

Business in Food Valley The Netherlands, vibrant hub of trade, transport and agribusiness. Top producer and exporter of food and nutrition. Seat of globally operating food enterprises and a choice selection of research institutions in the food field. Residence of more than six hundred thousand staff in food production, research and trade. The Netherlands: the world's Food Valley.

Knowledge in Food Valley Food Valley, central region in the Netherlands surrounding knowledge core Wageningen. Home to Wageningen University and Research Centre, and many public and private agrifood research centers. Job location for eight thousand highly qualified researchers, meeting point for food knowledge and creation, unequalled in Europe.

Innovation in Food Valley Innovation, the engine behind growth. Opportunities for innovation abound at the interface between knowledge and entrepreneurship. Food Valley is that interface. It is bustling with business-oriented research, and its research budgets are among the highest in the world. New products prove the strength of this unique formula over and over again.

A tradition of trade and transport

The heart of Europe, a large market with great spending power, that is where the Netherlands is situated: at a crossroads of transport connections to nearby populations and the rest of the world. The local climate and soil conspire to create favorable production conditions, and the country's location and powerful business traditions have fostered a strong orientation toward export – in other words: competitiveness.

Four hundred and fifty million consumers within easy reach, and one hundred and sixty million of those even within a radius of only five hundred kilometers – a day's drive. All of this in the backyard of international sea port Rotterdam, which processes about one fifth of all European marine shipping. It is no surprise that the Netherlands – having an agriculture export of more than fifty billion euro and a trade surplus of over twenty billion euro – is the world's second exporter of agricultural products and food – after the United States.

Market leader in food and nutrition research

That top position would not be possible, however, without the ability and knowledge that fuels continuous innovation. Important engine behind that ability is Wageningen University and Research Centre, which with 6300 undergraduate and 3300 graduate students, has evolved into a world-renown knowledge organization in the agrifood area. At least as propelling is the role of the many research institutions in food and nutrition that have mushroomed in the surroundings and form this pulsating heart of knowledge. The Netherlands is one of those countries in the world that spend a very high proportion of their profits on research and development – more than the United States and France. This makes it the global market leader in *food and nutrition research*: the world's Food Valley.

The Dutch authorities do everything to encourage and fortify that position, among other things in the form of extensive innovation programs. Wageningen for instance houses the Top Institute Food and Nutrition, in which the government, research organizations and the industry cooperate to push the innovative force of the food sector further – resulting in new products and technologies. And finally: the European Union fully acknowledges the Netherlands' status of hot spot in food and nutrition.

Centre of business, knowledge and innovation

Businesses flourish in such a climate of innovation and knowledge exchange. Traditionally, the Netherlands has always harbored a remarkable number of head offices and subsidiaries of international agrifood enterprises such as *Campina, Cargill, Friesland Foods, Givaudan, Grolsch, Heinz, Nestlé, Numico, Unilever* and *Yakult*. An amazing total of six hundred and twenty-five thousand jobs – that is approximately 10% of the country's employment capacity - owe their existence to the Dutch agrifood sector. These enterprises, and certainly their research departments, often settle in this central region that also contains the university and many research organizations: Food Valley. This includes enterprises that focus exclusively on agrifood research, such as *Campina Innovation, Keygene, NIZO food research* and *TNO Blgg AgriQ*.

Knowledge development and knowledge application benefit from each other's presence and this enabled Food Valley to develop into Europe's dynamic heart of business, knowledge and innovation in the area of agrifood.

Platform for innovative entrepreneurship

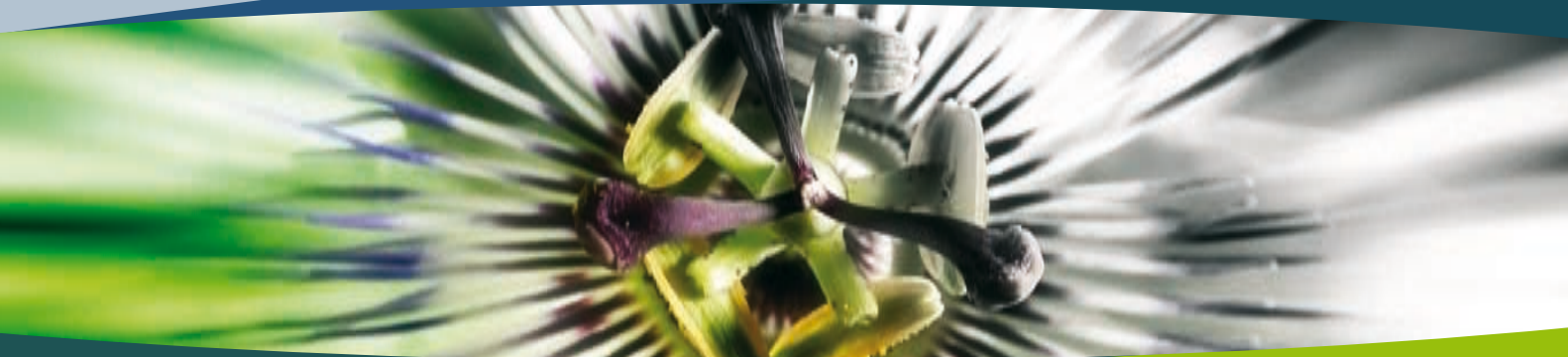
Enterprises wanting to strengthen their market position in Europe must constantly renew themselves and their products. The Netherlands, including Food Valley, offers an ideal situation for such enterprises. Excellent startup conditions, highly qualified staff, a host of research organizations at a stone's throw in a climate of professional cooperation.

Companies considering establishing themselves in the Netherlands are welcome to contact the Food Valley organization, which has the task of facilitating the Dutch agrifood knowledge network. The organization's staff not only knows its way around the Dutch wealth in food expertise, but also operates internationally.

You and the Food Valley organization

For starters, the Food Valley organization can help you find a site for your business or subsidiary. But what can we do for you once you're established in the Netherlands? The Food Valley organization connects knowledge demand and knowledge supply, assists in the preparation of project proposals, and helps locate financing. It does this with a hands-on mentality. Knowledge, innovation and particularly entrepreneurship – that is what it's all about. The organization does more:

- Meetings are arranged between companies and knowledge institutions centered on themes with a view to new business.
- The exclusive business network *Food Valley Society* offers contacts and knowledge exchange among food enterprises.
- The annual *Food Valley Conference* offers new insights and contacts to hundreds of professionals and managers from the food sector.



Within *Food Innovation Network Europe (FINE)* for example, the Food Valley organization works with representatives from Scotland, Flanders (Belgium), Rogaland (Norway), Wielkopolska (Poland), Emilia-Romagna (Italy), Castilla y León (Spain) and Öresund (Denmark/Sweden).

A wide-spread network

The Food Valley organization is located in Wageningen, at the heart of Food Valley, and possesses an extensive network of contacts in the food industry, and in research and education in the entire country. The Food Valley team is eager to let your company benefit from these contacts as well.

Information

Would you like to explore the opportunities associated with having a subsidiary in Food Valley or elsewhere in the Netherlands, or are you looking for a motivated partner to discuss your plans regarding the Dutch knowledge and innovation network? Visit our web site or contact the Food Valley organization.

The Food Valley organization

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