Export Opportunities in The Netherlands

In 2017, The Netherlands ranked 8th among U.S. export destinations and 9th among Virginia export destinations. Some of the top opportunities for U.S. exporters in the Netherlands include:

- Aircraft and Parts
- Automotive Parts
- Defense
- Cybersecurity Services
- Energy
- Healthcare Products and Services
- Marine Technology
- Software

Top Virginia Exports to The Netherlands

<table>
<thead>
<tr>
<th>Export Category</th>
<th>2017 Value</th>
<th>Change 2017/2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Commodity Chapters</td>
<td>$435.5</td>
<td>-19%</td>
</tr>
<tr>
<td>Wood Pulp</td>
<td>$73.7</td>
<td>-1%</td>
</tr>
<tr>
<td>Medical Instruments</td>
<td>$63.0</td>
<td>-8%</td>
</tr>
<tr>
<td>Paper &amp; Paperboard</td>
<td>$49.2</td>
<td>36%</td>
</tr>
<tr>
<td>Essential Oils</td>
<td>$43.1</td>
<td>23%</td>
</tr>
<tr>
<td>Organic Chemicals</td>
<td>$38.3</td>
<td>-6%</td>
</tr>
<tr>
<td>Pharmaceuticals</td>
<td>$33.4</td>
<td>-59%</td>
</tr>
<tr>
<td>Industrial Machinery</td>
<td>$19.4</td>
<td>-14%</td>
</tr>
<tr>
<td>Mineral Fuels and Oils</td>
<td>$18.7</td>
<td>-50%</td>
</tr>
<tr>
<td>Plastics</td>
<td>$17.2</td>
<td>2%</td>
</tr>
<tr>
<td>Toys And Games</td>
<td>$15.4</td>
<td>34%</td>
</tr>
</tbody>
</table>

(U.S. Central Intelligence Agency)

Map of The Netherlands

(U.S. Trade Atlas)

U.S. Exports to The Netherlands

In US$ Billions

- 2015: $40.2
- 2016: $39.6
- 2017: $41.5

(Wold Trade Atlas)
**FAST FACTS**

**The Netherlands**

### Opportunities in The Netherlands for Exporters

<table>
<thead>
<tr>
<th>Aircraft and Parts</th>
<th>Automotive Parts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aviation is a fast-growing sector due to increasing economic interest, tourism, and the Netherlands' logistics hub. Schiphol is the fourth largest airport in Europe, and the number of passengers has nearly quadrupled in the last twenty-six years from 16 million in 1990 to 63.6 million in 2016. Close to 80% of aircraft part imports come from the U.S.</td>
<td>The Netherlands is the 9th most important export destination for U.S. automotive aftermarket parts (11th for U.S. automotive original equipment). Customizing cars is popular and driver assistance is an expanding market. There is also a large interest in electric mobility.</td>
</tr>
<tr>
<td>Top prospects for U.S. exporters include:</td>
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</tr>
<tr>
<td>- Unmanned Aerial Vehicles (UAVs)</td>
<td>- Driver assistance technologies: Adaptive cruise control (ACC), remote control parking, forward/reverse collision warning with autonomous brakes, lane departure warning, and blind-spot monitoring</td>
</tr>
<tr>
<td>- Aircraft maintenance, repair, and overhaul (MRO)</td>
<td>- Electric vehicles: passenger cars, trucks, buses, special vehicles, and motorcycles</td>
</tr>
<tr>
<td>- Electronics, assembly, development and production of parts</td>
<td>- Training and education, certification, logistics</td>
</tr>
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<td>- Electronics, assembly, development and production of parts</td>
</tr>
</tbody>
</table>

### Defense

The Netherlands ranks eighteenth as a near-term, export destination for U.S. defense technology.

The Netherlands reversed several years of declining defense spending in 2017 with a €100 million increase to the structural defense budget and €300 million in one-time spending.

Top prospects include:

- Intelligence, surveillance, and reconnaissance (ISR) capabilities
- Manned & unmanned military aircraft & parts
- Naval platforms & ground combat systems
- Sensors, electronic components, and tactical equipment to support multiple platforms and programs

### Marine Technology

The Netherlands is home to boat builders of all sizes. There are over 4,200 watersport companies active in the Netherlands, including many marinas, importers, and maintenance companies.

Top prospects include:

- Global positioning systems
- Direct dialing communication systems
- Fluxgate compasses
- Electronic charting
- Versatile screen displays and interfacing
FAST FACTS

The Netherlands

Economic Overview

The Netherlands, the sixth-largest economy in the European Union, plays an important role as a European transportation hub, with a persistently high trade surplus, stable industrial relations, and low unemployment. Industry focuses on food processing, chemicals, petroleum refining, and electrical machinery. A highly mechanized agricultural sector employs only 2% of the labor force but provides large surpluses for food processing and underpins the country’s status as the world’s second largest agricultural exporter.

The Netherlands is part of the euro zone, and as such, the European Central Bank controls its monetary policy.

Since 2010, Prime Minister Mark RUTTE’s government has implemented significant austerity measures to improve public finances and has instituted broad structural reforms in key policy areas, including the labor market, the housing sector, the energy market, and the pension system. In 2017, the government budget achieved a surplus of 0.7% of GDP, with economic growth of 3.2%, and GDP per capita far surpassing pre-crisis levels.

(CIA World Factbook)

Cultural Guide

- Business culture in the Netherlands tends to be fairly conservative.
- During business meetings, the Dutch usually get down to business fairly quickly and will not linger over small talk. However, some personal discussion after a business meeting is often appreciated, and will help you strengthen relationships.
- When entering or leaving a get-together, shake hands with everyone present—including men, women, and children. Introduce yourself if there is no one to introduce you. The Dutch will often feel uncomfortable about introducing themselves to strangers, and may wait for you to make the first move.
- In general, a suit and tie (for men) or a pantsuit or skirt suit (for women) are the most common uniforms for business. In some industries and corporate cultures, the higher a person’s rank in the company, the more informally he or she dresses.

(The Dutch are pragmatic, matter-of-fact, and low-key in their personal presentation.)

- The Dutch like to start business meetings at the stated time, so arriving a few minutes early is common practice. In order to stick to their schedules, the Dutch follow the agenda closely and wrap up the meeting at the planned time.

(Commerce Global)
Virginia Economic Development Partnership - International Trade offers a number of export-related services to Virginia businesses, including trade missions and market research by our Global Network of in-country consultants. These services are available to all Virginia exporters.

For more information, please visit our website: ExportVirginia.org

Additional Resources

**Netherlands Overview**
Global Edge - Michigan State University

**Netherlands Country Profile**
BBC

**Netherlands: Country Travel Information**
U.S. Department of State

**The Netherlands Country Commercial Guide**
U.S. Commercial Service

**Ease of Doing Business Report**
World Bank

**Doing Business in The Netherlands**
United Kingdom Trade & Investment