

# Export promotion in the Netherlands

On country, provincial and local level

January 23, 2019





<https://www.youtube.com/watch?v=QpnxVEL5UdY>



# Importance of export for our small country



The economic development agency for the provinces Gelderland and Overijssel, that comprise East Netherlands:

- stimulates economic growth in this region, together with:  
Innovation centers, non profits, local, provincial and national officials and agencies.
- attracts new (foreign) companies.
- provides (financial) support to current investors in strategic growth areas.
- assists individual companies in the process of innovation and internationalization.



- Oost NL is the only partner in East Netherlands of the “Invest in Holland” network.
- “Invest in Holland” is a collaborative team of the Netherlands Foreign Investment Agency (NFIA), regional economic development agencies and several large cities and mirrors our commitment to regional economic development.
- “Invest in Holland” works to provide a continuum of free, confidential support services to new (foreign) investors, as well as existing foreign investors that already have operation in the Netherlands.



## Fun facts about the Netherlands

- More than a quarter of the Netherlands is below sea level.
- An entire province is made from land reclaimed from the sea.
- Dutch people are the tallest in the world with an average of 184 cm.
- 94% of Dutchies speak English as a second language.
- **The Netherlands is the largest beer exporter in the world shipping 1.3 billion liter.**
- The Netherlands is home to more bikes than people.
- There are over 1,000 windmills still standing from 1850.
- The Netherlands has risen to sixth place on the World Happiness Report 2017.

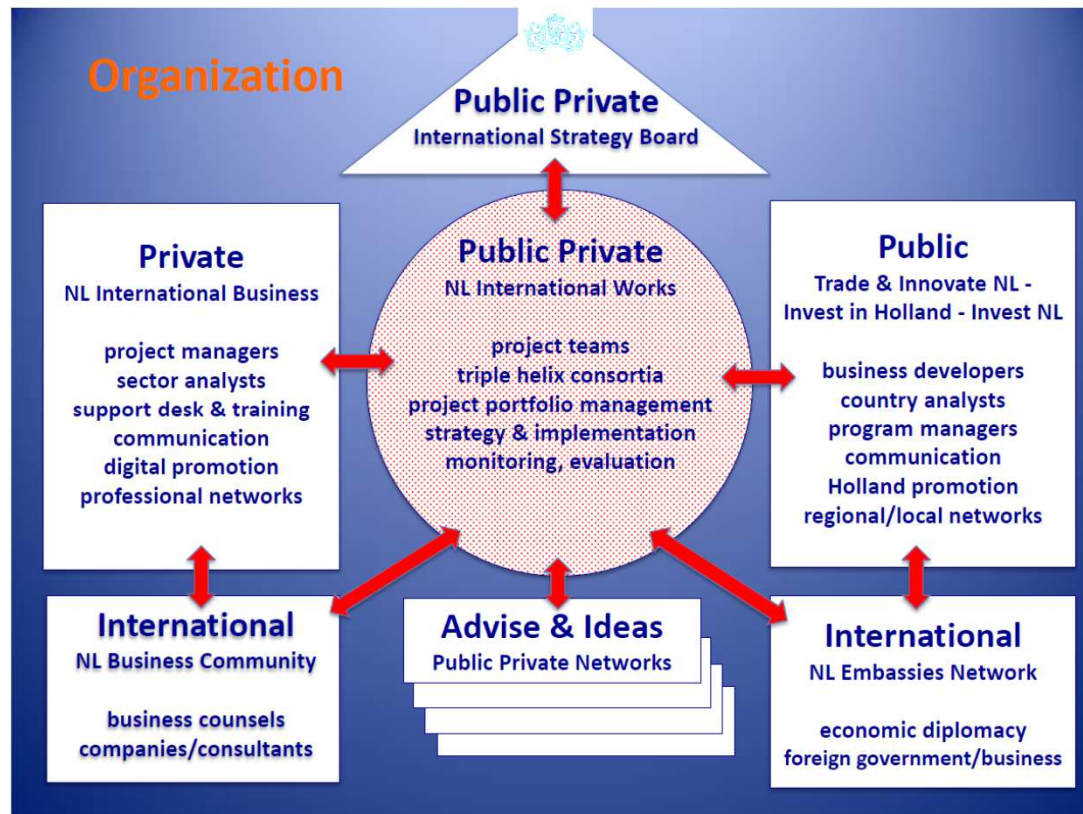


**So much to offer, so difficult to find**





# How is export promotion organised in the Netherlands?





- History of trade promotion in Overijssel.
- 2016, bottom up approach.
- More connection with SME's, their challenges and demands.
- Connect on local, regional and national level.
- Seek connection on national level if possible and efficient.

## Connection with national instruments



- Starters International Business
  - Coaching
  - Mission Voucher
  - Knowledge voucher (tax and legal)
- Financial Instruments (loans, guarantees and credit insurance)
- Trade Missions
- Trade Information (first gear)
- Netherlands Business Support Offices
- Demonstration facility and feasibility studies (DHI)
- Dutch Good Growth Fund (DGGF)
- EU innovation grants

- 2018 Province of Gelderland joined the program.
- 2018 Province of Drenthe “Ikbendrentsondernemer.nl” strong connection with GO4EXPORT.
- 2018 Province of Flevoland used GO4EXPORT as input for their own approach and reaches out for connection with us.
- Trade & Innovate network (Brabant, The Hague region, Rotterdam, Amsterdam, Utrecht).

Together with public and private partners we developed GO4EXPORT.

**To inform and connect:**

- Web portal [www.go4export.nl](http://www.go4export.nl)
- Trade tables
- Yearly GO4EXPORT

**Facilitate:**

- Trade missions & Trade fair participation
- SME's and knowledge institutes
- E-commerce export voucher
- Special Germany approach with “special forces” on Hightech Industry and Agrofood
- Export office China in Liaoning



# Consortium partners GO4EXPORT

## Overijssel



trade office  
zwolle area

NovelT



WORLD TRADE CENTER®  
TWENTE

## Gelderland



WORLD TRADE CENTER®  
ARNHEM NIJMEGEN



- Total program around 2 million Euro in 3 years divided into 8 different categories and project management.
- Portal [www.go4export.nl](http://www.go4export.nl): inform and connect.
- Financial structure. Overijssel pays 100% organizing costs. Coordination Oost NL, activities are divided amongst partners.
- Participating companies only pay their own travel/stay expenses.
- Over 1,200 companies already participated in one or more activities in two years. They value our activities with a 7.7 average.
- Participants highly appreciate this public private partnership as a one stop shop for international trade promotion.
- GO4EXPORT label is known in Overijssel as an example of interregional cooperation between public and private partners and educational institutes.

## A sneak preview into the next phase

- GO4EXPORT 2016-2109 is/was an experiment. A drill in how to act more need driven, cooperate with different regions in Overijssel.
- 2019 Critical review on the different activities.
- 2019 Building a new program 2020-2024. Some suggestions:
  - Attract and keep international talent
  - More focus on individual support during “export journey”
  - Explore new markets
  - Activities to keep our UK friends close to our chest
  - Soft landing programs abroad
  - Best practices from other regions (countries)



- Thanks for your attention! Any questions?





Remco Lucassen  
[Remco.lucassen@oostnl.nl](mailto:Remco.lucassen@oostnl.nl)  
+31 (0)6 2013 2531





**Contact**

Go4Export  
Laan van Malkenschoten 40  
7333 NP Apeldoorn

088 667 01 00  
info@go4export.nl  
go4export.nl



Programmamanager van  
**GO4EXPORT**

**Inside Out EU**  
Interreg Europe

*In opdracht van*

provincie  
**Gelderland**

provincie **Overijssel**