

# WHY INVEST IN THE TOPDUTCH WATERTECH INDUSTRY

We enjoy an abundance of fresh and mineral water. However, located below sea-level and having a wet climate, in the Netherlands we've also always had a struggle with water, steering us towards innovative water projects. Over the years, we've expanded our expertise from building top-notch water infrastructural projects to keep ourselves safe, to developing the best water quality treatment technologies, serving households and industries across the globe. The knowledge-intensive European water technology hub located in Leeuwarden offers a complete chain of innovation. Today, TopDutch is deepening its focus on R&D and innovation for new technologies, in collaboration with several global water hubs. Here, we're testing the waters.

## 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 25 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

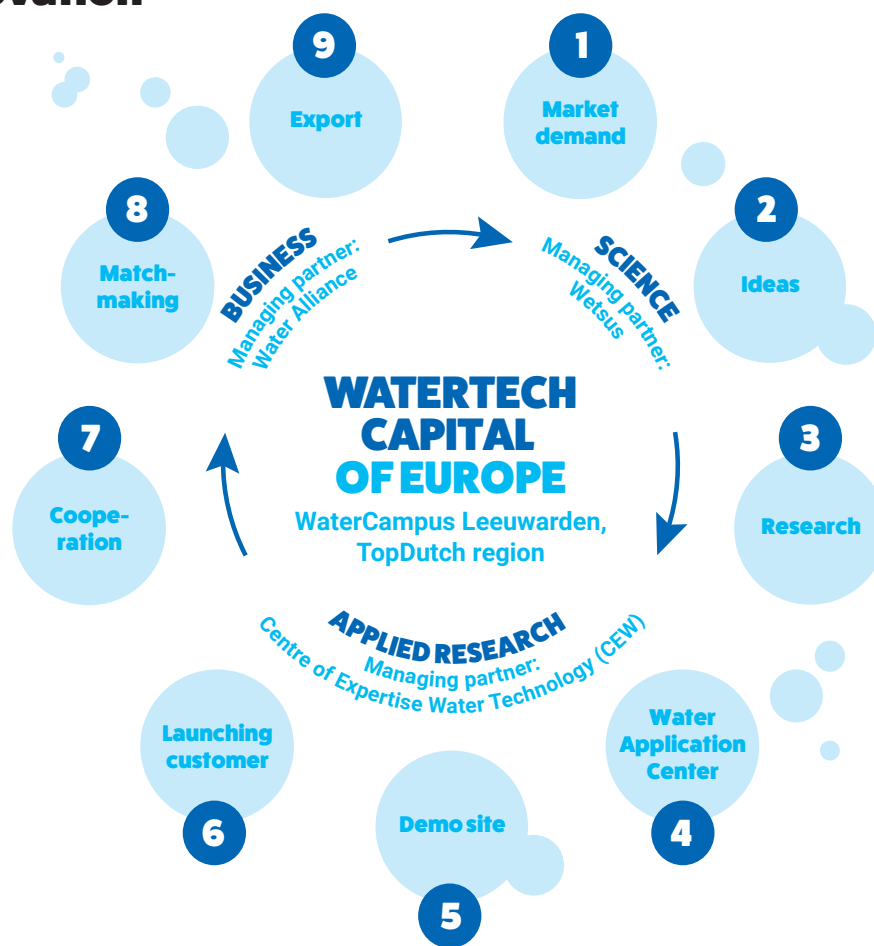
- Partner with Wetsus for groundbreaking scientific research with leading researchers from multiple universities.
- Partner with CEW to develop your first prototype, set up a pilot, accelerate the innovation cycle or shorten your time to market.
- Partner with international or local technology partners 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



## The TopDutch region

TopDutch is the economic region of the provinces of **Groningen, Friesland and Drenthe**, in the Northern Netherlands. **We're leading key system transitions by building smart and sustainable solutions to global challenges.** 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 WaterTech, 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 Reinder de Jong, our WaterTech expert.**

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**TOP DUTCH**  
Naturally leading the transition