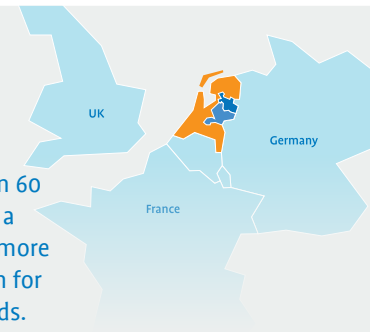




# Green proteins

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

*"Opening the new office and laboratory in Wageningen is another step in our journey. We have many important customers located in Europe. It has been a necessity for us to come closer to the European companies so that we can serve them better."*

**Dr. Viju Jacob,**  
Managing Director, Synthite Group

*"Heinz is been in the Netherlands for over 50 years. And it is an easy, safe and friendly place to live. Which means we can find the best global talent to work here."*

**Andrea Budelli,**  
Vice President - R&D Europe  
Kraft Heinz, Nijmegen

**Asian Dairy Giant Yili Opens New Innovation Center in the Netherlands**  
*The new facility is located in the PlusUltra building on the Wageningen campus. From here, Yili will coordinate its European R&D activities. It has the aim of expanding and strengthening cooperation with European companies, universities and research institutes.*

## M Business climate

**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.

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

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

### Companies

Micreos, Top BV, Friesland Campina, Unilever, Kikkoman, Noldus, Soilcares, KraftHeinz, Ojah/Kerry Group, NIZO, Grolsch/Asahi, Vivera, among many others.



## Open and innovative

The Netherlands has the 18th largest economy in the world and the 6th largest in the European Union.



**Most innovative country in the world**  
GII 2017-2019

In 2016, foreign companies made inward direct investments in the Netherlands worth EUR 801 bln, placing the country at the seventh position as the largest recipient of foreign direct investment (FDI).

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 is ranked 3rd, worldwide, by Forbes' best countries for doing business.



## Business support

### The Green Protein Accelerator

East Netherlands is home to a unique testbed facility for experimental development of innovative and sustainable protein ingredients and products, which is hosted by Bobeldijk Food Group. Startups are invited to develop and scale-up their green protein based products.

### The Protein Competence Centre (PCC)

is on the forefront of innovative protein research through collaboration of food and feed companies and knowledge partners. PCC partners are collaborating on several bio-refinery projects to develop innovative methods to extract proteins from plant material, microalgae and insects.

**Startlife** supported more than 170 startups that develop technological innovations in the domains of Food and Agriculture. Growing Food & Agri startups into leading enterprises.



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



## 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

**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** – 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.

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

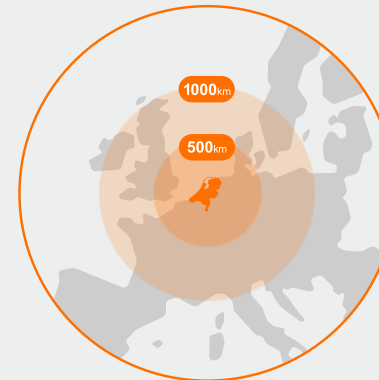
**100 million** innovation grants & incentives



## Market access

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

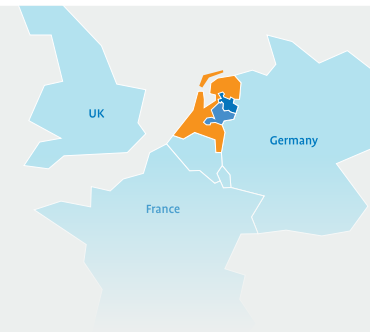
**95%** of Europe's most lucrative consumer markets are just around the corner



- 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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Development Agency

