

Netherlands Foreign Investment Agency



RESULTS 2014



Table of Content

Press release: Record Amount of Foreign Investment.....	3
Results NFIA in 2014.....	4
Origin of projects.....	6
Activities.....	7
Sectors.....	8
Lead sources.....	9
Type of investment.....	9
Netherlands Foreign Investment Agency.....	10
Foreign direct investment in the Netherlands.....	11
Invest in Holland results 2014.....	12
Partners in Invest in Holland.....	12

Press release: Record Amount of Foreign Investment

The Hague, 9 March 2015 – Foreign investors invested a record amount of money, 3.2 billion Euros, in the Dutch economy last year. In total, 187 new investment projects were achieved including headquarters, manufacturing facilities, and data centers. These investments will lead to 6,304 extra jobs, according to the annual results of the Netherlands Foreign Investment Agency (NFIA) which were published today.

"Investors are rightly seeing many opportunities to invest in the Netherlands," commented Minister of Economic Affairs Henk Kamp. "Our well-educated labor force, world class digital infrastructure, and the recovering economy work like a magnet for investors. The rest of the world is not standing still, however. It is important to continue to aim high in order to ensure our country remains attractive for new business."

Minister Kamp and Minister Lilianne Ploumen for Foreign Trade and Development Cooperation are jointly responsible for the assignment carried out by the NFIA.

"Trade and investment provide jobs in the Netherlands. That is evident again from these results," said Minister Lilianne Ploumen. "Dutch embassies all over the world are therefore supporting the effort to attract international companies to the Netherlands. We want to convince more international startups that the Netherlands is the right place to innovate. Because that is where we still have a lot to win."

Google, Expedia, Netflix

Through targeted acquisition, the NFIA attracted some very well-known companies. For example, US booking site Expedia expanded its service center in Amsterdam, adding 120 extra jobs. Netflix also located its new European headquarters in our country. Furthermore, Google decided to build a 600-million-Euro data center in Eemshaven, in the northern province of Groningen. And the Canadian company Northland Power is investing more than 1.6 billion Euros in Gemini, the offshore wind park 85 kilometers north of the Groningen coast. In Bergen op Zoom, American fashion giant American Eagle is establishing a large distribution center with employment for some 100 people. Additionally, the Spanish company Europastry is establishing a bakery in the city of Oldenzaal, creating 75 jobs.

The Netherlands in demand worldwide

The United States (US) remains the country where most investments come from. American investors fueled growth with 65 projects and more than 2,300 jobs. China follows in second place with 28 projects and more than 500 jobs. South Korean investors attracted attention with 15 projects and 165 jobs. India had a substantial share as well, with 10 new projects leading to 225 jobs. In 2013, the foreign investment amount recorded by the NFIA was 1.7 billion Euros. Still that year was a bumper year for employment caused by a number of large projects: as many as 8,500. In 2012, foreign investment projects supplied just over 5,000 jobs.

'Invest in Holland'

As part of a 5-year plan for the years from 2015 to 2020, the NFIA and its regional partners will jointly increase their focus on acquisition of foreign investment in Holland's key sectors of Chemicals, Agrifood, High Tech Systems, Life Sciences & Health, and IT, under the label 'Invest in Holland'. In addition to the continued attention for large investors from the US and Japan, the NFIA will aim to capitalize on the carefully established contacts in China and India. Moreover, the NFIA together with Dutch Embassies and Consulates will also start working with StartupDelta, the initiative launched by the ministry of Economic Affairs and headed by former EU Vice President Neelie Kroes. They will concentrate mainly on promising markets in this respect like the US, the UK and Israel.

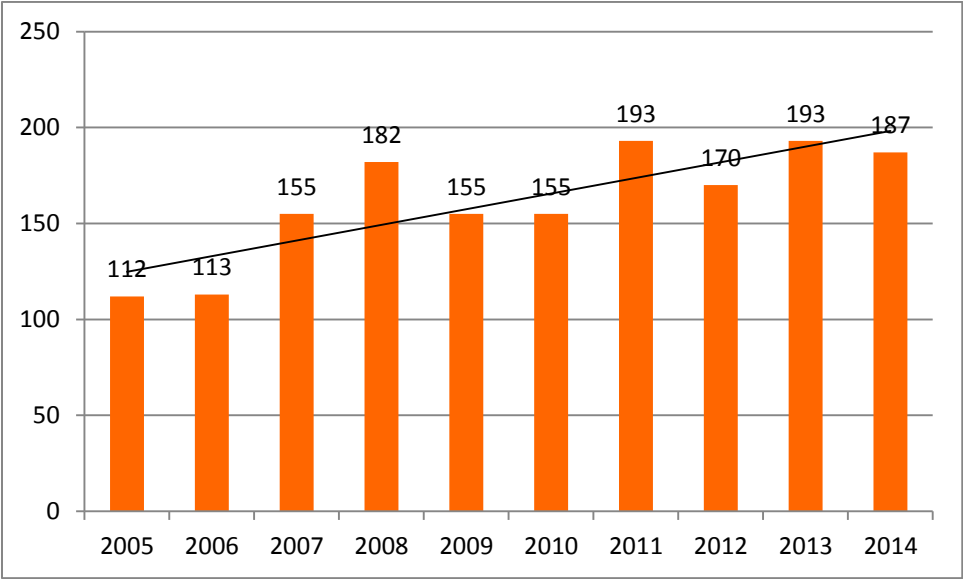
Results NFIA in 2014

In 2014 the NFIA has been actively involved in the realisation of 187 projects in total. These projects will lead to an investment amount of € 3.2 billion and 6,304 jobs, of which 868 are related to retention of employment.

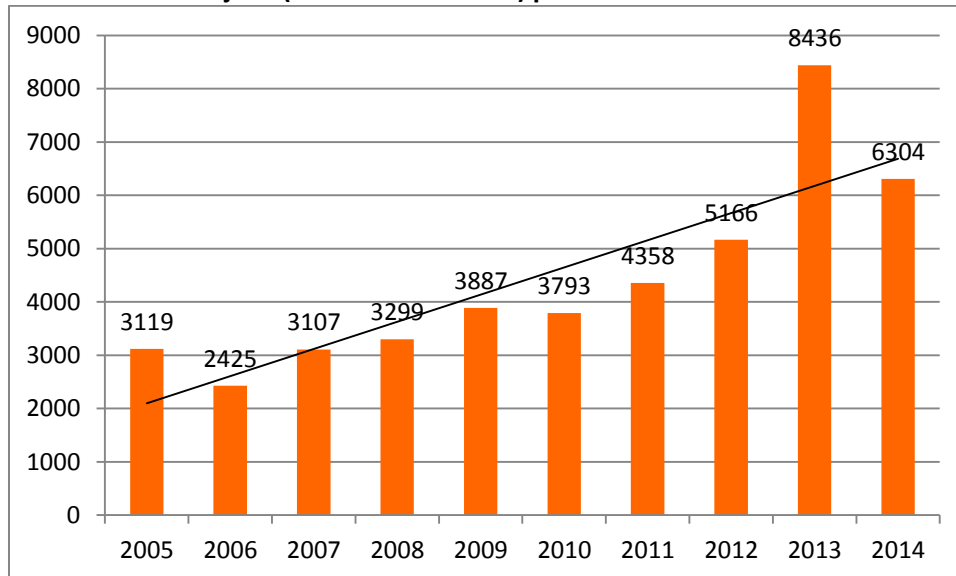


The NFIA books an investment project as a result when it receives a 'confirmation letter' from the foreign investor. The company indicates therein what investment amount and how many direct jobs it expects to realize within three years, completed with information on employment retention.

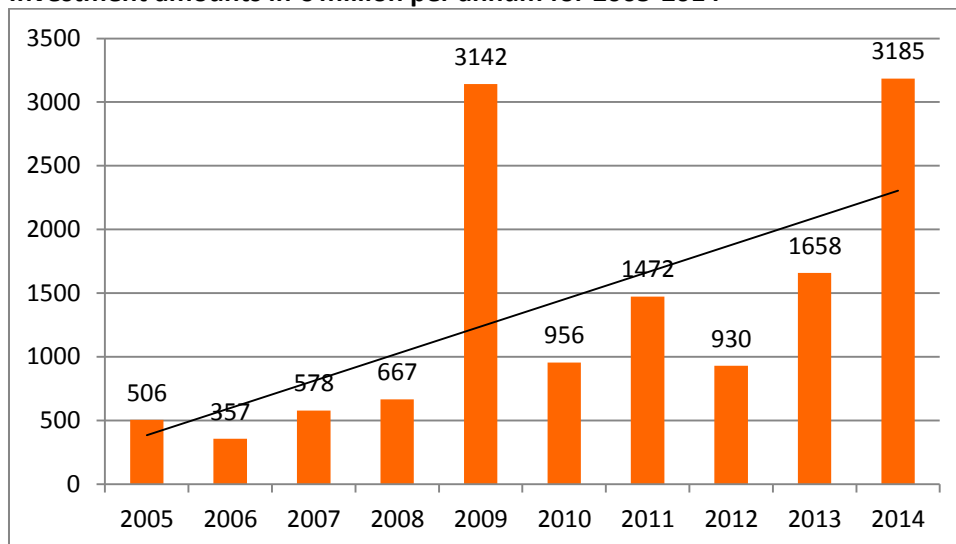
Number of foreign investment projects per annum for 2004-2014



Number of direct jobs (new and retention) per annum for 2004-2014



Investment amounts in € million per annum for 2005-2014



The exceptionally high investment amount for 2009 can be accounted for by the realization of two capital-intensive investment projects:

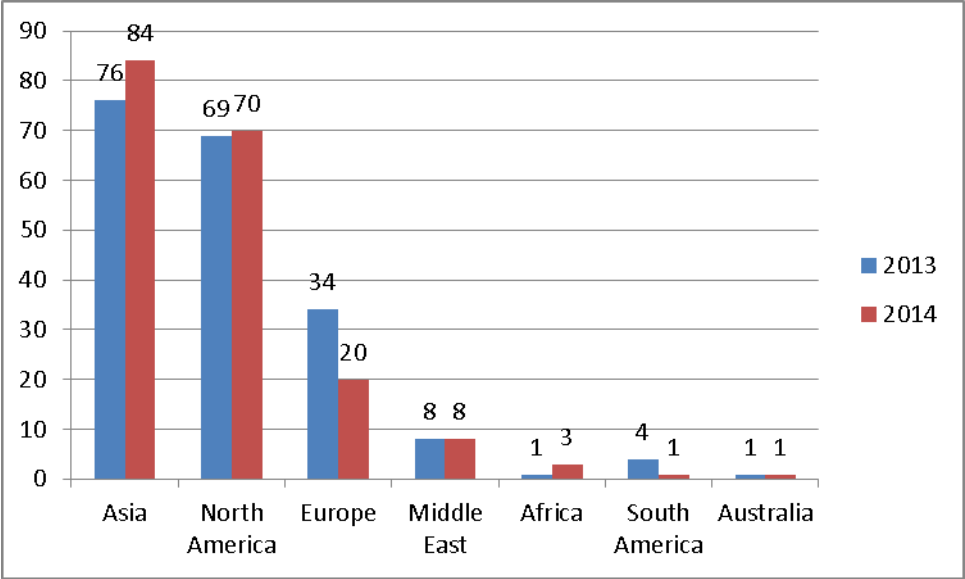
- an investment of € 2 billion by the German energy company RWE in a coal-fired power station in Eemshaven, in the northern province of Groningen
- an investment of € 670 million by Neste Oil from Finland in a production facility for biodiesel in Rotterdam

The exceptionally high investment amount for 2014 can be accounted for by the realization of two capital-intensive investment projects:

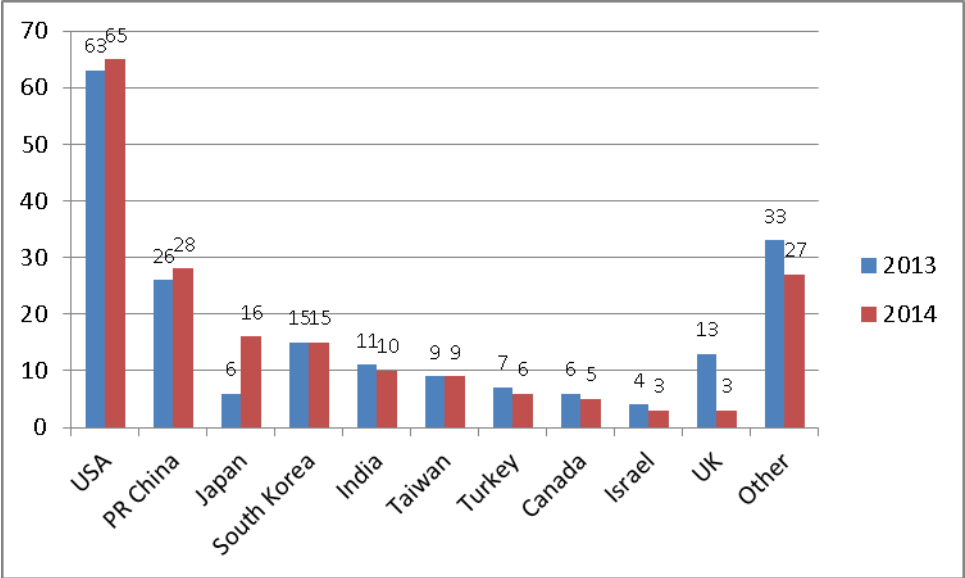
- an investment of more than € 1.6 billion by Canadian company Northland Power in Gemini, the offshore wind park 85 kilometers north of the Groningen coast
- an investment of € 600 million by Google from the US in a new data center in Eemshaven, in the northern province of Groningen

Origin of projects

Projects by continent of origin for 2013-2014

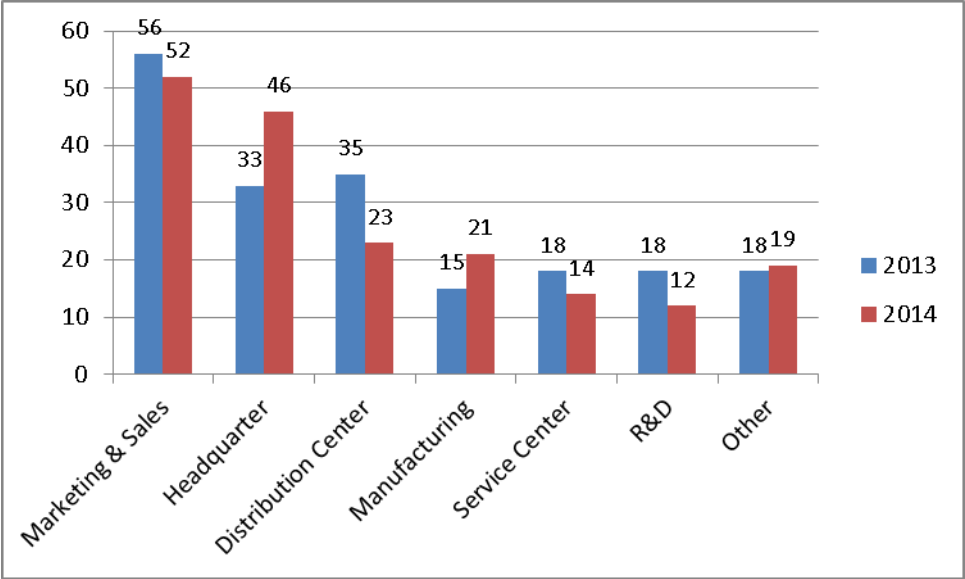


Projects by country of origin for 2013-2014

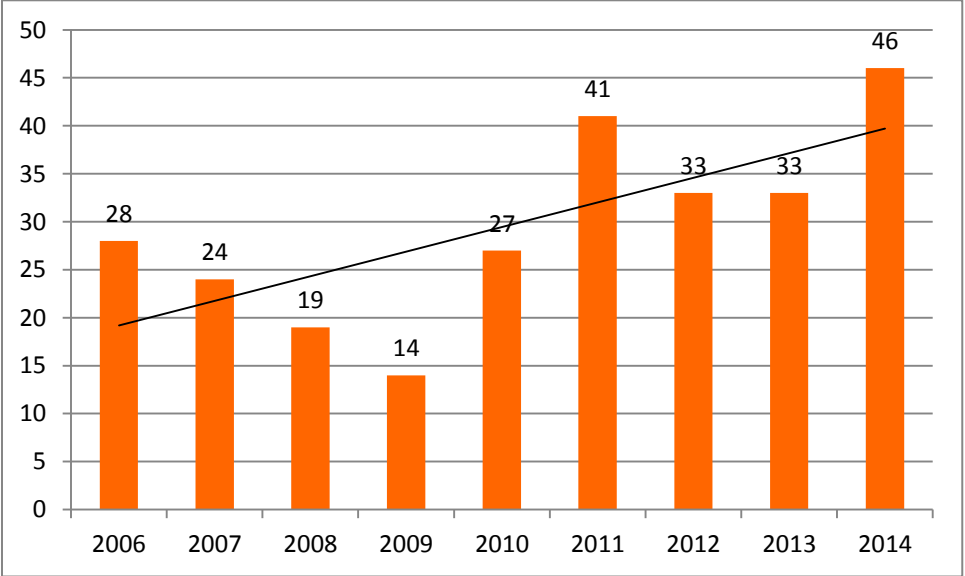


Activities

Number of projects by activity for 2013-2014

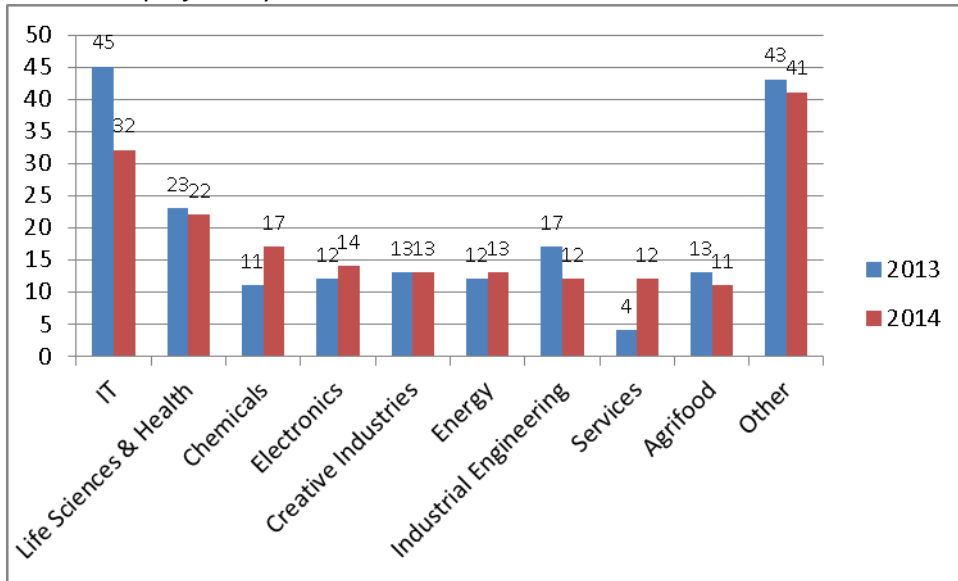


Number of international headquarter projects for 2006-2014

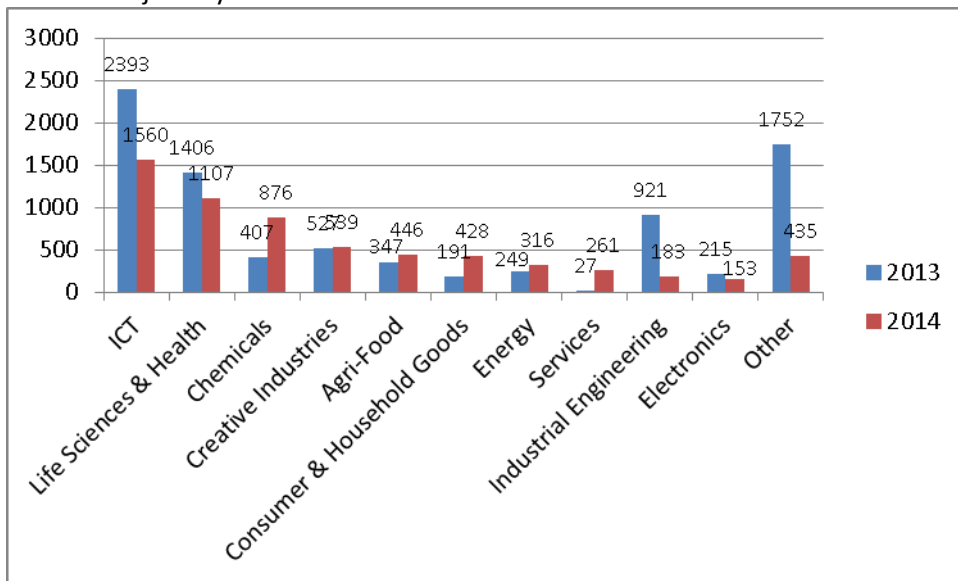


Sectors

Number of projects by sector for 2013-2014

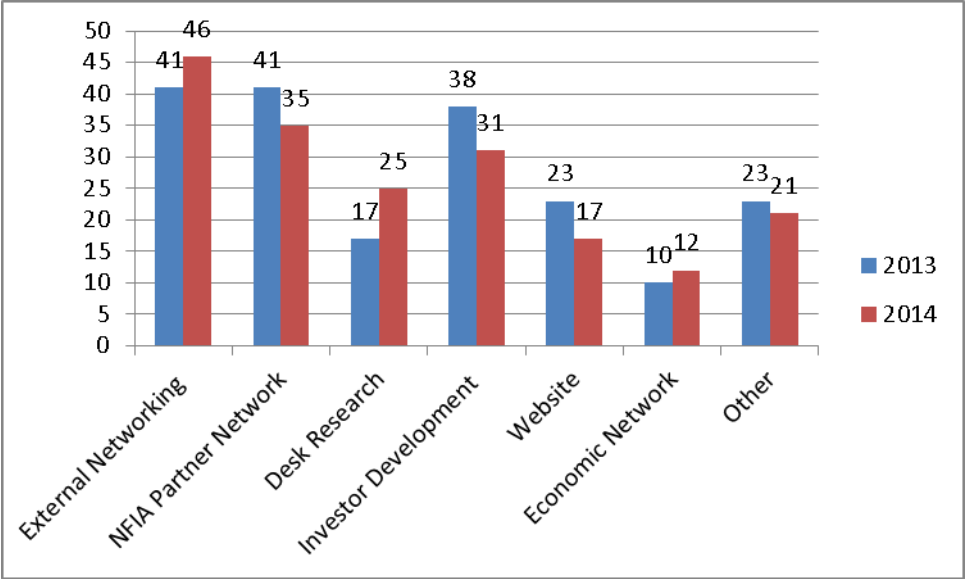


Number of jobs by sector for 2013-2014



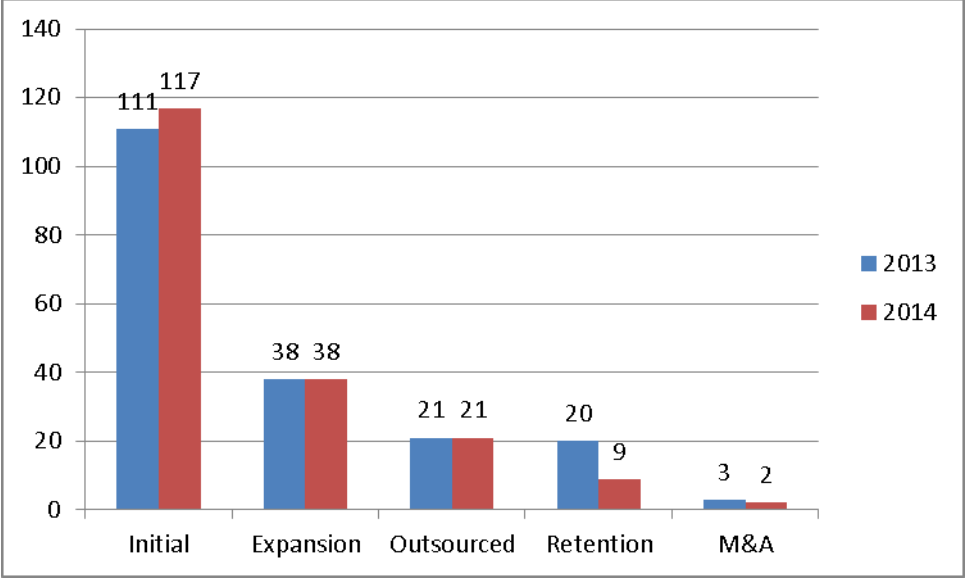
Lead sources

Number of projects by lead source for 2013-2014



Type of investment

Number of projects by type of investment for 2013-2014



Netherlands Foreign Investment Agency

The NFIA (Netherlands Foreign Investment Agency) is an operational unit of the ministry of Economic Affairs. The NFIA helps and advises foreign companies on the establishment, rolling out and/or expansion of their international activities in the Netherlands. Furthermore, the NFIA focuses on the promotion of the Netherlands abroad as a country with an attractive investment and business climate, and it plays an active role in maintaining that.

The NFIA targets foreign companies that want to establish themselves or expand their activities in Europe, and for which the Netherlands can be a suitable location. In the more than 35 years of its existence, the NFIA has supported more than 3,400 companies from nearly 60 countries in the setting up and/or expansion of their international activities in the Netherlands. These include Astellas, Boeing, Bombardier, Bosch, Daewoo, Danone, Dow, Fujifilm, Eastman Chemical, Heinz, Hitachi, RWE, SABIC, Samsung, Saudi Aramco, Siemens, SKF, Stryker, Tata Consultancy Services and TAQA.

The services and support that the NFIA can offer foreign organizations include:

- Fast and confidential provision of up-to-date information on the Netherlands, Dutch legislation and regulations, and possible incentives from the Dutch government
- Personal guidance with e.g. searching and visiting potential investment locations
- Bringing foreign organizations in contact with relevant business partners and government bodies
- Concrete solutions that simplify and optimize location in the Netherlands
- Contribution to the maintenance and improvement of the investment climate

The NFIA has local offices in the United Kingdom, Turkey, the United Arab Emirates, Israel, the United States, Japan, Korea, China, Taiwan, India, Singapore, Malaysia and Brazil. In addition, the NFIA works together with Dutch embassies, consulates-general, and other organizations that represent the Dutch government abroad, such as Netherlands Business Support Offices (NBSOs) and Innovation Attachés (IAs), as well as with a broad network of domestic partners.

Foreign direct investment in the Netherlands

The Dutch Central Bank (DNB) registers all foreign direct investments in the Netherlands. These direct investments include transactions that are connected with the acquisition of share capital by foreign companies in Dutch companies (through formation, merger or takeover) with the goal to obtain management control. Additionally, they include all other financial transactions between associated ventures (loans, profit deductions, mutations in mutual current accounts), as well as the purchase and sale of real estate.

The NFIA concerns itself mainly with that part of the transactions that is related to 'footloose' investment projects, as they are known. In the location choice of a footloose investment project, locations in various countries are considered. The investments are particularly related to the formation of a Dutch presence by a foreign company. Footloose projects can be both 'greenfields' (initial establishments) and 'brownfields' (adaptations and/or improvements of existing establishments). On the other hand, NFIA is only sparsely involved in mergers and acquisitions that constitute the principal part of the foreign direct investments as measured by the DNB.

The share of these footloose projects in the total picture of foreign direct investment in the Netherlands varies between 2% and 5%, depending on the capital intensity of the projects. However, the added value of these projects in particular, in addition to the financial inflows, can be translated into employment, an extra boost for innovation and research, and reinforcement of the Netherlands as the 'gateway to Europe'. Foreign investments put the Netherlands on the map, and ensure a strengthening of the Dutch economic structure.

Invest in Holland results 2014

The Dutch acquisition network, consisting of the NFIA and its regional partners, has jointly secured 336 foreign investment projects for our country over the past year. These projects, which include domestic relocations and expansion projects without competition, are worth an estimated amount of investment of € 5.6 billion and will lead to some 8,862 jobs. The Netherlands is doing well in terms of foreign direct investment (FDI). It is our ambition to consolidate this strong position, and to strengthen it in regards to strategic targets in the years to come with the public network's new 'Invest in Holland' strategy.

The new strategy is based on four pillars:

- Acquisition in areas where the Netherlands already has a strong competitive position for FDI:
 - Attraction of pan-European business activities
 - Stepping up efforts on sector-strengthening acquisition for a select number of sectors, i.e. Agrifood, Chemicals, High Tech Systems & Materials, Life Sciences & Health, and IT
- Strategic account management: looking after current investors in the Netherlands
- Investment climate monitor: barometer and knowledge center for Dutch investment climate
- Reinforcement of Dutch public acquisition network under the umbrella label 'Invest in Holland'



Partners in Invest in Holland

Netherlands Foreign
Investment Agency

NOM



amsterdam
business



ROTTERDAM
PARTNERS



INVEST :: UTRECHT

INVEST IN
ZEELAND

Brabant Development Agency

BOM

LIOF

