

TOPDUTCH

Naturally leading the transition

TOPDUTCH PUTS THE NORTHERN NETHERLANDS ON THE MAP

TopDutch is the economic region of the Northern Netherlands. We're not just TopDutch because we're literally located at the top of the Netherlands. We're mostly TopDutch because we're home to top Dutch business ecosystems, with bold ambitions and innovative solutions. The TopDutch region has the potential to change the world. But in order to do that, we're gonna need the rest of the world.

That's exactly why the TopDutch campaign was conceived in the first place. To show the rest of the world what we're good at. And to invite them to join us, so we can grow together and make a worldwide impact with sustainable solutions for global challenges. Not to pat ourselves on the back or for the bragging rights, but because the clock is really ticking.

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We're at a turning point. And if history has taught us anything, it's that we can't just wait on global politics to solve the big problems in the world. But tackling problems on a local scale alone, with everyone separately re-inventing their own wheel, isn't going to fix things either. The Northern Netherlands is leading system-level transitions across our region's key industries, including green energy, green chemistry, digital innovation, WaterTech, life sciences and health and AgriFood. But we can always do better. And we most certainly need to do it faster.

And for that, we'll need more talented people, but also international investors and companies. But it's not about size or numbers, it's about value. They need to be valuable additions. Or the missing link. That's why TopDutch is more than just a brand. We also help existing initiatives and local networks, so that we can pinpoint what's needed in the region with surgical precision. And with that, it allows us to set up targeted campaigns to convince all the right people and connect them with all the right local networks and initiatives.

THE BEST WAY TO PREDICT THE FUTURE IS TO CREATE IT TOGETHER.

TopDutch is a campaign commissioned by the Province of Friesland, Province of Drenthe and Province of Groningen. By using TopDutch as the international economic brand for initiatives and networks, we support capitalize ambitions and the capitalise ecosystem. We're working together with the NOM Sector Teams, for example, to look for valuable companies and investors who are a perfect match for the region. And to ensure that more innovative, international companies that are at the forefront of the transition will have a new place to call home.

We do this by representing the region as one voice and with one message. And that message is that TopDutch is the region where we work towards a healthy and fair future. Not just for ourselves, but for everyone. Where we already have all the ingredients. Where we have the guts to think big, by being down-to-earth. Where there is the drive to work together, so that we can grow together. Because where else?

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