlands has the 3<sup>rd</sup> highest private AgriFood R&D investments in Europe.

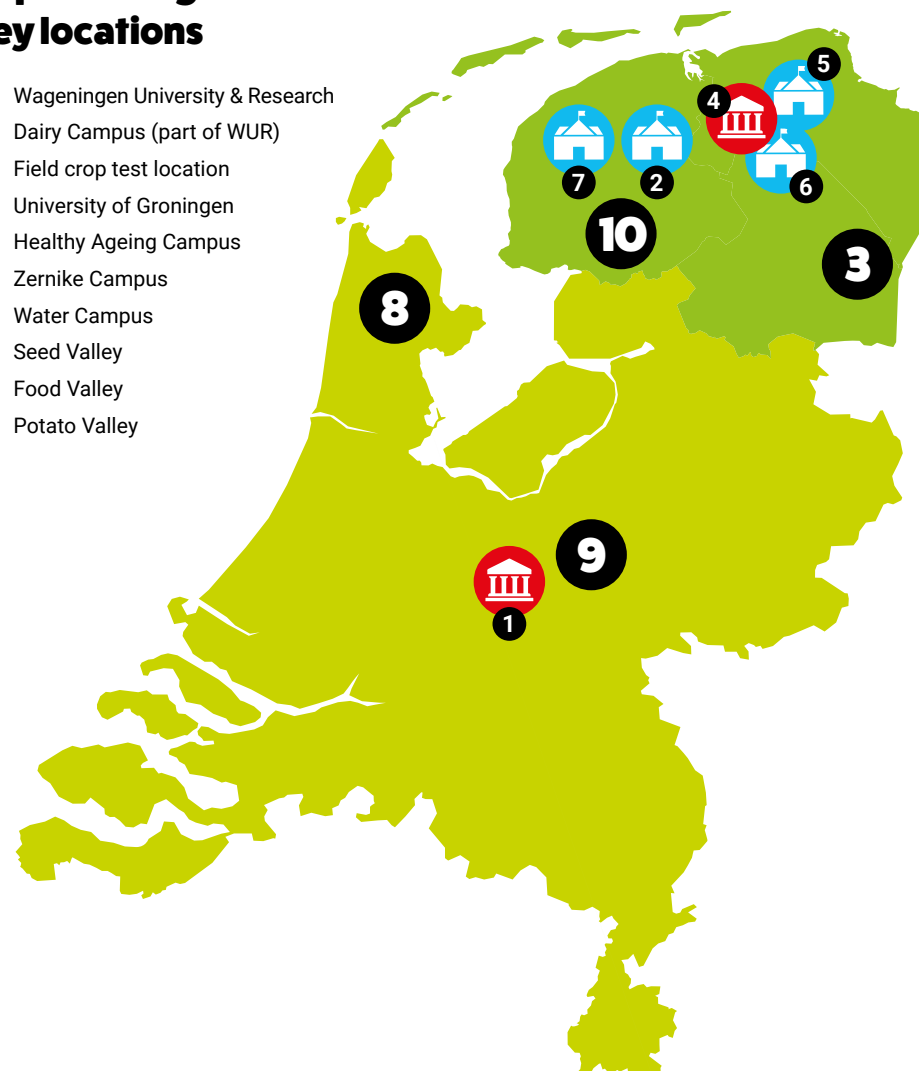
#### 5. Gateway to European market and access to talent

The Netherlands is the ideal gateway to the EU market and provides access to AgriFood talent at all levels.

- Our strong location provides direct access to 244M consumers within 1,000 km via our dense transport network.
- The Netherlands is the 2<sup>nd</sup> biggest agricultural exporter globally, aided by our excellent trade facilitation and fiscal environment.
- The TopDutch region provides access to AgriFood talent by providing world-class education at all levels, and attracting international talent with our innovation communities.

#### TopDutch AgriFood key locations

1. Wageningen University & Research
2. Dairy Campus (part of WUR)
3. Field crop test location
4. University of Groningen
5. Healthy Ageing Campus
6. Zernike Campus
7. Water Campus
8. Seed Valley
9. Food Valley
10. Potato Valley



**Are you interested in exploring what your business possibilities could be?**  
**Connect with Joep de Vries,**  
**our AgriFood expert.**

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# GREEN CHEMISTRY

our offer:

1.

**Cohesive ecosystem for Green Chemistry**

2.

**Access to green feedstock & energy**

3.

**First CO<sub>2</sub> negative, fossil-free & circular cluster**

4.

**Hydrogen capital of Europe**

5.

**Reliable government & fast business development**

6.

**World-class knowledge & access to talent**

## How we're changing the nature of Green Chemistry

### 1. Complete and cohesive ecosystem for Green Chemistry

We offer the most complete and cohesive Green Chemistry ecosystem in Europe.

- Entrepreneurs, government and knowledge institutions collaborate in Chemport Europe, consisting of Chemport Emmen for polymer/ polymer applications and Chemport Eemsdelta for intermediate chemicals, to make chemistry green.
- Companies in Chemport Europe integrate chains and collaborate to close the loop, accelerating the circular economy.

### 2. Direct access to green feedstock and green energy

We're rich in our own green resources, and also well-connected to Germany and Scandinavia.

- We offer access to green feedstock and building blocks via our regional natural gas reserve; regional reserve of sodium chloride; regional reserve of magnesium chloride; biomass and biorefined chemical building blocks; or easy imports via our seaports.
- We offer access to green energy including our own supply of solar, wind and biomass energy, and imported green energy via the NorNed and COBRA cable.

### 3. Most ambitious ecosystem

We will be the first fossil-free, CO<sub>2</sub> negative and circular chemical cluster in the world.

- Chemport Eemsdelta will be the first fossil-free and CO<sub>2</sub> negative chemical cluster by using only green chemical building blocks; optimizing all processes; reusing CO<sub>2</sub> and collaborating and investing together.

- Chemport Europe is leading the New Plastics Economy by focusing on 100% circularity; making 100% green products; designing plastic products for easy recycling and developing systems to collect, recapture, filter and recycle all plastics.

#### 4. Hydrogen Capital of Europe

We are dedicated to producing 100% green hydrogen, one of the most used and basic chemicals in the chemistry industry.

- We decided to close our large natural gas reserve in 2022, spurring us to transition from gray hydrogen to green hydrogen production (via blue hydrogen).
- We'll first transition our no.1 in Europe gas infrastructure to a blue hydrogen transmission network, with first pipeline ready by 2021. After switching to a hydrogen transmission pipeline network, we will transition the hydrogen mix from blue to green, with a green hydrogen production capacity of 2.5GW by 2030.

#### 5. Reliable government and fastest business development

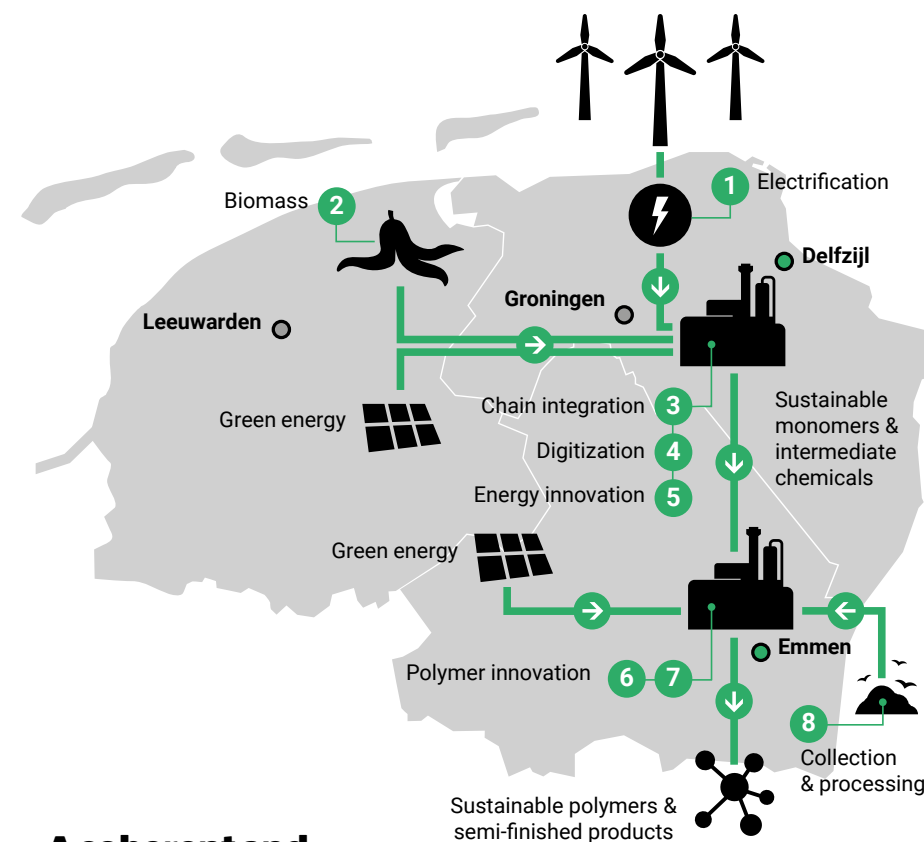
We offer one of the most attractive business establishment procedures for new companies in Europe.

- TopDutch government is willing to co-invest in Green Chemistry.
- TopDutch has the fastest business development in Europe.

#### 6. World-class knowledge development and access to talent

We have a highly skilled workforce that knows green chemistry and offer leading R&D facilities.

- The University of Groningen has the largest chemistry facility in the Netherlands, and is home to Nobel Laureate Ben Feringa.
- We have an extensive ecosystem of leading R&D facilities, crossing over with our other key industries.



### A coherent and innovative R&D and production ecosystem

- |                                      |  |
|--------------------------------------|--|
| 1. 1 MW Test Centre                  | 5. EnTranCe                                      |
| 2. Zernike Advanced Processing (ZAP) | 6. Sustainable Polymer Innovation Cluster (SPIC) |
| 3. Chemport Industry Campus (CIC)    | 7. Green PAC Polymer Application Centre          |
| 4. Smart Industry Hub                | 8. Knowledge Centre Recycling                    |



**Are you interested in exploring what your business possibilities could be? Connect with Errit Bekkering, our Green Chemistry expert.**

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# WATERTECH

**our offer:**

**1.**

**WaterTech  
Capital of  
Europe**

**2.**

**Complete  
chain of  
innovation**

**3.**

**Access to EU &  
international  
markets**

**4.**

**Breeding  
ground for  
technological  
partnerships**

**5.**

**Access to  
talent & highly  
skilled labor**

## How we test the waters in WaterTech

### 1. WaterTech Capital of Europe

Our city of Leeuwarden is globally recognized as the WaterTech Capital of Europe.

- It is home to the WaterCampus, which drives innovation in WaterTech both internally and externally.
- WaterCampus is home to five education/training institutes and 25 companies.
- WaterCampus has direct connections to 22 European universities and research institutes and 200 companies.

### 2. Complete chain of innovation

WaterCampus facilitates, supports and connects every single step in the innovation chain.

- Science partner Wetsus supports ideation and fundamental research through world-class educational institutes, securing pre-seed funding and patent applications.
- Applied Research partner Center of Expertise Water Technology (CEW) supports from applied science to market-ready product development with the Water Application Center, 5 demo sites and acts as launching customer.
- Business partner Water Alliance accelerates worldwide business development through cooperation, offering matchmaking services and identifying export opportunities.

### 3. Access to European and international markets

We have the best international networks to provide access to global markets.

- Water Alliance is part of Enterprise Europe Network (EEN), which connects tens of thousands of European SMEs for partnerships.

- Water Alliance is part of Global WaterTech Hub Alliance, which provides direct access to industry networks in the USA, Singapore, China, Israel and Korea.
- Water Alliance organizes, supports or highlights international conferences and matchmaking events.

#### 4. A breeding ground for new technological partnerships

Our partners facilitate technological partnerships across a range of projects.

- Partner with Wetsus for groundbreaking scientific research with leading researchers from multiple universities.
- Partner with CEW to develop your first prototype, set up a pilot, accelerate the innovation cycle or shorten your time to market.
- Partner with international or local technology partners for turn-key water management solutions through Water Alliance's business network.

#### 5. Access to talent and highly skilled labor

The TopDutch region offers a highly skilled, specialized and internationalized workforce.

- Lifelong WaterTech learning program from primary school to PHD and MBA level.
- Wetsus graduates on average 40 highly and uniquely skilled WaterTech specialists a year.
- Water Alliance supports growth ambitions by connecting industry to talent.

### Chain of innovation



**Are you interested in exploring what your business possibilities could be? Connect with Reinder de Jong, our WaterTech expert.**

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# DIGITAL INNOVATION

our offer:

1.

**Best digital infrastructure & power grid**

2.

**Strong in data science and deep learning**

3.

**Digital society & ideal testmarket**

4.

**Accelerating Industry 4.0**

5.

**Access to pioneering talent & skilled labor**

6.

**Fastest business development**

## How we're accelerating the future with Digital Innovation

### 1. Best digital infrastructure, power grid and data center location

We're the ideal location for energy- and data-intensive businesses looking for a location in Europe.

- The Netherlands, with TopDutch as key starting point, has the most reliable power grid in the world and the most optimal fiber connectivity in the EU.
- We have the largest offshore wind park in Europe, Gemini 1, and will soon expand to Gemini 2 and 3, to power industry including data centers.
- We offer optimum location for data centers due to availability of large green field sites and an ideal climate for cooling.

### 2. Strong in data science and deep learning

We're dedicated to becoming one of the smartest regions in the world, collecting and processing astronomical amounts of data daily.

- We're home to ASTRON, a hub of expertise, leading in radio astronomy discoveries.
- Companies such as IBM and our research institutions are leading in High Performance Computing and solving large problems in science, engineering and business.
- Our Center for Information Technology works with global tech firms like Google and Facebook on Deep Learning projects and offers a variety of big data facilities and field labs to support business partners.
- Our University of Groningen hosts numerous Big Data research centers that collaborate with business and public sector.

### 3. Digital society & ideal test market

Our culture encourages innovation and technological adoption, making us an ideal test market.

- Our Digital Literacy Coalition shares knowledge, facilitates and educates our citizens to realize a 'spiral of innovation'.



- The Netherlands ranks 4<sup>th</sup> (9.44/10) in terms of technological readiness worldwide.

#### 4. Green and digital ecosystem accelerating Industry 4.0

Our culture and ecosystem will make us a leading economy in the digital society.

- Our Digital Innovation Hub accelerates industrial digitization with competence-development, knowledge sharing and community building.
- We work together with our other key industries to develop sustainable solutions and smart tech applications for a green and digital future.

#### 5. Access to pioneering talent and skilled labor

We're home to an ever-increasing number of scientific and entrepreneurial talent.

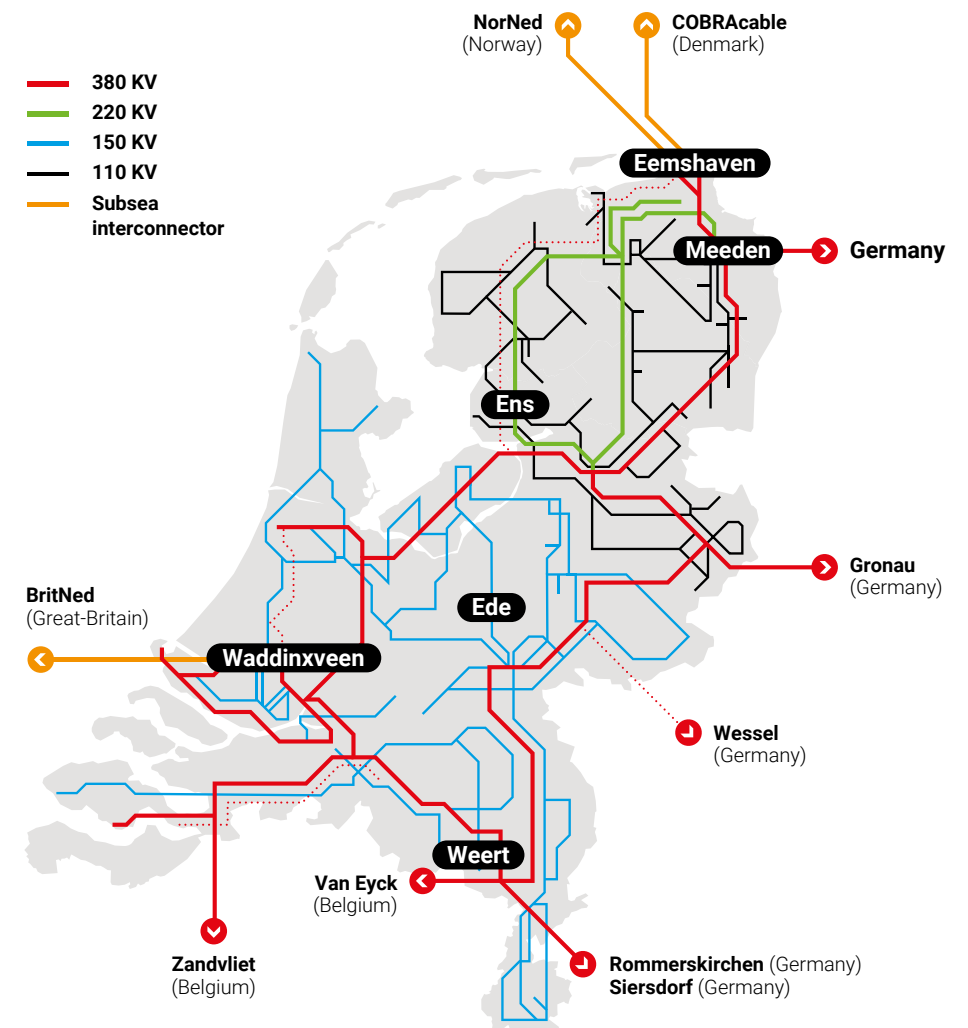
- Our institutions offer education to more than 75,000 students including in some 60 IT-related education courses, from research university level to vocational level.
- Our region hosts transformative and integrative research programs, attracting the best international talent.
- Our workforce includes large numbers of technologically and digitally skilled people.

#### 6. Fastest business development and production facility start-up

We're accelerating the green and digital economy by facilitating speedy business development.

- We're home to Technologies Added, the first ever shared smart factory which hosts production for start-ups and established companies.
- We are the Region of Smart Factories, and our industry network will aid production facility start-up.

#### TopDutch power grid



**Are you interested in exploring what your business possibilities could be?**  
**Connect with Wubbo Everts,**  
**our Digital Innovation expert.**

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# LIFE SCIENCES & HEALTH

**our offer:**

**1.**

**Best healthcare  
system in  
the world**

**2.**

**Healthy Ageing  
Capital of  
Europe**

**3.**

**BioAnalysis  
Capital of  
Europe**

**4.**

**Strong R&D  
& knowledge  
to big industry**

**5.**

**Green and  
digital  
ecosystem  
for MedTech**

**6.**

**World-class  
education &  
highly skilled  
labor**

## Why Life Science & Health is in our blood

### 1. Best healthcare system in the world

The Netherlands has offered the best healthcare in the world, for over a decade.

- Our efficient, accessible and affordable healthcare ranked no. 1 for 10 consecutive years in Health Consumer Powerhouse's Euro Health Consumer Index.

### 2. Healthy Ageing Capital of Europe

We do more research into genetic implications and lifestyle interventions to give humans more healthy years than any other region.

- We have focused on healthy ageing for over three decades, and welcome international business and talent.
- The EU named us '4-star region in Active & Healthy Ageing'. This offers additional European co-financing opportunities.
- We're home to the European Research Institute for the Biology of Ageing (ERIBA), a forerunner in fundamental research on the genetic aspects of ageing.
- Our research and biobank, Lifelines, completes the longest and largest multigenerational healthy ageing research, providing the data of 167,000 citizens for use by researchers and companies.

### 3. BioAnalysis Capital of Europe

We have the largest BioAnalytical capacity and diversity in Europe.

- Over 100 LC-MS/MS machines are operational in the region.
- Largest biobank available from Lifelines longitudinal research cohort, making biodata available not only during, but also in the build-up to the emergence of diseases.
- Biomarker Bay, consortium of research, development and application of biomarkers, is supercharging development of tailored diagnostic methods and drugs.

#### 4. Strong R&D to big business

Our Life Science & Health industry is founded on ground-breaking research by our growing pool of highly-educated talent.

- We offer a complete R&D chain; from fundamental and applied research, to product development within our business network and testing labs, to product validation via our infrastructure of testing facilities and clinical trials.
- Six unique research programs and opportunities for partnership.

#### 5. Green and digital ecosystem for MedTech product and material development

Innovation and product development are supported via our cross-linked green and digital ecosystem.

- Our Green Chemistry industry is developing specialty polymers for biomedical and pharmaceutical purposes.
- Our Digital Innovation industry has developed advanced data capabilities for BioAnalysis, the development of high-tech and smart materials, and innovative medical products.

#### 6. World-class education and highly skilled labor

Our world-class knowledge institutes educate the health and medical professionals of the future.


- Home to 75,000 students, including 4,000 medical students in our top 100 University Medical Center.
- Healthy Ageing Campus offers research and business facilities to spin-offs and start-ups.

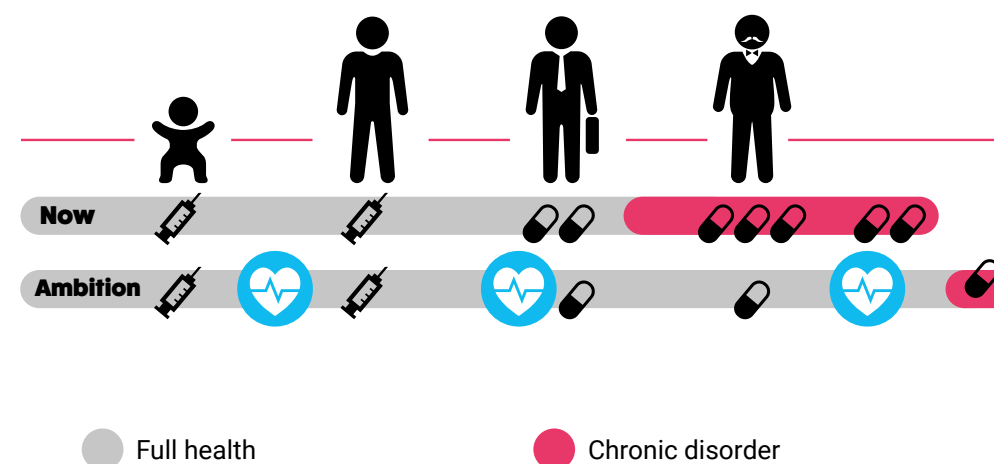
### Biological and lifestyle interventions

#### Traditional

-  Treatment
-  Prevention

#### New interventions

-  Biological and lifestyle interventions



**Are you interested in exploring what your business possibilities could be?**  
**Connect with Gerard Lenstra,**  
**our Life Science & Health expert.**

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# ENERGY

our offer:

1.

**Natural gas legacy & switch to green gases**

2.

**Reliable power grid & offshore wind**

3.

**Energy Transition Capital of Europe**

4.

**Hydrogen Capital of Europe**

5.

**Unique triple helix collaboration**

6.

**Access to talent & skilled labor**

## How our Energy industry is powering a sustainable future

### 1. Natural gas legacy & switch to green gases

Being born on the largest natural gas reserve was a blessing for our economy. Now it's time to switch gases.

- We're home to Europe's largest natural gas reserve, which powered tens of thousands of houses and led to the best gas transportation network in Europe. Now, we're prematurely quitting production, meaning we can switch our network to green gas and green hydrogen.

### 2. Most reliable power grid and best location for large-scale offshore wind

We're considered the 'power socket of the Netherlands'. To maintain function and contribute to a green future, we'll power our country with green energy.

- The Netherlands, with TopDutch as key starting point, has the most reliable power grid in the world.
- We have the largest offshore wind park in Europe, Gemini 1, and will soon expand to Gemini 2 and 3, to power industry, including data centers. Over the coming years, we'll scale to 22GW of production capacity.

### 3. Energy Transition Capital of Europe

The Dutch Climate Agreement brings together more than 100 stakeholders to structurally tackle the energy transition.

- Includes targets for 2030 such as: 49% less greenhouse emissions than in 1990; 84 TWh of renewable energy on the grid and only zero-emission vehicles sold.
- The TopDutch region specifically is leading in green energy ambitions: being first to proactively quit natural gas production, have the first fossil-free and CO<sub>2</sub> negative chemical cluster, and the first fully functioning green hydrogen chain.

#### 4. Hydrogen Capital of Europe

We're committed to building the no.1 ecosystem for green hydrogen in Europe.

- We developed the first and most extensive regional roadmap for the Green Hydrogen Economy.
- Following the roadmap, the TopDutch Green Hydrogen Alliance, a coalition of industry and governmental partners developed the Investment Agenda for 33 hydrogen projects totaling €2.8 billion of co-investment.
- The Hydrogen Valley will support and accelerate the development of the first fully functioning green hydrogen value chain.

#### 5. Unique triple helix collaboration

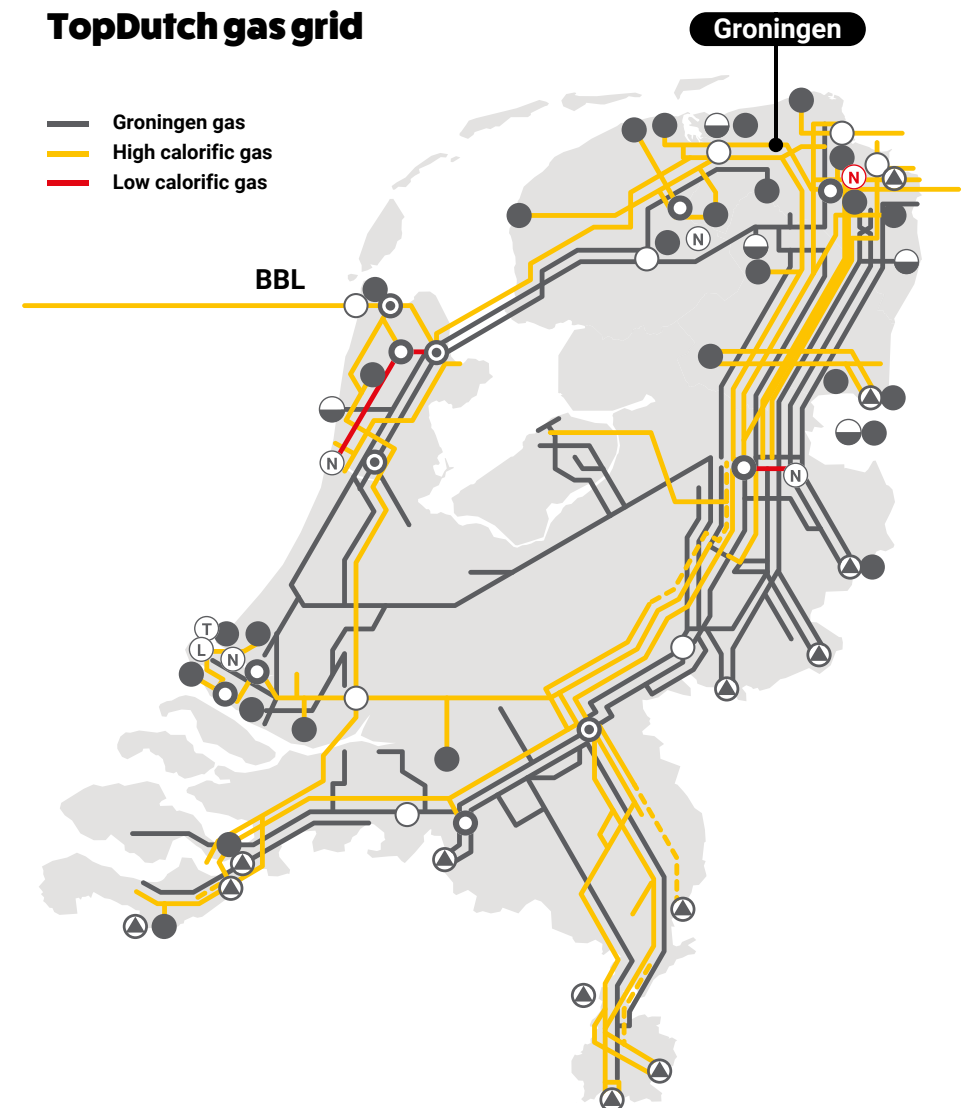
We develop breakthrough knowledge, innovation, applications, processes and leadership with the New Energy Coalition.

- We're home to the best knowledge cluster for Energy Transition in Europe. They work with government and industry to create the New Energy Coalition, supporting energy projects across Europe.

#### 6. Access to talent & skilled labor

Our workforce knows new energy, hydrogen and has expertise in the gas industry.

- Energy Academy Europe, center of expertise for the Energy Transition, combines vocational training, applied sciences and advanced research. There is also dedicated vocational training for hydrogen technologies in the region.
- A supply of 15,000 experienced workers from the natural gas industry, which is being scaled down.



**Are you interested in exploring what your business possibilities could be?**  
**Connect with Wim A.B.,**  
**our Energy expert.**

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# LOGISTICS

our offer:

1.

**Gateway to EU market & locations available**

2.

**Best connected country & multimodal location**

3.

**Energy Transition & Hydrogen Capital of Europe**

4.

**Developing next operating system for logistics**

5.

**Excellent education & access to flexible labor**

## How our Logistics industry is delivering the future

### 1. Gateway to European market and availability of greenfield locations

The Netherlands provides direct access to the European market, the second largest economy worldwide, and the Northern Netherlands has greenfield locations available.

- 170m customers, 60% of the EU's purchasing capacity, are within a 500 km radius. They are also easily accessible thanks to our dense highway and railway network.
- The Netherlands is no. 1 in terms of trade facilitation worldwide, and has the best VAT system in the EU, offering our companies a cash-flow advantage and low administrative burden.
- TopDutch has large greenfield locations, at competitive costs compared to the rest of the Netherlands.

### 2. Best connected country and multimodal location

We are the world's best-connected country on DHL's Global Connectedness Index, for the fourth year running.

- We have an extensive multimodal network of major waterways, uncongested roads and well-connected railways.
- We offer direct access to the best cargo airport in the world, Schiphol Airport, and the busiest port in Europe, the port of Rotterdam, as well as Groningen Seaports and Airport in direct proximity.

### 3. National Sustainable Energy Transition & Hydrogen Capital of Europe

We are committed to driving innovation and market development of emission-free transport and logistics, particularly enabling green hydrogen fueled vehicles.

- Dutch climate agreement gives targets for 2030 including: 49% less greenhouse emissions than in 1990; 84 TWh of renewable energy on the grid and only zero-emission vehicles sold.
- As Hydrogen Capital of Europe, we're heavily investing in green hydrogen. We'll have 2.5GW green hydrogen production by 2030, and will establish 100 hydrogen fueling stations across the Netherlands.

#### 4. Developing the next operating system for logistics

We are dedicated to developing the next operating system for logistics; green and digitized.

- Our industry is digitizing, we're home to: Europe's first logistics company to transfer all processes to the chain; the first rural 5G living lab which tests autonomous driving and optimized platooning strategies; industry network Region of Smart Factories which develops shared smart facilities.
- Our industry is 'greening'. We're optimizing efficiency with flexible deployment of modality and developing greener fuels such as biogas, LNG, electrification and green hydrogen.

#### 5. Excellent education & access to flexible labor

We offer access to specialized logistics talent and a flexible labor pool.

- Our knowledge institutions offer the best logistics management education in Europe, up to post-graduate level.
- Our network of vocational education educates 60,000 students to operate the next operating system for logistics.
- The Netherlands offers the most flexible labor pool, with low unionization, strike record and no over-time premiums. Within the Netherlands, the TopDutch region offers the largest available pool of flexible labor.

#### Gateway to Europe



**Are you interested in exploring what your business possibilities could be?**  
**Connect with Wim A.B.,**  
**our Logistics expert.**

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# 3.

## SERVICES

**Setting up business in a foreign country can bring about great benefits. But it also means taking on a host of new challenges. Our professionals in finance, location, business development and networking are here to give businesses from around the world a helping hand. Welcome to the TopDutch region!**

# NV NOM

Everyone needs a little helping hand now and again. Through NV NOM, we're ready to help you with every stage of the process in (re)locating your business to the TopDutch region. Whether that be that you'd just like to know a little more about the TopDutch opportunities for your specific industry, all the way to finding and helping you set up your new site. Setting up business in a foreign country can bring about great benefits. But it also means taking on a host of new challenges. Our professionals in finance, location/acquisition, business development and networking are here to give businesses from around the world a helping hand. We know the TopDutch region inside out, and TopDutch industries know us. We know the best business locations, which permits you need to have and who the best energy suppliers are. We can help you or know who to connect you with. How we can help your business?

---

## **Giving international businesses a helping hand through every stage of the (re)location process.**

---

### Discovery package

From general bidbooks about our key industries to a tailor-made introduction to everything your business needs to know about operating in the Northern Netherlands. You can think of it as us answering your tender request, as we'll include all the information you need regarding locations, the Dutch national and regional business climates, the labor market and how to acquire talent, taxation, legal & financial matters, housing, visa & permits, incentives and government related issues.

### Site selection

Whether you're new to the Netherlands or just looking for the right place to expand, we'll help you find a perfect location within our region. We'll facilitate

and organize your fact finding trip to potential new locations, assist you with preparation and investigations, arrange meetings and personally guide you through all the procedures associated with selecting your site and getting set up.

### Network

To help you quickly establish essential contacts, we'll introduce you to relevant people in all kinds of public and private sector organizations.

These include:

- Government
- Licensing authorities
- Utilities (energy, water etc.)
- Local networks
- Knowledge institutes
- Schools & international schools
- Suppliers
- Service providers

### Advice

NOM is your first port of call for everything you need to know and is here to provide initial advice on everything that's relevant to setting up your business in the Northern Netherlands.

Including:

- Financial
- Taxation
- Subsidies
- Funding opportunities
- Regulatory
- Customs regulations
- National and regional laws
- Regulations and permits
- Market
- Workforce
- Finding talent
- Visa requirements

### Investor Relations, our aftercare

Found your place? Our services doesn't end when you have found your place in the TopDutch region. We will continue to support you as your business moves through all phases of growth, expansion or relocation.

# OUR PROCESS

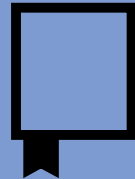
1



## Get in touch

Through our TopDutch contact page, by email or direct to your dedicated industry project manager, get in touch to start the conversation.

2



## Receive industry bidbook

Once you've confirmed you are interested in more information about investment in the region, we'll be happy to send our industry specific bidbook to you.

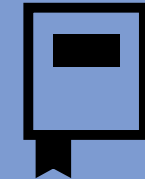
3



## Alignment meeting

We'll schedule a meeting with your team and our regional dedicated project team to identify your needs and align objectives.

4



## Receive company-specific bidbook

Now we understand your objectives, we'll provide you with a bidbook tailored to your company's needs.

5



## Fact-finding trip

We'll schedule a fact-finding trip in our region for your team to introduce you to relevant useful contacts in both the private and public sector and organize visits for site locations.

6



## Investor roundtable

For investments requiring partnerships and co-investment, we'll organize an investor roundtable with relevant key decision-makers.

7



## Kick-start business development

Once you've confirmed you've reached a decision to invest in our region, we'll kickstart your business development process so you'll fully benefit from our fast procedures.

# GET IN TOUCH



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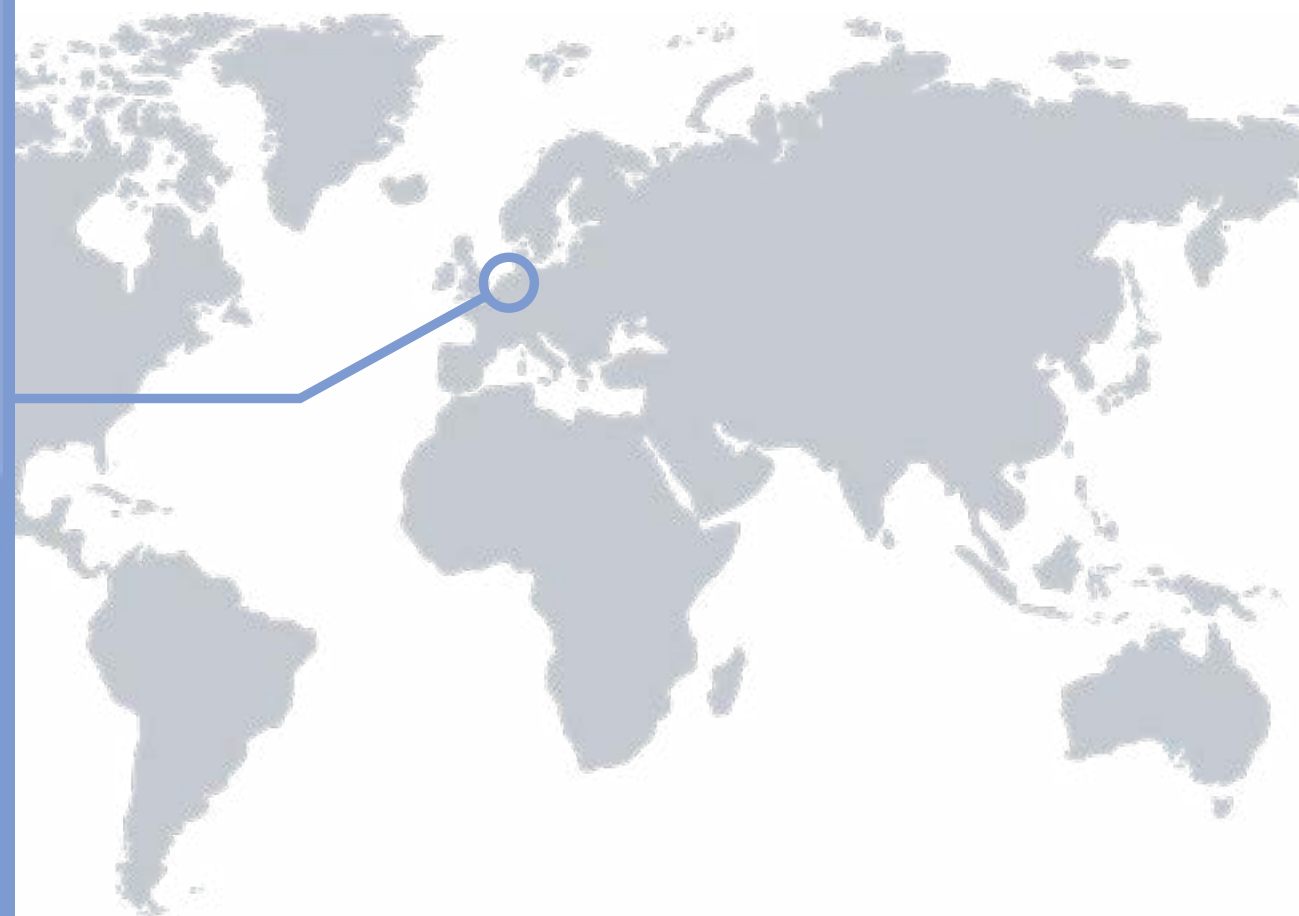
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# WELCOME TO THE TOPDUTCH REGION!



## TopDutch: the ideal location in Europe

Are you looking for the right place to locate your innovative company? Whether you're in need of specific R&D activities, or ready to springboard into the European market, TopDutch is the green, talented and digital region for your next business development.



# A WARM WELCOME TO HELP FOREIGN EMPLOYEES FEEL AT HOME QUICKLY



international  
welcome center  
north

**More information?**

[www.iwcn.nl](http://www.iwcn.nl)

**Because international organizations often bring employees in from other countries, the TopDutch region wants to contribute to a warm welcome and a pleasant time for new inhabitants.**

The International Welcome Center North (IWCN) is a one-stop shop for international people living or coming to live in the provinces of Groningen, Friesland and Drenthe and offers service and information in three areas:

- 1 Official Matters**  
The IWCN efficiently arranges government formalities for international employees, such as residence permits (for non EU/EEA Citizens) and municipal registration (required for all residents).
- 2 Practical Information**  
From finding the right house, opening bank accounts, signing up for health insurance to selecting the right school for the children, the IWCN is happy to provide everyone living in the region with referrals to reliable service providers and detailed information on all kinds of practical matters.
- 3 Social & Leisure**  
The IWCN organizes multiple events and activities that help people with building a strong social and/or business network and becoming familiar with the Dutch culture.

# JOIN TOPDUTCH

Want to find out more about what makes the TopDutch region a good place to be great, or view the digital edition? Head over to our website [www.topdutch.com](http://www.topdutch.com)

## The TopDutch collective:

### Economic region



### Executive partners



### Regional partners



### Knowledge partners





**TOPDUTCH.com**

**A good place to be great**