

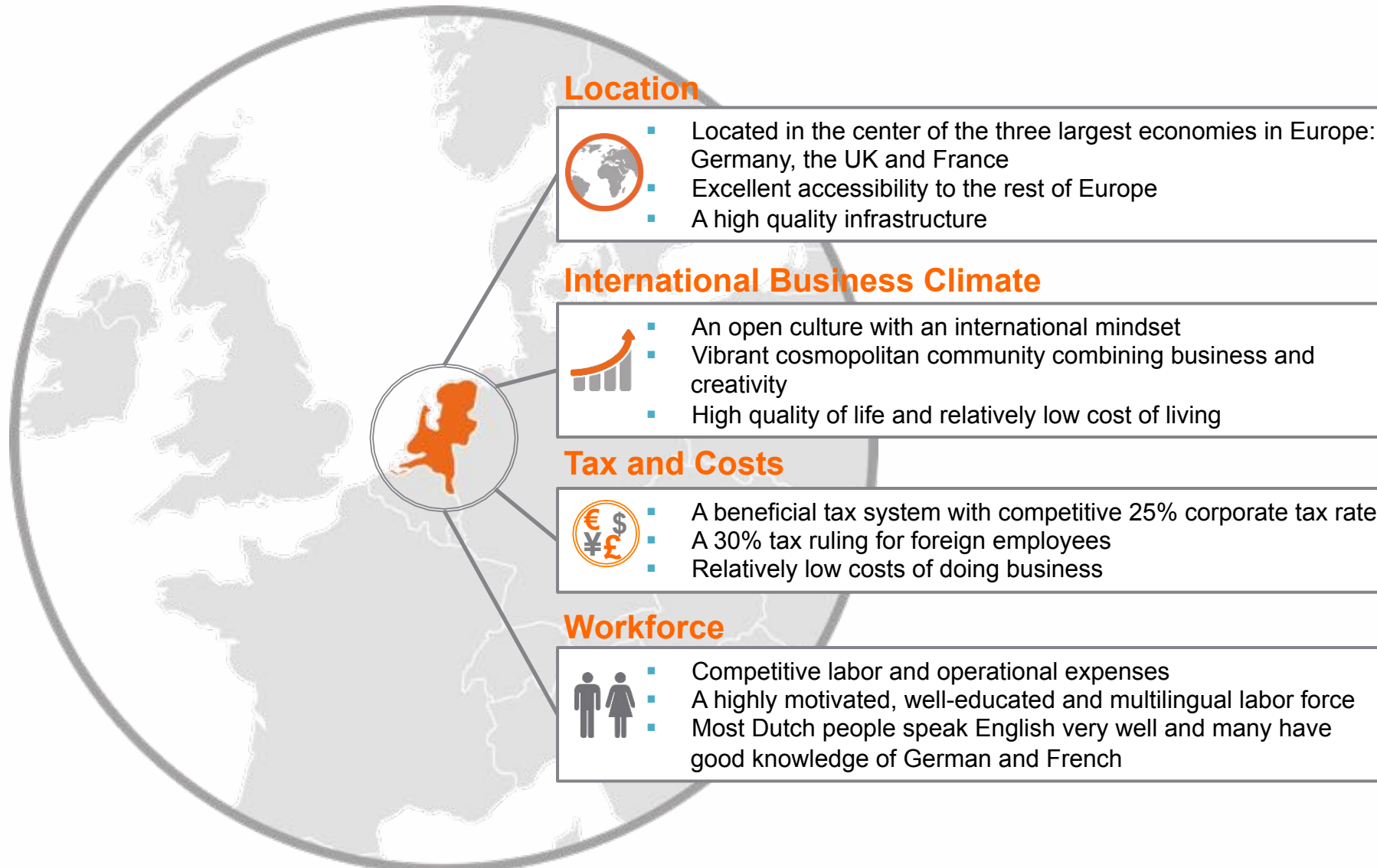


Innovations with impact, the Dutch approach

- 2<sup>nd</sup> largest agrifood exporter in the world
- Export value €94 billion
- 135,600 companies overall provide 641,000 direct and indirect jobs
- 12 of the world's largest agrifood companies have major production or R&D sites in Holland
- over € 0.8 billion R&D investment per year



Source: Topsector Agri&Food Innovation Agenda 2016-2019



- **It's success is due to:**
  - a strong, international business community
  - a high level of R&D and know-how
  - an excellent collaboration between businesses, knowledge infrastructure and government
- **this eco-system invites parties that want to contribute and benefit!**

**Invest in Holland is ready to assist you!**



- **Mr. Ard Reijtenbagh - CPO PlantLab**  
*Radical new insights and practical logic, allowing us to grow plants better*
- **Mr. Peter Balk – CTO NSure**  
*Technologies allowing companies to monitor and control plant and fruit development*
- **Mrs. Petra Caessens – Wageningen University and Research**  
*Building a Campus Ecosystem*
- **Wrap up - by Invest in Holland**

