

Doing business with the Northern Netherlands:

Practical Information & Advise

for

Lithuanian Exporters

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Johan Mekkes, PhD, MBA



A satellite-style map of Northern Europe. The Netherlands is highlighted in yellow. Other countries shown include Norway, Sweden, Denmark, Germany, Poland, Finland, Estonia, Latvia, Lithuania, Russia, Belarus, and Ukraine. Major cities like Oslo, Stockholm, Copenhagen, Berlin, Warsaw, Helsinki, Tallinn, Riga, Vilnius, Moscow, and Minsk are marked with red dots. The North Sea is labeled to the west and north of the Netherlands. The Gulf of Finland is labeled between Sweden and Finland. A legend in the bottom right corner shows symbols for 'Netherlands', 'Other countries', and 'Major cities'.

1. Introduction.

2. Brief economic profile of the Northern Netherlands.

3. Core Business Developments and Opportunities, Supply and Logistics.

4. How can N-NL organisations assist you?



2. Brief economic profile of the Northern Netherlands.

Demographic Figures

Population: >1,700,000

Labor force: 762,000, of which approx. 42.000 unemployed



Data Centers in the Northern Netherlands

Google, ATOS Origin, Data Center Friesland, CJIB, TCN Bytes, Netwizard, IBG

Foreign companies

(Subsidiaries of) Foreign companies: >300, Employment: > 25.000 Broad range of economic sectors, such as Procter & Gamble, PPG, Dow Chemical, Honeywell, Teijin, Sara Lee, Tata, RWE, Kikkoman, SCA, ASUS.

Universities

University of Groningen	25,167 students
Hanze University	23,317 students
Stenden University	9,759 students
NHL University	9,735 students
Van Hall Larenstein	3,971 students

Main Institutes of Technology;

Wetsus	Sustainable Water Technology
CCC	Carbohydrate Competence Center, biobased economy
Sensor Universe	Technology merger: 2 Uni's & Astron (radio astronomy)
ERIBA	European Research Institute on the Biology of Ageing
EDI	Energy Delta Institute, (Natural) Gas technologies



3. Core Business Developments and Opportunities, Supply and Logistics.

Key industries

The Dutch national government has identified several regional economic clusters that have the potential to become internationally significant.

In the Northern-Netherlands there are three of these technology - based clusters:



107 companies,
/institutions

3800 employees



300 companies,
/institutions

8000 employees



130 companies,
/institutions

3500 employees

Other NNL sectors that are of great importance to the regional economy:

- Agri Food&Business 3620 companies, 28962 employees
- Industrial Services 309 companies, 3025 employees
- Life Sciences 409 companies, 6741 employees
- Chemical 323 companies, 8562 employees
- Maritime 1219 companies, 5953 employees
- ICT 3430 companies, 12285 employees
- Health 6421 companies, 100712 employees
- Industry 6301 companies, 92676 employees
- Logistics 3097 companies, 20495 employees





Also other 'logistic' strongholds:

The Groningen Internet Exchange (www.gnix.nl) is the hub for broadband connectivity and Internet services in the Northern Netherlands. It offers direct peering, inter-connection and housing facilities to Internet Access and Service Providers. Eemshaven is the end point for a transatlantic submarine fibre optic cable, with connections on to Amsterdam, London and Hamburg. This was an important determinant in Google's decision process to host its European server farm in the Groningen area.

The Northern Netherlands is an emerging energy hotspot, due to the realization of a number of **energy generation** plants in Eemshaven. In the near future, a total capacity of 7,500 MW will be generated in a power mix of both renewable (green) and fossil energy. Either energy derived from gas or coal fired generation plants, or green energy, such as biomass or wind turbines, will be supplied by several providers and thus creating a secure power supply for business consumers. Another option is using electricity from hydro power plants in Norway, which is transported via the NorNed submarine energy cable system to Eemshaven (www.tennet.org).

4. How can N-NL organisations assist you?

- a.  **Nordconnect**
LINKING NORTHERN NETHERLANDS AND NORTHERN EUROPE Business Liaison networks; Projects
- b.  **NUM**
INVESTING IN DEVELOPMENT (Inward) Investments, Business Inno & Development Projects, Risk Finance
- c.  **syn tens** Technology/Innovation assistance; Matchmaking (E.E.N.)
- d.  **KAMER VAN KOOPHANDEL** Extended Business data base
NNL export missions
- e.  **DAGIN** Support export/import clusters
(EU co-financed support structures)
- g.  **TCNN** Technology/Knowledge brokerage for SME's
- h.  **NHL**
UNIVERSITY OF APPLIED SCIENCES (Market) Research , Business Training

Contact Data:

mekkes@nom.nl

j.mekkes@ecma.nhl.nl

