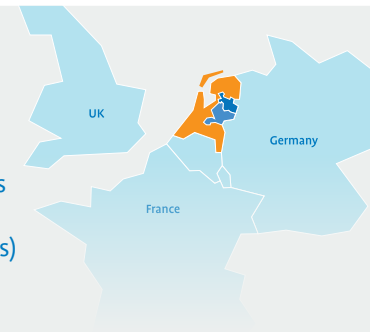




# No. 1 food region in Europe

The Netherlands is an agrifood powerhouse; the world's number 2 exporter of food products and home to number 1 food and agriculture university in Wageningen. East Netherlands, including Foodvalley, tops the list of appealing investment regions for many agrifood innovators worldwide. This food region has an ideal mix of multinational companies, research institutes, small and medium-sized enterprises (SMEs) and startups.



## 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 of Beyond Meat

“We chose Wageningen because of the proximity of Food Valley and other research institutes and facilities. Here we can develop products that are particularly suitable for the European market.”

**Yuzaburo Mogi Honorary,**  
CEO & Chairman of the Board at Kikkoman

### Business climate



The food region is home to companies and institutes covering the full chain from ‘farm to fork’, and from fundamental research to practical solutions and products. East Netherlands is attractive for manufacturing, logistics and R&D intensive companies. The exquisite logistics infrastructure enables food producers to easily store and transport their goods to the European market. The region consists of over 3,000 agrifood related companies, institutes and a community of more than 10,000 agrifood experts from over 110 nationalities. Wageningen University & Research is the vibrant center of a highly educated, international research community dedicated to food, nutrition and agricultural sciences.



#### Companies

The list of globally operating companies in the East Netherlands includes household names such as: Kraft Heinz, Unilever, Nestlé, Cargill, DSM, FrieslandCampina, Kikkoman, Mérieux NutriSciences, Givaudan, Yili, Arla, 2 Sisters Storteboom, Hoogwegt, Synthite, Bieze Food Group, Europastry, Moba, Vion, Jansen Poultry Equipment and also Agrifirm, Bayer, De Heus Animal Nutrition, ForFarmers, Ben & Jerry’s, Abbott, Vivera, Beyond Meat Keygene, and Kubota



### 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.

Graduates from applied science universities and vocational schools in the region generate skilled employees.

The food region offers companies attractive locations for settlement. East Netherlands hosts business parks with sustainable energy supply and exquisite infrastructure.

Due to its position in Europe, East Netherlands attracts international students and researchers. Hosting three international schools, the region is attractive for international professionals and their families.



**Most innovative country in the world**

GII 2017-2019



### Business support

East Netherlands offers a platform of resources and an (inter)national business network to accelerate innovation and market access.

**NIZO** has one of the largest food grade industrial pilot plants in the world.

**TOP Food Lab** offers facilities and knowhow for companies to develop and produce innovative food products.

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

**Foodvalley NL** offers a network association for companies.

**Innova Market Insights** can support market launches for new food and beverage products with market insights from an extensive tracking systems in more than 75 countries.

**Kennispoort Zwolle** assist entrepreneurs in the region of Zwolle.



# Oost NL has partnered with over **900** companies for success in Europe



## Top talent



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

Number of students, East Netherlands

**43,000** research university students  
**85,000** university of applied sciences students



**104,000** students in vocational education

source: CBS, 2018/2019

Wageningen University & Research is the world's number 1 food and agriculture university.

Aeres, Van Hal Larenstein, Saxion, HAN and Windesheim are all universities of Applied Sciences in East Netherlands and generate students with theoretical and practical experience in the 'green' or business domain.



## Funding

Agriculture and food innovations receive funding priority within the European Union and the Netherlands.

**80 billion** budget for cooperation in R&D through EU Horizon 2020 program

As a partner of the Dutch and EU governments, Oost can help you to access EU, national and regional funding

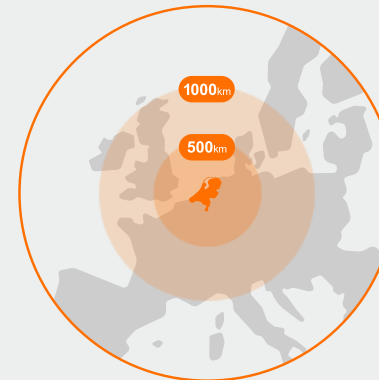
**255 million** regional participation fund  
**100 million** innovation grants & incentives



## Market access

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

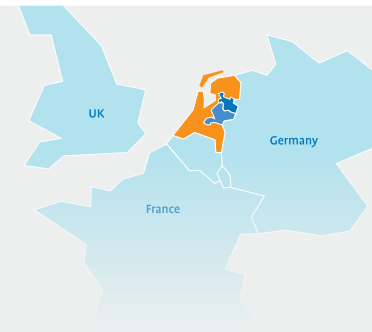
**95%** of Europe's most lucrative consumer markets are just around the corner



- 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 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.

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