


# WHY INVEST IN THE TOPDUTCH DIGITAL INNOVATION INDUSTRY



The Dutch invented the **CD and DVD, Wi-Fi, Bluetooth and Python**. Today, we form a **digitally savvy society**, being highly educated, wealthy and enjoying excellent internet access. Our **open and innovative culture** invites us to develop and test new digital technologies. The global digital infrastructure has one of its main internet exchange points in the Netherlands. TopDutch offers the **digital infrastructure, unique innovation and market field labs, networks, talent and an excellent test-market population for rapid market access and validation**. Here, we accelerate the digital future.

## DIGITAL INNOVATION

our offer:

- 1. Best digital infrastructure & power grid**
- 2. Strong in data science and deep learning**
- 3. Digital society & ideal test-market**
- 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 4th (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

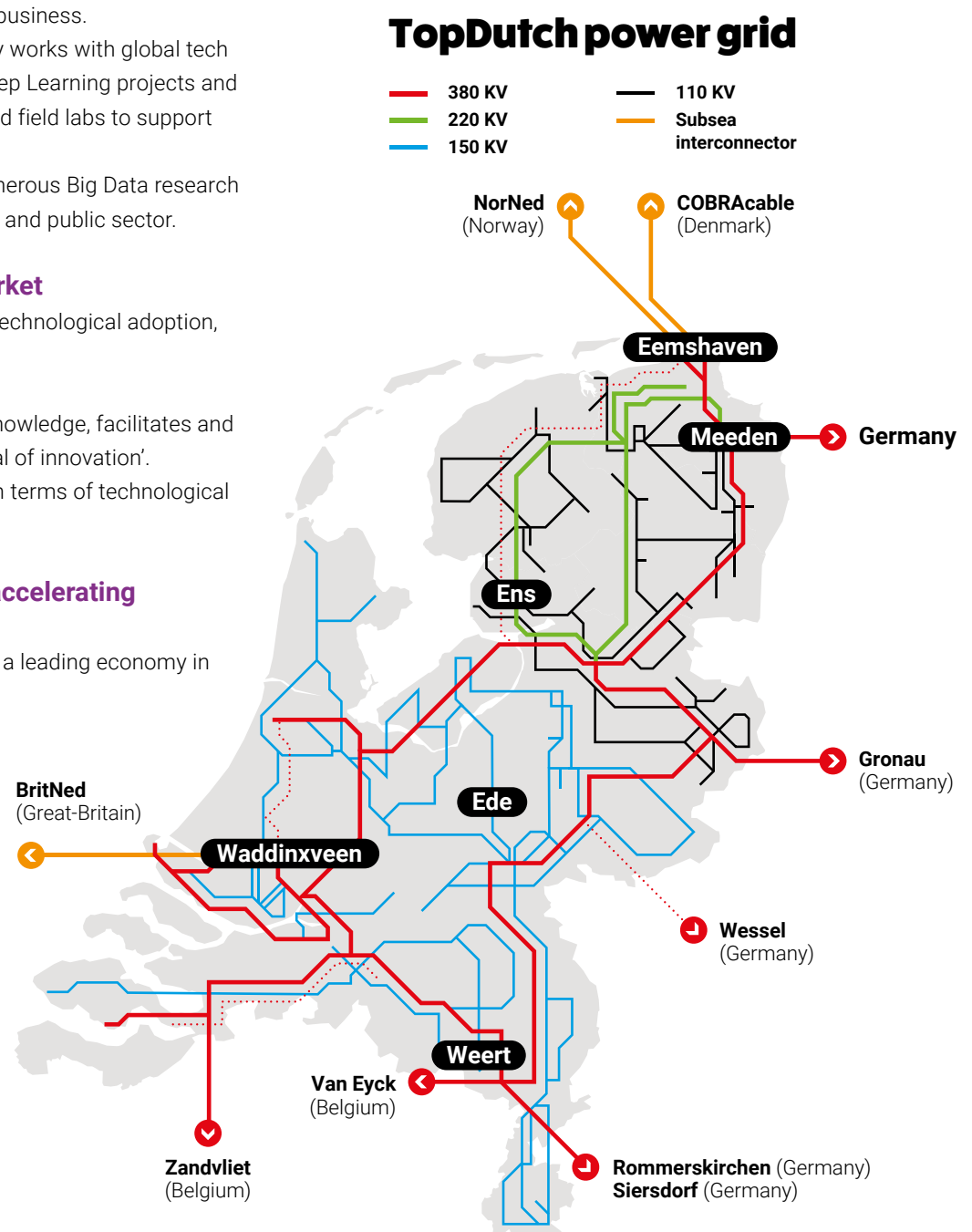
We're home to an ever-increasing number of scientific and entrepreneurial talent.

- 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.



## The TopDutch region

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 challenges**, and encourage talent to be great. From large, established multinationals all the way to the hottest new start-ups, the TopDutch region draws in global businesses as a result of our purpose-driven, people-powered ecosystems, our competitive financial and fiscal environment, and our green, digital and talented business culture. **Are you looking for the right place to locate your innovative company?**

## NV NOM

NV NOM, the investment and development agency for the Northern Netherlands, **provides support 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 in Digital Innovation, all the way to finding and helping you set up your new site.



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

+31 6 215 184 97 / everts@nom.nl

**TOP DUTCH**  
A good place to be great