

# Northern Netherlands, the Natural Partner of Northeast Europe

> Rob Engelsman

*The Importance of Nordconnect for the Lithuanian Business Community*

Northern Netherlands Provinces (SNN)



## Content of the presentation

- Introduction and background
- Developments in Europe
- Arising of the Northeast Corridor
- Effort of the Northern Netherlands
- Strategic Agenda for the Northern Netherlands 2007-2013
- The way to the Northern Netherlands

*Northern Netherlands Provinces*

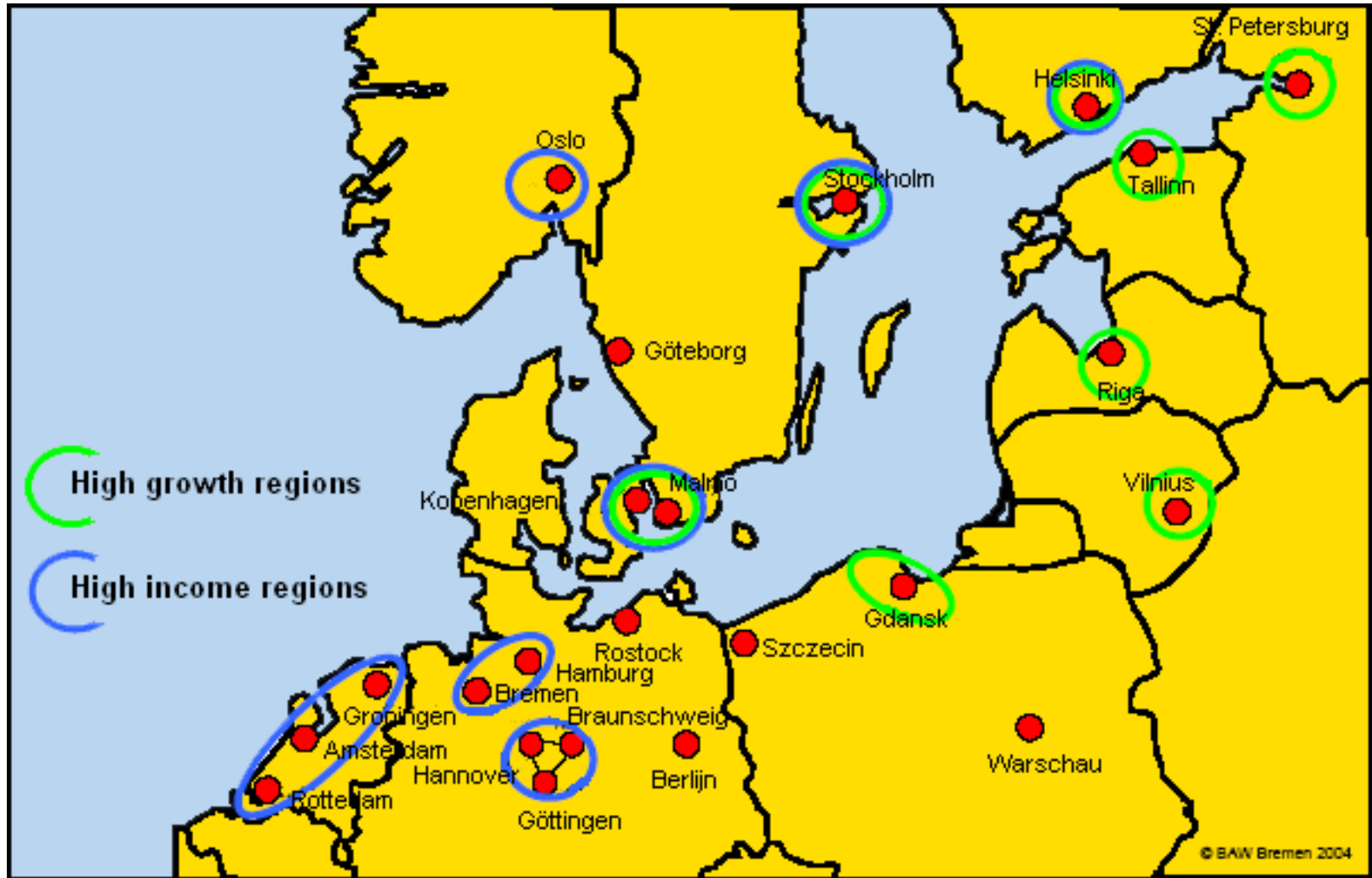




# Historical background: the 'Hansa'



# Important regions in Northeast Europe



# The “yellow banana” is moving eastward



## Why are we interested in Northeast Europe?

- Nordic values (work hard, live smart)
- Baltic drives (dynamism)
- Most innovative region in Europe
- High economic growth
- Gateway to Russia / St. Petersburg region
- Similarities Northeast Europe and the Northern Netherlands:  
maritime orientation, common languages, culture, religion, history (hansa)

*Northern Netherlands Provinces*



## Strategic orientation: conclusions

- The yellow banana is moving eastward
- New corridors arise, supported by infrastructural mega projects
- Baltic Sea Region: Top of Europe in global competition and gateway to Russia

*Samenwerkingsverband Noord-Nederland (SNN)*



# Arising of the Northeast Corridor (NEC)



## Effort of the Northern Netherlands

Establishment of the network organisation ***Nordconnect***

**Aim:** increasing number of contacts and strengthening networks between governments, business sector, knowledge institutions and cultural institutions in the Northern Netherlands and Northeast Europe

**How?** - organizing joint events  
- stimulating and facilitating joint projects  
- encouraging exchange of knowledge



## Partners

Nordconnect works in close collaboration with:

- The investment and development agency for the Northern Netherlands (called the 'NOM')
- The Chamber of Commerce for the Northern Netherlands
- The three Northern Provinces: Groningen, Friesland, Drenthe
- The mayor municipalities in the Northern Netherlands: Groningen, Leeuwarden, Assen, Emmen
- Other organizations with similar ambitions

*Northern Netherlands Provinces*



## Starting point: Strategic Agenda 2007-2013

### *Three 'key areas' of interest:*

1. Energy sector → Energy Valley
2. Water sector → TTIW Wetsus
3. Sensor Technology → ASTRON/LOFAR

### *Other important sectors:*

- Agribusiness - Chemistry
- Life sciences - Commercial care
- Tourism - IT
- Shipbuilding



## How can we cooperate?

We can cooperate by....

- > Selecting and approaching specific businesses and/or sectors for company visits
- > Providing information about possible business locations and subsidies
- > Arranging introductory sessions with government agencies and/or knowledge institutions
- > Arranging specific site visits

*Northern Netherlands Provinces*



Thank you for your attention

[www.nordconnect.eu](http://www.nordconnect.eu)

