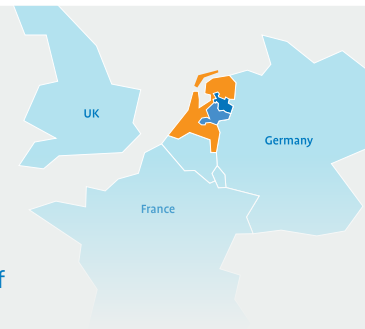




# No. 1 Agtech and Foodtech ecosystem

Tiny country **The Netherlands** is changing the way the world farms, combining business and practical experience with leading research and developments (source: National Geographic). East Netherlands is home to **number 1 Food and Agriculture University Wageningen** and the **most entrepreneurial university of the Netherlands, Technical University of Twente**. Foodvalley, around Wageningen, tops the list of appealing investment regions for many agrifood innovators worldwide and has an ideal mix of multinationals, small and medium enterprises, startups and research institutes.



## East Netherlands: a highly innovative agtech cluster

*“The choice for The Netherlands was based on several reasons: the level of education, a multilingual population, easily accessible by road, train and air and very well connected to the rest of Europe. The Netherlands is furthermore frontrunner in agriculture, with Wageningen University and Research (within 20 minutes drive from Heumen) as its beating heart.”*

**Alfred Rol**  
Regional Business Manager - EMEA,  
Ag Leader

*“Wageningen University & Research is the number one agriculture university in the world; internationally they are highly regarded and we have maintained a close relationship with them for many years now.”*

**Peter van der Vlugt**  
General Manager,  
Kubota Innovation Center Europe

## M Business climate



Wageningen and the surrounding **Foodvalley** are home to a vibrant, highly educated, international research community dedicated to food, nutrition and agricultural sciences. With more than 3,000 agrifood related companies, institutes and a community of more than 10,000 agrifood experts from over 110 nationalities, it has become an internationally acclaimed R&D hotspot. **Wageningen University & Research** forms the center of an agrifood research hub.



Three Research Universities and five Universities of Applied Sciences educate multi-skilled talent for future challenges in agrifood such as nutrition, biobased materials, agtech and protein transition.



**Companies**  
East Netherlands is home to companies like, on Agtech: Ag Leader, JoinData, Nedap, Agrifirm, Dorset, Sieplo, Lely, Kubota, VDL Jansen, AgroCares, Corvus Drones, Keygene and on Foodtech: ABB, GEA, Marel, Buhler, Duravant, Royal Kaak, Rademaker, Qing and many more.



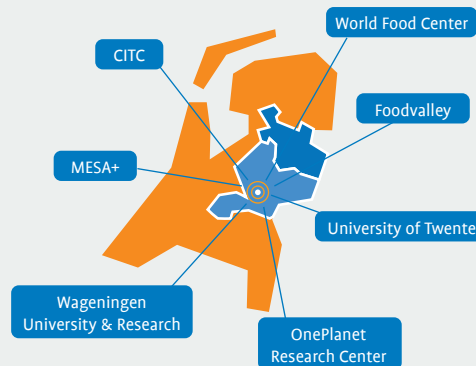
## Open and innovative

Joint research programs with the Universities of Wageningen, Nijmegen and Twente and top-class research institutes, like OnePlanet Research Center, Mesa+, Chip Integration Technology Centre (CITC) and LEO Center for Service Robotics offer new smart agriculture solutions.



**5th** Most innovative country in the world  
GII 2022

### Excellence in Agriculture and Tech



## Business support

**Foodvalley** – the primary knowledge intensive agrifood ecosystem in the Netherlands.

**Shared research facilities** provide access to state-of-the-art facilities.

**Fruit Tech Campus**, the hub for Fruit Tech education and innovation.

**CITC**, Chip Integration Technology Centre, development of chip technology for smart farming application.

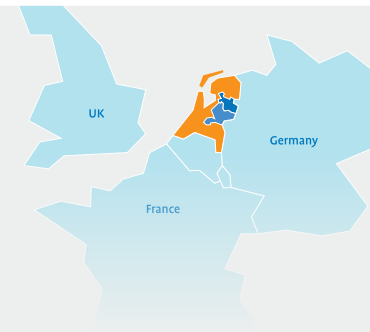
**OnePlanet Research Center**, a collaboration between imec, Universities Radboud, Wageningen and Radboudumc. Focus on the development of nanotechnology & agriculture/health.

**MESA+**, a leading nanotechnology research institute.

**StartLife** supports Food & Agri startups into leading enterprises.



# Oost NL has successfully supported **1,100** companies from all over the world



## Top talent



Three Research Universities and five Universities of Applied Sciences educate multi-skilled talent for future challenges in agrifood such as nutrition, biobased materials, agtech and protein transition.

### Number of students, East Netherlands

**49,300**

research university students

**93,800**

university of applied sciences students



**105,500**

students in vocational education

Source: CBS, 2021/2022

**Wageningen University & Research** – for many years ranking world's number 1 food and agriculture university.

**Aeres University of Applied Sciences** and **Van Hall Larenstein University of Applied Sciences** are also active in the 'green' domain.

Due to its position in Europe, the East Netherlands attracts many international students and researchers. Hosting three international schools, the region offers a quality setting for international talent workers and their families.



## Funding

Agriculture and food innovations are funding priorities within the European Union. These funds are an important vehicle to connect your food developments to the European market.

**95.5 billion**

budget for cooperation in R&D through EU Horizon 2021-2027 program



As a partner of the Dutch and EU governments, Oost NL is a qualified intermediary in helping you to access EU, national and regional funding.

**255 million**

regional participation fund



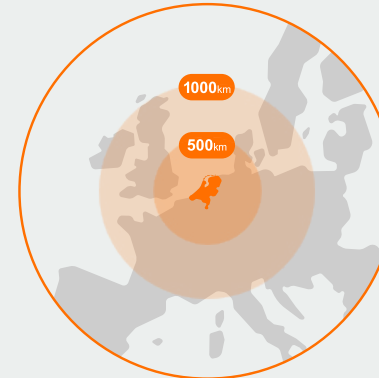
**100 million**

innovation grants & incentives



## Market access

**95%** of Europe's most lucrative consumer markets are just **around the corner**



- 244 million consumers within 2-3 days by road
- 170 million consumers within 1-2 days by road



**6** International airports in 1.5 hour drive

Beyond being the most wired country in Europe and having the continent's fastest connection speeds, the Netherlands has the world's second-highest penetration of household broadband connections.

## Oost NL - Your support for success in business

Oost NL is the economic development agency for East Netherlands.

### Invest in Holland

Oost NL works closely together with partners in the Invest In Holland network. Our main partner is the Netherlands Foreign Investment Agency.

We have access to resources -funding, network of business and research partners- to help you succeed in establishing and growing your European business.

### Contact:

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we are the **5th** happiest country in the world

World Happiness Report 2023