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O&A

Exploring the Dutch Market

To learn more about the opportunities and challenges presented by the Dutch market, *inews* speaks with Adeline Tan, Project Manager at the Netherlands Foreign Investment Agency (NFIA) in Singapore. NFIA has assisted many foreign business to expand to the European region through the Netherlands.



Q: How would you characterise the current state of the Dutch market?

A: The financial crisis which started in the US, has spread to Europe, Japan and Singapore, and it would be foolish to say that the Dutch Economy is not affected at all. As in international trade, we are all inter-connected.

However, the strong fundamentals in the Dutch economy with regards to the investment climate will ensure that the Netherlands will remain stable in the current state of the market.

Q: How favourable is the Netherlands for foreign investors? In what ways?

A: The Netherlands is a strategic location in Europe with access to a huge market within the current and future European Union (EU), the Middle East and Africa. It has a strategic central location - 160 million consumers, which is half of the EU, within a 300-mile radius.

Within Europe, the Netherlands has a highly international business environment with an openness to foreign investment. The Netherlands also has superior logistics and technological infrastructure with a highly educated, multilingual and flexible workforce.

With a favourable fiscal climate and high quality of life, the Netherlands is in fact a very friendly location for foreign investors.

Q: Which industry sectors hold the most promise for Singapore companies looking to expand into the Netherlands?

A: Singapore and the Netherlands has many areas of synergy in water, clean and green energy, research and development in biomedical sciences and logistics distribution, just to name a few.

Q: What types of businesses are most likely to flourish in the Netherlands?

A: It really depends. Most businesses in the Netherlands benefit from the welcoming business climate and will not find it a big problem to function in the Netherlands. For initial business information, the NFIA will be able to provide companies with the relevant information for them to make the best decisions possible to ensure that their business in the Netherlands will go smoothly and flourish.

Q: What is the easiest way to gain entry to the Dutch market, and why?

A: There is no one answer to this question, as it really depends on the nature of the business. I would recommend for the company to contact the NFIA to arrange for a one-to-one appointment to understand more before coming to a conclusion on the best way to proceed.

Q: Generally, what are the initial steps that Singapore companies should take, if they are interested to expand into the Netherlands?

A: The first step should be to contact either Linnie Mackenzie, or myself, Adeline Tan, to arrange for a meeting for us to provide you with information about the Netherlands. The NFIA is part of the Dutch Ministry of Economic affairs, and we assist Singapore companies who are looking to set up operations in the Netherlands to target the European market. Thus, we act like a 'one-stop' shop for businesses to get information and important contacts. NFIA's services are all confidential and free of charge.

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FEATURED IADVISOR



Name: Linnie Mackenzie
Company: NFIA
Expertise: Market Entry
Market: Netherlands

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