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**Moderator questions in Bold**, Respondents in Regular text.

**KEY: Unable to decipher** = (inaudible + timecode), **Phonetic spelling** (ph) + timecode), **Missed word** = (mw + timecode), **Talking over each other** = (talking over each other + timecode).

Martijn van Hoogenhuijze: Good morning everybody, welcome to our session about cyber security in the Netherlands. We are giving this presentation on behalf of the Invest in Holland Network, that's the promotional network of the Netherlands and we at Innovation Quarter are part of it. We represent the Rotterdam - The Hague region. We is me, Martijn van Hoogenhuijze, Martijn is easier if you're a native English speaker and Philip Meijer. We're going to take this presentation, we're going to take turns, so I'm gonna do a slide, Phil's gonna do a slide, I'm gonna do a slide, not to worry too much. There's a lot of information, don't, you don't have to take notes, it will be presented to you (ph 00.41) later, this presentation, so feel free to contact us afterwards during the Q & A or at any stage, any later stage if you are in the Netherlands, you're always welcome. We're more than happy to help you.

Philip Meijer: Yes, hello. My name is Philip. Here's our table of contents, we'll walk you through our presentation addressing relevant topics regarding the Netherlands.

Martijn van Hoogenhuijze: If you look at the strengths, there's quite a few that we think we are strong in. One of them is the strategic location. We're based in the Eurozone of course with the Court, next to the Sea and the international business climate and quality of life are also renowned. The labour force is highly skilled, we have quite some political and economic stability and our superior logistics are often very good for companies to be part of the Netherlands and part of Europe.

Philip Meijer: Our country is home to a fast growing cyber security landscape. There's almost 700 firms with cyber security as a core business and most of them are based on the left side of the country in our Rotterdam - The Hague area, right there on the map where it says 32%.

Martijn van Hoogenhuijze: Yes, if we look at the sub-sectors and the Dutch expertise, of course there's a lot, if you break it down, there's a lot of consultancy of course, just like anywhere, but thanks to the strong industrial economy we also have quite a few companies that are pretty good at the OT and, because there is so much internet everywhere, we'll get to that later, of course the network security is quite big in the Netherlands and being an international ecosystem sector pretty much cyber, anything you can find anywhere, is also in the Netherlands. But I think these two are the main specifics for the Dutch sector.

Philip Meijer: The Netherlands is considered to be the secure and digital gateway to Europe. We are basically one of the most connected countries worldwide, with almost 300 data centres. We have the

world's largest internet exchanges, such as the Amsterdam Internet Exchange and most of us Dutch have internet broadband connections.

Martijn van Hoogenjuijze: Yeah also if you look at the digital economy we're ranking pretty good in the World Digital Competitiveness rankings from 2020, second, third, fourth, seventh, and I think we rank first with our above basic digital skills and we're just quite a digital economy that's, I think, the takeaway from this slide.

Philip Meijer: This slide basically shows that we are, yeah, part of the European Union and our country is based in Mainland Europe aligning with European standards such as the General Data Protection Regulation, GDPR, the Network and Information Systems Security Act, the NISA, and also the Dutch Telecommunications Act.

Martijn van Hoogenjuijze: Yes and we try to collaborate within the cyber security ecosystem and we like to refer to this as a triple helix, or triple helix. Basically businesses collaborate with knowledge institutions and government and they try to strengthen each other's R&D and innovation, share knowledge and with the educational skills are sometimes educating people from all groups simultaneously. There's a lot more understanding between the three sectors, if you will, and the triple helix is, I think, part of the success on why the Netherlands also has a vibrant cyber security system.

Philip Meijer: So, our country has a strong IT labour force, counting more than 450k IT professionals. Many of them hold a Bachelor's or a Master's degree and I guess in general the Dutch government invests heavily in IT programmes to stimulate and help grow our IT population to be ready for future since the Netherlands is in a digital transitions right now. Of course we are also part of the Schengen area enabling you to find IT staff in the Netherlands. You can find them here in our country, you can find them anywhere else in Europe due to our free flow of people and goods and if you can't find them in Europe you can also get them over in two weeks, those IT people, with our highly skilled migrants procedure.

Martijn van Hoogenjuijze: The Dutch cyber security talent, yeah, there is-, there is much research going on, I think that's the takeaway from this slide. 26 research groups, many students are choosing an IT degree, pure cyber security degrees from 11 universities, about 1,300 cyber security students, over 150 PhDs from all over the world studying in the Netherlands and trying to strengthen the knowledge in the field of cyber.

Philip Meijer: Here you see an overview of our top universities and their IT graduates. Our academic universities are focussed on research and science and our universities of applied science focus on applying science to practice which is a, a subtle difference.

Martijn van Hoogenjuijze: Yes, here are some of the universities that are specialising in cyber.

Amsterdam, Leiden, Delft, Tilburg, Maastricht, Eindhoven, the Radboud University, many, many of them. These are the academic ones.

Philip Meijer: Yeah and then there's nine universities of applied science offering cyber security studies throughout the Netherlands.

Martijn van Hoogenhuijze: Research initiatives in the Netherlands, there's quite a few research initiatives, this might be interesting for you guys as well. of course Amsterdam holds the financial sector of the Netherlands, all the big banks are there and with the AMSec that brings together experts from a variety of disciplines to study the aspects of cyber security within the field of financials. The Hague being the centre of the government of the Netherlands it holds the European Cyber Crime Center, Europol, Eurojust, the European Network for Cyber Security but also the NCIA, the NATO Cyber Agency. It also holds a Security Delta, it has a campus, offices can reside there, a lot of the companies that we help into the Netherlands they land there because the ecosystem is near. They have Cyber Security Academy, we've got funds for security, TNO has a centre for applied research. Maastricht, all the way down south, very close to Belgium and Germany, has the European Center on Privacy and Cyber Security. it's more focused on the legal issues related to personal data protection and cyber security. And Enschede, coming from the technical university that they have there, a great university. they also have the Digital Society Institute. It's the largest IT research institute of the Netherlands and connects security research with other disciplines, such as critical infrastructure, terrorism or transport networks.

And in Eindhoven, also a bit down south, there's the Dutch Institute for Technology, Safety and Security and they connect public and private parties to solve security issues throughout technological and societal innovations. for instance, they did, in one of the bar streets, they did a camera and sound detection project, very nice, very interesting. they have the Cyber Resilience Center with Brainport to support the high tech manufacturing industry that is based down south mostly. The JADS and BrainBloc. So, quite some research in the Netherlands.

Philip Meijer: The Hague is known as the city of peace, justice and security but it's also home, just like Martijn just mentioned, to the seat of the national governments and it's the centre of gravity for our Dutch security ecosystem, our cluster, which is called HSD, the Hague Security Delta. And within our cluster you'll find international security organisations, security related government agencies, security related initiatives, but also many companies which are shown on the next slide.

Martijn van Hoogenhuijze: Here's an overview of the Dutch cyber security market landscape, at Innovation Quarter we spent quite some hours figuring this out. Nice to get a feel of the companies that are already here and the companies that we are trying to attract to the Netherlands that are not here yet but they might be in the future. So, if you would ever decide to set up in the Netherlands we can definitely put your logo on this little map. Might be some familiar names here.

Philip Meijer: Yes, this is a slide about sales. If you are looking to carry out sales activities here there's many bartering opportunities with more than 350 potential partners, such as re-sellers, system integrators, distri's (ph 09.21) and MSSP's. You could also connect with IT companies and cyber companies which are already here and have a market share in either the Netherlands or in other European countries. At Innovation Quarter we have an overview, a list of these 350 potential partners, so if you're interested we are able to share this list with you.

Martijn van Hoogenjuijze: Yeah here's a quote of a company that we actually invested in, Cybersprint. At Innovation Quarter we try to attract companies to the Netherlands, we help companies with their business development here and there and we invest in companies. Cybersprint says that the Dutch banking sector was among the first in the world to digitalise its business and services, and therefore creating a new demand for a cyber security solution. Obviously they're profiting from it, so a nice quote about the ecosystem I think.

Philip Meijer: Yeah there's a growing demand for cyber security technology, billions and millions are spent on IT and cyber security but at the same time there are just too many cyber incidents, unfortunately, still. So, what you see on this slide is that annually the amount of cyber securities grow in the Netherlands.

Martijn van Hoogenjuijze: If you look at the cyber security crossovers there's a couple of sectors in the Netherlands that are quite strong and they have, all have their own security challenges. For instance, the finance sector of course worldwide is probably the most up to date sector that you can think of. I think we hold the world's 6th largest pension capital funds, the AEX, the European share trading index and a growing fintech community. A lot of that takes place in Amsterdam. If you look at water and energy, if you look at the Netherlands, 26% of the Netherlands is situated below sea level. There's a bit of a challenge there and of course the systems are being hooked up to the internet more and more so a challenge in protecting those. High tech systems and materials produces the sector value, I think, of about €140 billion per year and there's quite a lot of investment in R&D. Now, cyber security has to come at an early stage in these things so the OT and IOT systems are very important. Agrifood and horticulture, I think we're the second world's exporter of goods. Yeah, a lot of stuff going on there, we need to protect that as well and of course life sciences and health, there's European medicine agencies here, many of the big pharma companies are also situated in the Netherlands. And last but not least maritime and logistics, we've got the number one port of Europe, we used to be of the world but right now it's of Europe because the Chinese started building of course, and it's highly automated. So many cyber attacks happen on a daily basis. We need to protect our maritime and logistics.

Philip Meijer: Yeah and should you have a unique proposition with your company, perhaps coming from Northern Ireland, it might be quite relevant to the sectors that Martijn has just mentioned. Maybe they could use your solutions or your products. Also interesting is this overview of the many government agencies and international organisations that we-, that we have here in the Netherlands. Many of these organisations are located in The Hague city.

Martijn van Hoogenhuijze: Taxation, most exciting part of the presentation maybe. If you look at the Netherlands we're not doing bad. UK is doing better, according to this slide, but we're doing pretty decent. Many many, if you want we can inform you a bit more in-depth, for now just know that we're on top of our game.

Philip Meijer: Yeah, the Netherlands has quite a decent tax system in place, for instance the corporate income tax for profits up to €395k is 15% and it's 25.8% for any profits beyond that €395k. Also, to avoid double taxation in the Netherlands we have many tax treaties in place with other countries, around 800 of them, and then there's the various tax exemptions such as the 30% ruling, the WP, WBSO and the Innovation Box which are all focusing on lowering your tax burden.

Martijn van Hoogenhuijze: Business climate, excellent country for doing business. Many rankings in the top one by Insead, the World Economic Forum, also a couple of number twos, threes, fours, fives so I think if you look at the Netherlands, the talent, the connectedness, it's all there.

Philip Meijer: Looking at this slide perhaps it comes as no surprise that many companies choose the Netherlands as their ultimate destination for business. In 2020 alone more than 300 foreign companies chose to locate or expand into the Netherlands. They were together creating 8,600 jobs and investing a smashing €1.9 billion into our economy.

Martijn van Hoogenhuijze: Quality of life, pretty high in the Netherlands. A lot of the clients that we work with that are actually relocating to the Netherlands they love it and even when their jobs anyway they sometimes like to find jobs within the Netherlands because they like the quality of life so much. According to this ranking, it's from 2021, from last year, we're third in the world so we're very happy with that. It's a safe country, it's a beautiful country, it's a flat country, you can bike everywhere. Yes, it's good.

Philip Meijer: Four Dutch cities rank in the Dutch city most liveable locations for European ex-pats. As you can see here in the graphic the Dutch cities are The Hague, Eindhoven, Amsterdam and Rotterdam. I myself live in The Hague, really happy about it and I guess Martijn is also really happy living in Rotterdam.

Martijn van Hoogenhuijze: Yeah it's not fair that you guys are third and we're 12th if you ask me but no, in all honesty, The Hague has a bit more of that cosmopolitan vibe with all the embassies and everything. Happiness levels across the globe, fifth in the world. There's a couple of Nordic countries and Switzerland that beats us, for some reason. Don't know why, they've never asked me how happy I am I think but it's, it's just, I think it conveys the message that the Netherlands is a safe, good and nice country to live in. That's the takeaway from this slide.

Philip Meijer: Here's a quote from Sectra which is basically a Swedish company and they leverage our Dutch culture to position themselves internationally. As the quote explains here the Dutch opinion matters and is respected globally.

Martijn van Hoogenhuijze: Doing business in the Netherlands, a little bit about the Dutch culture now. What are typical Dutch characteristics? You could say in general, every person is unique of course, but in general you could say that the Dutch are quite direct, they're opinionated, happy, hence the happiest in country in the world, well, fifth, but still. Realistic, punctual and cheap. Oh wow, we're cheap, yeah, well, yeah, maybe. The hierarchy of Dutch business culture, egalitarianism and openness, we have horizontal structures, executive only displays power when it's really necessary, basically the boss is part of the group. Employees take a lot of initiative and in my experience they ask why. Like, for instance, if I tell anybody from my team, 'Could you do this, or that?' I love it when they say, 'Why? Why? What's the need? Where's the urgency?' I think it makes them responsible and, yeah the Dutch business strategy and planning I think is cautious and pragmatic, step by step, and we're not experts as managers but rather problem solvers of facilitators. And the business decisions, most business decisions are made on the basis of consensus. Suggestions from all workers are welcome, reaching decisions sometimes might be time consuming but I think implementation is usually quite fast and efficient.

Philip Meijer: Yeah, looking at meetings the Netherlands. Usually we have informal meetings but they are held at fixed times. We use protocols and agendas, they are usually part of our meetings. Everyone is expected to make a contribution, regardless of their position and it's really important to come prepared to a meeting. It has to do with time efficiency and it's important to the Dutch foreigners. When we meet them they often perceive Dutch meetings as a bit ineffective, but on the other-, on the other hand, the Dutch try to make sure that everyone is heard. Negotiations in Dutch business culture, we like to get down, right down to business and proceed at a rapid pace. We can be seen as tough and persistent negotiators, however, we really value honesty and reliability. Time perception and keeping appointments, yes, to us, time is money so we prefer not too much small talk. We have structured agendas and not only in business but also in social life. A five to ten minute flexibility window is permitted, if you go, yeah, further or beyond that ten minute time window you could be considered as perhaps unreliable. Wining and dining, this is interesting. Lunch is a necessity, not so much a social event. We eat sandwiches everywhere, behind the computer, during meetings, even which having a walk outside and if you have dinner with the Dutch, obviously we do have some small talk but we prefer to keep business as our main topic. If you would like to discuss topics outside of the business conversation you could go into your home country, cultural events, sports, families and also even hobbies.

Martijn van Hoogenhuijze: We are the Invest in Holland Network we can roll out the orange carpet, as we call it, for you. Invest in Holland is the national network of the foreign, the Netherlands Foreign Investment Agency, and Innovation Quarter as a regional development corporation is part of it. FDI, foreign direct investment, is the name of the game. We're here to support you, we're your friends on the ground, basically. We can connect you with open networks, the regulators, with the clusters, the consultants if needed. We are more than happy to organise a fact finding trip for you, we can even do it digital in these days of course but we'd love for you to come over and we can show you around the

premises that we have on offer and meet some interesting people. We can inform you about the incentives, the business locations, all the regulations and procedures that are in place. We've got the networks of people who know in depth about taxation, for instance, or can guide you with visas if needed if you're attracting maybe talent from Brazil, or India, or whatever. And we provide you with free support and of course we're confidential. So that's our offering.

Philip Meijer: Yeah and this is us, Martijn van Hoogenhuijze and Philip Meijer. We're here to answer your questions during the Q & A and should you be interested to learn more we can also organise a separate meeting. So thanks for attending our session, and let's, let's stay in touch. Captions by [www.takenote.co](http://www.takenote.co)