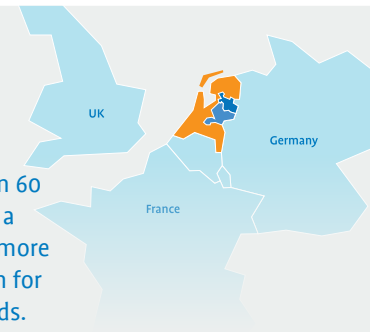




# Green proteins

The Netherlands is an agrifood powerhouse, world's number 2 exporter of food products and home to world's number 1 food and agriculture university in Wageningen. The East Netherlands boasts more than 60 companies and research institutions working at the forefront of protein-transition technologies. This is a globally-necessary transition from diets requiring high volumes of animal protein to diets based much more on vegetable protein. This significant concentration of knowledge and experience forms a solid platform for expanding the export of products, concepts and technologies developed with partners in the Netherlands.



## East Netherlands: a highly innovative agrifood cluster

*"Our new facility in Enschede will not only bring production closer to the consumer, representing an investment in the markets and communities we serve, but is expected to allow us to leverage local supply chains, improving our cost structure and sustainability of operations. We are excited to take this next step in bringing the nutritional and environmental benefits of our plant-based meats to the European consumer."*

**Ethan Brown**  
Founder and CEO, Beyond Meat

*"Dutch business people are known for being intelligent and working efficiently. They also speak English well, and it's easy to operate across the whole of Europe from the Netherlands. In Raalte, we have all the facilities we need: We can receive people well here, the access roads are good, and our office is located in a beautiful location in the middle of all kinds of companies"*

**Esther Vissers**  
Director,  
Anderson Advanced Ingredients

## 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.

- 2nd largest exporter of agricultural products worldwide
- 90% of Dutch are fluent in English and many speak German, French and other languages

**Foodvalley** – the primary knowledge-intensive agrifood ecosystem in the Netherlands. It offers a platform of resources and opportunities to an (inter)national business network to accelerate innovation and market introduction.

### Companies

Anderson Advanced Ingredients, Beyond Meat, Bolt Threads, Friesland Campina, FUMI, KraftHeinz, NIZO, Nestlé, Ojah/Kerry Group, Unilever, Upfield, Vivera, Ynsect, among many others.



## Open and innovative

Joint public private research programs with the Universities of Wageningen (Food), Nijmegen (Health) and Twente (Tech) and top-class research institutes develop innovative food applications.



**Most innovative country in the world**  
GII 2017-2020

With a highly educated population, good infrastructure, pleasant housing and living conditions and competitive fiscal climate, the Netherlands attracts many foreign companies – from small and medium enterprises to Fortune 500 corporations.

The Netherlands ranks 4th worldwide, by Forbes' Best Countries for Business 2019.



## Business support

The **Protein Cluster** assists suppliers of plant protein ingredients, semifinished products, consumer products and technologies in developing and commercializing their innovative products.

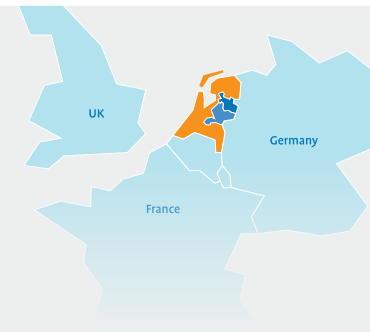
**Shared facility finder** is an initiative of Foodvalley NL and Wageningen University & Research. More than 50 facilities and 300 pieces of advanced equipment can be found. [www.sharedfacilityfinder.com](http://www.sharedfacilityfinder.com)

Contract Research powerhouse **NIZO**, a private and independent company, assists companies worldwide with manufacturing of ingredients, with their expertise on food safety, health benefits and smart processing. NIZO builds on over 70 years of experience.

The **Wageningen Food and Biobased Research** institute is world renowned research institute of Wageningen University & Research, offering ample opportunities for companies to collaborate and build upon the expertise of Wageningen.



# Oost NL has successfully supported over 1,000 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

**48,000**

research university students

**93,000**

university of applied sciences students



**106,000**

students in vocational education

source: CBS, 2020/2021

**Wageningen University & Research** – for many years ranking world's number 1 food and agriculture university. WUR mission is: 'To explore the potential of nature to improve the quality of life'. This is achieved together with industry, governments and research institutes around the world.

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

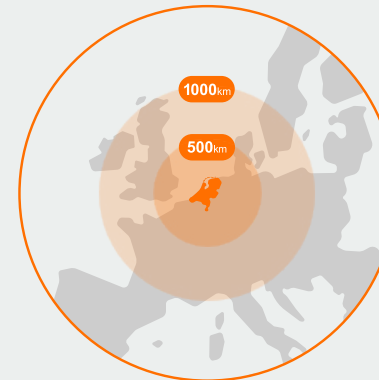


## Market access

The Netherlands is a gateway to European markets, with an open market approach, business-friendly fiscal climate, and a multilingual workforce.

**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**

## 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 program. 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.

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