
- THE - Netherlands

Dutch Quality:
Products &
Services!





DUTCH

Why Invest in HOLLAND

A Gateway to Europe, the Netherlands is rapidly becoming a favourite starting point for Asian companies keen on selling to European markets.



Known for its multicultural leanings, superb infrastructure and strategic location Holland is becoming the ideal entry point for China's companies keen on expanding in Europe. We present an excerpt from the Netherlands Foreign Investment Agency.

Why Holland?

... a strategic location in Europe

The Netherlands provides a strategic location to serve markets within Europe, the Middle East and Africa. The central geographical position of the Netherlands, combined with accessibility and an excellent infrastructure, are only some of the reasons why numerous European, American and Asian companies have established their facilities in the Netherlands.

... a competitive fiscal climate

The Dutch tax system has a number of features that may be very beneficial in international tax planning. These include a corporate income tax rate of 20 percent on the first €200,000 and 25 percent for

taxable profits exceeding €200,000. In addition, the Dutch ruling practice provides clarity and certainty in advance on future tax positions. Furthermore, in respect of R&D, companies can benefit from the innovation box resulting in an effective corporate tax rate of only 5 percent, as well as an R&D allowance (WBSO) taking the form of wage tax and social security contribution deductions.

Dutch tax law also provides the participation exemption, which states that all benefits related to a qualifying shareholding are exempt from Dutch corporate income tax, as well as the fiscal unity regime, designed to freely offset profits and losses among group members. There are also advantages in debt and loss structuring, and a wide tax treaty network, resulting in reduction of withholding taxes on dividends, interests and royalties.

Finally, there is the 30 percent ruling,

which is a tax-free reimbursement of 30 percent of the employee's salary, provided that the employee has been recruited or assigned from abroad and has specific expertise scarce in the Dutch labor market.

... a superior logistics and technology infrastructure

The Port of Rotterdam is Europe's largest and most important seaport, while Schiphol Airport is ranked as Europe's best airport for both cargo and passenger transport. The Netherlands is also classified as one of the most 'wired' countries in the world; a dynamic force in electronic commerce, communications and outsourcing. More than a decade of investment in high-speed internet, cable and digital communication systems, as well as the rapid adoption of

state-of-the-art computer and cell phone technology, have created an ideal base for companies seeking to take advantage of modern technology.

... a conducive innovation environment

Holland's open innovation approach and well organized public-private partnerships offer a favorable environment for companies looking for business acceleration. Together with a mind-set of creativity, collaboration and reliability - and a top scientific sector - Holland is able to guarantee the most important drivers in 'innovation location' choices for foreign investors.

... an international business environment

The Netherlands, long Europe's trading crossroads, is an obvious choice to locate a pan-European operation - whether it's a European headquarters, a shared services center, a customer care center, a distribution and logistics operation, or an R&D facility. The country's pro-business

environment creates a gateway to Europe that helps international companies succeed throughout the continent. An international outlook and openness to foreign investment is firmly ingrained in the Dutch culture, and this has yielded a wealth of world-class business partners who know how to deal with global business challenges in today's economy.

... a solid workforce

The Netherlands features one of the most highly educated, flexible and motivated workforces in Europe. Dutch professionals are also among the most multilingual in the world, enabling them



to successfully operate in companies across any industry, serving customers throughout the continent. What's more, Dutch law offers employers a range of contract possibilities to flexibly procure employees.

... an attractive quality of life

The Netherlands is proud to have a high standard of living, whilst maintaining an affordable life for its residents. The costs of living, housing, education and cultural activities are lower than in most Western-European countries. Furthermore, all sorts of cultural and leisure activities are open to both Dutch citizens and visitors alike. Whether it's spending a leisurely afternoon on the beach, enjoying culinary delights or going to one of the cities' acclaimed theaters or opera houses, the new expatriate is soon made to feel that the Netherlands is a most welcoming and entertaining country. ■

Picture Courtesy: Port of Rotterdam

For additional information please visit www.nfia.nl

How the NFIA Can Help!

SUPPORT FROM A TO Z

In the NFIA, companies like Bombardier, Cisco, Danone, RWE, Huawei and Tata Consulting Services found a partner with proven knowledge of, and experience with, all issues that foreign investors in the Netherlands might encounter, and who can, quickly and on a confidential basis:

- Set up preliminary in-person meetings and provide up-to-date, personalized information on the Netherlands in general, relevant business locations, Dutch legislation and tax regulations, labor issues, permit procedures, governmental incentives and many other subjects
- Offer personal guidance and counseling, starting in the country of origin, regarding site selection and logistics strategies, tax structures, labor and permits
- Arrange contacts with relevant business partners, government authorities, a variety of Dutch networks and service suppliers, and other relevant contacts in the investment process
- Organize customized fact-finding trips in close cooperation with its network of regional economic development partners
- Support the preservation and further enhancement of a favorable Dutch investment climate
- Present concrete solutions that simplify and optimize establishment in the Netherlands
- Provide matchmaking assistance for foreign technology companies seeking European partners
- Tailor-made support by NFIA agri-food and chemical industry specialists
- Deliver advocacy towards national and EU governments.