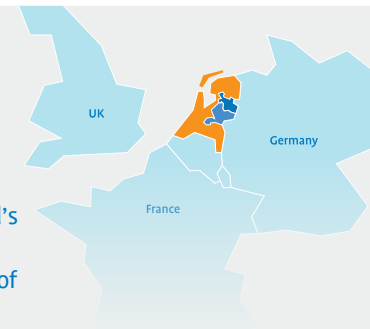




Agrifood

Soft landing for innovative startups and scaleups in Holland

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. Foodvalley, located in East Netherlands, tops the list of appealing investment regions for many Agri-Food innovators worldwide. Foodvalley has an ideal mix of multinational companies, research institutes, small and medium-sized enterprises (SMEs) and startups.



East Netherlands: a highly innovative agrifood cluster

"In 2050, more than 9 billion people need 70% more food than is currently being produced. This calls for a fundamental adjustment of the current food system. It is not possible for one company to achieve this adjustment, but requires close cooperation. The move to Wageningen is therefore a logical step. By being an active part of the Wageningen Foods ecosystem, we have access to international talent and are able to develop new ways of cooperation with the WUR, knowledge centres, other companies, the authorities, NGOs and with start-ups, to jointly ensure that sustainable foods become the norm and that sustainable and nutritious food is accessible to all."

Paul Polman,
CEO Unilever

"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

M Business climate



Wageningen University & Research, global no. 1 agrifood research university, forms the centre of the food research hub **Foodvalley**, 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 international acclaimed R&D hotspot.



Companies

The list of globally operating companies in the greater Foodvalley region includes household names such as: Kraft Heinz, Unilever, Nestlé, Cargill, DSM, FrieslandCampina, Mead Johnson, Kikkoman, Mérieux NutriSciences, Givaudan, Yili, Arla, 2 Sisters Storteboom, Hoogwegt, Synthite, Bieze Food Group, Innova Market Insights, CSK, Moba, Vion, Dishman, Jansen Poultry Equipment and also Agrifirm, Bayer, CRV, De Heus Animal Nutrition, ForFarmers, Genetwister, Keygene, Schothorst Feed Research.



Open and innovative

Joint research programmes with the **Wageningen University & Research (Food)**, **Radboud University in Nijmegen (Health)** and **University of Twente (Tech)** offer new food applications.

Seek collaboration with the newly established **OnePlanet Research Center** in which **IMEC** develops nano & smart solutions for agri, food, health and environmental impact.

Olympic Training Centre Papendal is continuously innovating; a great opportunity for food companies to co-develops innovative products that contribute to a healthy and sustainable diet.

Shared Research Facilities on Wageningen Campus provide access to state-of-the-art facilities.



Most innovative country in the world

GII 2017-2020



Business support

Expat Centers support expatriates to adapt in their new environment with housing and tax advice, and support international companies with visa applications.



Happiest country in the world

World Happiness Report, 2021

StartHub Wageningen is the incubator for start-ups of current and recently qualified Wageningen (PhD) students.

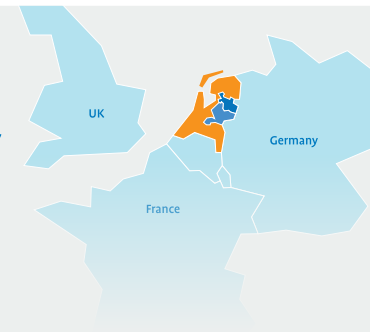
StartLife empowers founders to build and grow Food & Agtech startups with lasting impact. Since 2011, StartLife has built, supported and funded 300+ startups, propelling breakthrough technologies in the domains of food & agriculture.

Foodvalley Accelerator is a program of Foodvalley NL and ScaleUp Company to empower agrifood scaleups with the tools, accountability and network to grow and flourish after the startup phase.

World Trade Centre Twente offers offices, flexible working spaces and international network.



Oost NL has successfully supported nearly **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

45,000 research university students

88,000 university of applied sciences students



106,000

students in vocational education

source: CBS, 2019/2020

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

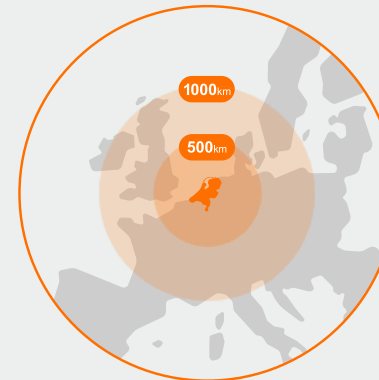
100 million innovation grants & incentives



Market access

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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