



What makes the Netherlands special?

The Netherlands' centuries-old tradition of creativity, pragmatism, entrepreneurship, openness and collaboration make it the perfect place to find solutions to the challenges society is facing today in the areas of health and wellness, security, renewable energy, mobility and the climate.

The Dutch high-tech systems and materials sector offers pragmatic solutions for these technological challenges. Solutions that, due to the complexity of the challenges, are primarily found in cross-overs in technology and collaboration. The Netherlands is recognized around the world for its products, knowledge and concepts. Its high-tech systems and materials sector has high-end jobs for foreign knowledge workers, skilled workers and teachers. It is also a centre of excellence for research and development in the area of technology and innovation, and promotes collaboration and technology partnerships. The Netherlands offers excellent business conditions for domestic and foreign technology companies alike, and is an attractive place to live and work for entrepreneurs, researchers and students.

Holland High Tech: Global Challenges, Smart Solutions

Smart Energy - Consumers and companies can help reduce our dependence on fossil fuels and help reduce greenhouse gas emissions by using energy efficiently. The emergence of alternative and distributed energy generation combined with a shift from fossil fuels to electricity, as can be seen in the automotive industry, is putting our electrical grids to the test.

The Netherlands is at the forefront of Smart Grid solutions: intelligent electricity networks that regulate the small-scale generation and distribution of energy. These technological innovations and new services will ensure our future energy supply remains affordable and reliable, and will ease the shift towards renewable energy sources. More than 20 organizations in the Netherlands are working together to find and test new solutions.

Smart Healthcare - Increasing population ageing and rising health-care costs raise the question of how we can enable people to live happily, safely and healthily in their familiar surroundings for as long as possible. It also raises the question of what doctors and surgeons have to do to provide effective care. The answers: By using technology applications that improve the quality

of patients' lives at home and in their everyday surroundings; by applying technology as widely as possible across care, convenience and comfort services; by using technology – such as robotics – that helps doctors and surgeons increase their efficacy. The Dutch have a real knack of combining care, mechatronics and IT into smart products and life-enhancing applications, and are masters at multidisciplinary collaboration between doctors, care providers and technology suppliers.

Smart Materials - New sustainability initiatives in energy savings and renewable resources are embraced with open arms. The Netherlands has a lot of know-how when it comes to innovations in areas such as smart materials and smart textiles. Inkjet technology, for example, is a revolution in textile finishing processes because it consumes far less energy, water and wet chemicals, making the production of technical and other textiles more sustainable.

Another example are the light-weight and extremely strong high-quality thermoplastic materials used in the new generation of aircraft and vehicles. These materials enable these industries to cope with rising oil prices and restrictions on CO₂ emissions. The advantages of



mouldable and recyclable thermoplastics enable industries to use these composites in high volumes in industrial production processes.

Smart Safety - Security is one of the major social challenges countries are facing today. Every day, we find ourselves dealing with interconnected networks at home and at work. In a digital economy, computers, mobile phones and the internet simply have to work. New technologies not only provide better safety and protect our privacy, they also add a range of user-friendly services, such as online payment transactions. But security is not only about protecting data. In the Netherlands, high-level efforts are being undertaken to tackle the social challenge of security. New technologies are bringing positive aspects to the table: better security, better privacy and individual identity protection, as well as a broad range of new, user-friendly services.

Smart Mobility - The efficient and sustainable transport of people and goods is essential for our prosperity and well-being. Smart Mobility consists of the smart organization of traffic and the smart use of new technologies and IT. As more and more vehicles hit the road, mobility is one of the biggest challenges

facing businesses, the government and road users. Part of this challenge consists of increasing road-traffic safety and reducing fuel consumption in order to move towards a sustainable economy. The Netherlands is a small, densely populated country with a complex road network, making it the ideal place to test and implement innovative mobility concepts.

Key Enabling Technologies - It is not surprising that the Netherlands also plays a central role in the development of key enabling technologies. The high-tech systems and materials sector facilitates the development of many applications in the energy, food processing, chemical and life sciences sectors. The focus is on innovations in the fields of electronics, mechatronics, nanotechnology, applied materials, manufacturing processes and equipment.

Dutch companies and knowledge institutes invest heavily in European R&D programs. In addition, substantial public-private partnerships have been forged in which industry and government make joint investments to promote the development of new knowledge and innovations. Large and small companies work closely together with research institutes to create a unique and innovative eco structure.

The Netherlands: Smart choice

Place to be

It's pleasant to work in the Dutch advanced technology sector: companies usually have a low level of hierarchy, a multicultural setting and a highly result-oriented approach. It's an environment in which employees from different backgrounds quickly feel at home and develop their talents. The work environment in the Netherlands offers good training, exciting jobs and good living conditions.

The Netherlands has an excellent business infrastructure, an open relationship with the government, knowledge institutes and other companies, excellent technical universities, and work ethics that guarantee high productivity. Many Dutch companies owe their success to their openness and transparency. What's more, the Dutch government is committed to reducing the administrative burden and simplifying regulations, in addition to which its special position as active launching customer plays an important role. The collaboration between industry and knowledge institutes is particularly interesting. A perfect example is the Brainport region of Eindhoven in the south of the Netherlands where creativity and high-tech help shape the future.

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