

# Introducing the Netherlands



Source: Rijkswaterstaat

A country that the Dutch created in the delta of three large rivers, flowing into the North Sea... Where two thirds of GDP are earned below sea level... Where there used to be a lake almost two million acres wide where Amsterdam Airport Schiphol is today... Where innovative and daring solutions for water control protect half of the country against the risk of being flooded. It earned us a worldwide reputation... **We know water.**

A country that was in need of more land for agriculture... Where land was reclaimed from the sea and kept dry: the famous 'polders'. A country supposedly too cold to grow certain vegetables and flowers... Where greenhouses were invented as a solution to this problem. Where Dutch farmers now produce 2.5 times more food per acre than EU farmers produce on average... **We know food & flowers.**



Source: Tomato World



Source: Europe Container Terminals BV, Rotterdam

A country that is the gateway to Europe... Connecting nearly half a billion consumers in the European hinterland to the world's producers... Thanks to the world-class Port of Rotterdam, the internationally praised Amsterdam Airport Schiphol, an extensive network of waterways, Europe's strongest road transport sector and an extensive network of rail links... **We know logistics.**

A country with an open and cooperative attitude... Whose residents have always felt the need to explore what lies beyond its borders... Where the world's first multinational corporation originated in the 17th century. A country where, today, 87% of people who are 15 years or older speak English...

**We know international business.**



Source: Hans Kouwenhoven

## Worldwide ranking

- **1st** Production and auctioning of cut flowers and flower bulbs
- **1st** Number of broadband connections per 100 inhabitants
- **1st** Density of road network
- **2nd** Export of agricultural products
- **2nd** Quality of Water Transportation
- **4th** Largest seaport
- **4th** Logistics performance Index
- **5th** Export of goods
- **7th** Dutch investments abroad
- **7th** Import of goods
- **8th** Foreign direct investment in the Netherlands
- **9th** Export of commercial services
- **9th** Import of commercial services

## Facts & figures

- **Form of government** Parliamentary democracy, constitutional monarchy
- **Capital city** Amsterdam
- **Seat of the government** The Hague
- **Composition of the country** 12 provinces, overseas territories of Aruba, Curaçao and St. Martin
- **Language** Dutch
- **Monetary unit** Euro
- **Population** 16,735,100 (January 2012)
- **GDP** 705 billion \$ (2010)
- **Per capita income** 42,475 \$ per capita (2010)
- **Export partners** 1) Germany 24.1%; 2) Belgium 12.1%; 3) France 8.9%; 4) UK 8.0%; 5) Italy 4.8%; 6) US 4.1% (2011)
- **Import partners** 1) Germany 16.7%; 2) Belgium 10.0%; 3) China 8.4%; 4) UK 6.7%; 5) US 6.6%; 6) France 4.6% (2011)
- **Dutch investments abroad** 890 billion \$ (2010)
- **Foreign direct investment in the Netherlands** 590 billion \$ (2010)
- **Command of foreign languages** English (87% of > 15 years old), German (66%) and French (25%)

*Knowledge is power. Sharing knowledge is more powerful. Doing business the Dutch way is doing business with you and for you! It's not about quick fixes or easy money, but about cooperation and consideration of individual needs of partners... Trade is in our DNA. It makes us **Pioneers in International Business.***

Sources: Holland Compared, CBS, World Bank, IMF, OECD, WTO, UNCTAD, EIU, IMD Business School