

Meet the Dutch delegation

Netherlands Healthcare Mission to Texas



4 – 9 March 2019







Foreword

The Netherlands has a long history of navigating the oceans of the world to trade with other countries and to improve the standard of living through innovation and modernization. In these times of global social and economic challenges, the Netherlands aims to be known for co-creating pioneering solutions to global challenges. One of these challenges is accessible and affordable health care for all people and driven by today's patients' demands and health professionals requirements.



Living in good health is one of the most important values shared by people all over the world. Both the US and the Netherlands are faced with major social challenges when it comes to accessible, affordable and quality care. This translates into a growing demand for innovative concepts and products. The Netherlands is consistently ranked in the top three of the Euro Health Consumer Index and even took the number 1 position for the last three years in a row. Dutch inventive products and services help answer the challenges of our time: ageing, chronic diseases and an unhealthy lifestyle.

The Netherlands has a unique position in offering integrated healthcare solutions. There is a window of opportunity for global cooperation. The Netherlands is often referred to as a test bed for innovative solutions. The Dutch model of public private partnership in health care and our strive for quality and efficiency helps us to translate research and knowledge, into sustainable, affordable and proven solutions.

It is a privilege and a pleasure to present this Dutch business delegation with a large representation of companies and academia with broad expertise in the field of 'e-health'. I am convinced that this mission will further strengthen the outstanding relationship that already exists between the United States and the Netherlands.

Erik Gerritsen
Vice Minister
Netherlands Ministry of Health, Welfare and Sport



AMT Medical - The heart bypass with the ease of placing a stent

AMT Medical developed a technology that will change the standard of traditional open-heart bypass surgery dramatically. This is done by changing the current highly invasive open-heart bypass procedure into an easy and safe (keyhole) minimally invasive heart bypass procedure.

The AMT innovative bypass procedure is done without opening (splitting) the chest, without the use of the heart lung machine and without stopping the blood flow, through just a few small keyholes between the ribs. The first patients in the growing global heart bypass market will be treated during our CE multicenter trial in 2019 led by prominent Prof. Dr. V. Falk from Berlin.

For more than 750.000 patients a year, AMT means very short recovery, almost no rehabilitation and complications. The total costs of a heart bypass will be reduced with more than 50%. Since 2012 the number of heart bypasses is growing faster than the number of stent procedures.

With AMT, patients will have "the better outcomes of a heart bypass with the ease of placing a stent". Next to the heart bypass market, AMT will be able to take over a reasonable part of the stent market.

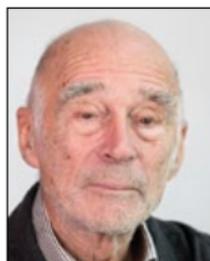
AMT Devices are based on our brain bypass technology (ELANA), which is saving lives of terminal brain patients worldwide. We brought this brain technology to the market (FDA, CE) and it is considered to be "a live saving breakthrough in brain surgery for a small market" (New York Times, Newsday).

The company is well financed. Complementary to our current VC, who will contribute part of the need till the exit, we are looking for a second professional VC in medical devices.

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Rutger Tulleken
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Prof. Dr. Cees Tulleken
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Bedrocan International

Since 2003, Bedrocan has cultivated and produced standardised medicinal cannabis as an active pharmaceutical ingredient (API) under a license and supply contract with the Dutch government. Bedrocan is the longest-tenured, legal company in the world providing multiple, chemically different cannabis products to clinical research organisations, sovereign governments, and corporate counterparties.

Over the past 25 years, Bedrocan has developed and standardised unique methods of producing medical cannabis to pharmaceutical standards, which makes Bedrocan the industry leader in cannabis cultivar standardisation. Each product has a distinct chemical profile, with a consistent, defined active ingredient composition of delta-9-tetrahydrocannabinol (THC), cannabidiol (CBD) and terpenes (the aromatic compounds). Its cannabis is guaranteed free of microbial contaminants (molds, fungi, and bacteria), pesticides and heavy metals.

A strong commitment to product quality and intergenerational uniformity has led to Bedrocan's two Dutch cultivation and production facilities awarded GMP/API (good manufacturing practice/active pharmaceutical ingredients) certification by the Dutch Health Authorities in 2017.

Bedrocan's products are currently exported to (among others) Australia, Denmark, Finland, Germany, Italy, Israel, Macedonia and Poland. For more information on Bedrocan and its product suite, please refer to the website: www.bedrocan.com.

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Tjalling Erkelens
Founder & CEO



Mauricio Agudelo
CFO

BOM Foreign Investments & Trade

BOM International Trade offers businesses that are outgrowing the Netherlands hands-on assistance to achieve groundbreaking plans. Our independent position opens doors for entrepreneurs, knowledge institutions and governments that often remain closed to others. We help ambitious entrepreneurs to optimally utilize opportunities in new markets.

Our services:

Access to a large network

- Get in contact with interesting business partners, knowledge institutions and local authorities.

Information and knowledge sharing

- Information about markets, financing options for international business and events.
- Access to relevant sector information.

Trade missions

- Participate in seminars and company visits that help your business position abroad.
- Organization of small events with a main focus on matchmaking.
- Receiving foreign business delegations, in which Brabant companies can participate in the program.



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Cognicum

Cognicum specializes in the development and the organizing of study trips for management staff and professionals within healthcare, education, government & multinationals. The mission: offering travel packages that combine relevant and inspiring educational content with a creative concept. These packages are designed to provide participants with new knowledge, inspiration and to connect them to the right people along the way. The goal is to accelerate both personal and professional improvement. Cognicum delivers these services with the greatest possible attention to detail and care for all stakeholders involved.



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CRDLT

CRDL [Cradle] is an interactive instrument that enables a new form of non-verbal communication. It utilises the novel ability to translate interpersonal touch into sound to encourage physical contact between people.

CRDL helps to break the barrier of social isolation for people who normally experience difficulty in communication or social interaction, such as people suffering from dementia, autism, mental disabilities or visual impairment - and their loved ones.

Acting as an icebreaker, CRDL circumvents existing social constructs associated with intimacy and touch, and offers new possibilities for setting up intuitive, playful interactions. The interaction starts when two users each place one hand on the CRDL and a physical connection is established between users. Through innovative technology CRDL can register and distinguish different gestures in the formed circuit and subsequently convert these into sounds.

All participants have equal opportunities to initiate and influence the interaction, regardless of their cognitive abilities. The instrument can be used in one-to-one interactions, or in larger groups by simply adding more participants to the circuit.



Ger Schuivens
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Jack Chen
Founder/designer

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digitalAngel

digitalAngel improves the quality of life of patients and well-being of care professionals by connecting smart medical devices on a single MDD-certified platform. The IoT platform provides valuable information and insights making quality care more efficient, accessible and affordable. With new technology, digitalAngel makes the work of the healthcare professional less intensive, therefore more attractive and the quality and safety of the care around the client is increased. digitalAngel makes the healthcare demand steered instead of supply-driven, the health care professional is only used when it is needed. digitalAngel is a time and cost-saving healthcare innovation. A more appropriate care can be given to a patient and more focus is on core care tasks. The digitalAngel platform has been developed in partnership with Nalta.com. Nalta is a Dutch IT company specialized in Internet of Things solutions, IT- and Digital Transformation.

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Frenetti

About Frenetti

The Frenetti suite of healthcare performance assessments focuses amongst others on professionalism of nurses and care givers and, measuring complexity of care.

Frenetti delivers with the Frenetti Online software platform:

Performance assessments that contain both rapid means of analysis and improvement strategies in a plan-do-check-act cycle.

Frenetti addresses international research findings:

Stressing the importance of an efficient staffing mix: (e.g. RN4Casts: www.rn4cast.eu)

The right professional with the right skills and performance at the right time to deliver care to patients in Hospitals and /or to clients in Nursing Homes and Home Care. The higher the team performance, the more benefit for patient outcome and as a consequence to be able to reduce healthcare costs. Ongoing monitoring, description and prescription of individual, team and organizational performance and increasing mobility of nurses is urgent in this time of short of healthcare professionals and high-quality demands.

We empower healthcare organizations in order to take targeted action:

The Frenetti Online management and professional dashboards with its new methodology offers a disruptive approach of managing nursing capital. Frenetti cannot contribute to get more professionals to take care for patients in hospitals, nursing homes and home care, etc. What we can do in a rapidly way with Frenetti Online is to give management and professionals insight in current performance, ambition and gap in order to improve patient outcome, quality care and patient safety.

What hospitals, amongst others can do more with the gathered data:

In collaboration with (internal and/or external) training schools to set up targeted education and development programs based on gaps in performance. Predictive modeling and strategic decision making based on the (big) data gathered within Frenetti Online (e.g. large groups of nurses) to use and combine with other data stored in the administration systems. Health care organizations are using the data as well to show performance to insurance and accreditation organizational institutes.

Frenetti

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Freda Vasse, MSc
CEO & founder



Hygienius

Hygienius is specialised in Infection Prevention. It has developed an innovative patent-protected Safer Patient Toileting System (SPTS) for bed-ridden patients in healthcare facilities. Current toileting solutions have hardly evolved over the last 50 years and do not address changes in infection prevention regulations and demands adequately. Our innovation reduces contamination risks: **saving lives.**



Maarten Grootswagers
Director

In the US approximately one on 25 patients acquires a healthcare-associated infection (HAI) and it is still one of the country's leading causes of death. Hygienius' system directly reduces the risk of *C. difficile* infections (CDI) and reduces the need for and length of use of urinary catheters (urinary tract infection, or CAUTI, is the most common type of HAI).

CDI is at historically high levels with approximately 14,000 deaths per year and 13,000 deaths for CAUTI.

Hygienius single-use solutions will deliver: better infection prevention (preventing splash and aerosol contamination); better ergonomics for both patients and nurses; better supply chain (transport & storage space requirements) and better, modern aesthetics. Innovative products will be the flat urinal bottle (in male and female versions) and a vomit box that can pop up from flat in one move ('Poppa'). The Poppa range is the focus product for the US-market and will offer ground-breaking advantages in terms of environment (paper-based, biodegraded in 90 days vs 30 years) and supply chain (>90% space saving during transport and storage) as it will be completely flat up until usage and lighter in weight. Specifically, Poppa's non-laminated paper board will degrade entirely in a landfill within three months. This paper board is engineered to replace single-use plastics and PE-plastic laminated barrier disposables.

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1 Source: CDC National Health Report: Leading Causes of Morbidity and Mortality and Associated Behavioral Risk and Protective Factors—United States

2 Source: CDC National Health Report: Leading Causes of Morbidity and Mortality and Associated Behavioral Risk and Protective Factors—United States



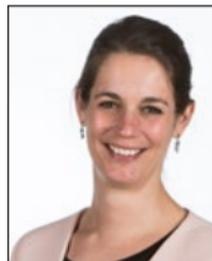
Invest Utrecht**Our mission**

Utrecht Region's mission is to support foreign investors throughout the entire process of establishing businesses and fostering growth in the Utrecht region. Simultaneously, we support 'green, healthy and smart' companies from our region in their ambition to find partners in international markets.

Being part of the national Life Science and Health team and the base of the largest Science Park in the Netherlands, Life science and health is one of our main focus sectors.

Our services

Offering ongoing support to help foreign-owned businesses thrive, we help you select the best real estate from our top business facilities, introduce you to potential partners and networks, and offer advice on important issues including incentives, permits, recruitment, tax, and legal matters. These services are free of charge and tailor-made to suit your needs. To help companies from Utrecht Region finding their way abroad we provide information, organise townhall meetings and economic missions, and provide tailor-made access to foreign networks.



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Ledger Leopard

Ledger Leopard is a rapidly growing international innovation company.

We combine blockchain with a patented technology called “IoTTag” for worldwide, unique codes, enabling to specify and identify all digital and physical objects.

Where DNA is a worldwide unique identity for every person in the world, the IoTTag creates a worldwide unique identity for every physical and digital object. The combination of technologies offers a solution to which every user (from producer to customer) can be connected and is able share role based information throughout the supply chain.

We have successfully delivered an implementation of a Track and Trace platform on medication and industrial equipment. We believe every organization must be able to leverage all the benefits of blockchain technology with little-to-no experience at all. Therefore we provide an API-based, certified blockchain platform to enable developers and organizations to build their own decentralized applications right away.

We also help organizations explore blockchain technology and deliver custom enterprise-grade decentralized applications.

We have already successfully delivered numerous operational blockchain solutions in both Supply Chain and Healthcare, such as BlockchainBaby, a blockchain powered digital medical consent management platform and MijnZorgLog, bringing home “The Best ICT Project of the Year” award by Computable Awards 2017.

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Ron Oudshoorn
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Maastricht Instruments

Maastricht Instruments (MI) is a spin-off company of Maastricht University Medical Centre (MUMC) and is based on the Brightlands Health Campus. MI's product portfolio consists of equipment and software to measure and promote metabolism and physical activity. Specific technology focus areas are indirect calorimetry and accelerometry. Indirect calorimetry is applied to measure metabolism, energy expenditure measurement in rest and during exercise and nutrition measurement. Accelerometry is applied to measure physical activity, sedentary behavior and posture for 7x24 hrs. A clinical application "Hospital Fit" is available to improve recovery of hospitalized patients and support their physical therapists.



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Medicine Men

Medicine Men, based near Amsterdam, is the World's first company to have launched Home Blood pressure measurement as a service. The company's patient-doctor data communication platform, called 'Emma', functions as the backbone for the service. The company won many prizes for her innovative solutions, including medication adherence and activity coaching solutions for the Fitbit Versa smartwatch. The COPD exacerbation recognition product reduces hospital readmissions by over 40%. Products have been developed together with Dutch University Medical centers and multiple patient cohorts. All products are CE Medical Device certified.



Ir. Oscar van Dijk MBA
CEO

The company's blood measuring service complies to all European hypertension guidelines and operates a unique logistic monitoring device circulation system for General practitioners, avoiding any upfront investments and saving considerable time over existing blood measurement methods. The validated bp monitors recognize atrial fibrillation and show any aberrations on the GP online digital reports. The system is fully web based and easy upgradable for use in multidisciplinary heart failure or COPD tele coaching and telemonitoring situations. The system uses configurable app-based questionnaires and AI-based rules to trigger alarms or triage processes.

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MercachemSyncom

MercachemSyncom

Drug discovery organizations large and small increasingly rely on external partnerships to achieve their R&D objectives. The choice of the right partner is paramount to achieving those goals.

With over 300 employees, MercachemSyncom has a proven track record of supporting biotech and large pharmaceutical companies in their discovery and drug development needs. Mercachem offers a range of services in the following areas:

- Synthetic chemistry: macrocycles, peptidomimetics, natural products, linkers for antibody drug conjugates and PROTACs, reference compounds, metabolites, etc.
- Medicinal chemistry:
 - drug design in a broad range of target classes: kinases, protein-protein interactions, epigenetics, GPCRs, proteases, fragment-based drug design,
 - fragment based drug design and DNA-encoded libraries
 - hit generation services
- Parallel chemistry: hit confirmation and hit-to-lead libraries, target family biased libraries.
- Process research: route scouting, catalyst screening, scale-up activities including GMP production of APIs in support of clinical trials.

Our partnerships are structured based on FTE or fee-for-service agreements depending on the client's needs. We tap into our organization's collective brainpower to solve synthetic and medicinal chemistry challenges for our clients and we pride ourselves on delivering results on time and within budget.

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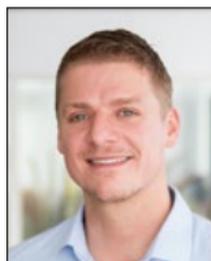
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NewCompliance

NewCompliance provides surgery departments with full interoperability solutions paired with smart, real-time dashboarding. Together they help run any OR department like a safe and efficient airport. Smart data analytics and 100% compliance to safety protocols, boost efficiency levels and eradicate avoidable complications & infections. Already a market leader in Europe and with a US West Coast office, the company is currently expanding rapidly across the US.



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Rotterdam Partners

Rotterdam Partners is the official Foreign Direct Investment Agency in the Rotterdam region

We offer expertise and support in helping International business establish in the Rotterdam region, such as arranging visas, work permits, compliance with legislation and regulations, and taxes. We offer a tailored made program and put you in touch with local, provincial, and national authorities, public-sector organizations and service providers, such as consultants, lawyers, and recruitment firms.

Life Sciences & Health business and cooperation opportunities in the Rotterdam region

The Life Sciences & Healthcare (LS&H) community in Rotterdam is a key contributor to the city's overall innovation ecosystem and national business climate. Rotterdam is part of the Medical Delta cluster the largest cluster of LS&H companies and research medical institutions. The LS&H Cluster includes the Erasmus University Medical Center, one of Europe's leading university medical centers in combination with its Technology Transfer Office and Incubator program.

The unique strategic location of Rotterdam enables companies to serve 170 million customers across Europe in a 300 mile radius. Learn more about the Netherlands LS&H cluster by attending one of the many congresses in our city; Innovation for Health, World of Health care, ICHOM, Logimed, Nature.

Contact us directly for independent and professional advice, entirely free of charge.

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Roxelane Care

Roxelane Corp. is a Dutch tech- & concept company with the specialty; Artificial Intelligence. Roxelane developed social and commercial products for its own account and risk. This is how Roxelane developed an internationally successful senior-care concept called **Memory Lane**- “connect-share-care”, a smart-home product to facilitate the digital communication & support between seniors and their families, linked to the care of seniors. Memory Lane supports seniors with a care question such as in dementia, MS, rheumatism or loneliness both extramurally and intramurally. The family can always be connected, in the safe circle of trust, via the Memory Lane App on their cellphone and offer support and qualitatively contribute to the longer independence of the senior. Memory Lane connects the whole family, children and grandchildren but can also make the headline to professional care. Memory Lane - “connect-share-care”. www.memorylane.care



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RSM Netherlands

The way we work

RSM operates as an entrepreneur for entrepreneurs: for company directors, management teams, management departments and customer services. As such, you will recognize us as a service provider with drive. We not only use our expertise to be your sparring partner, but also want to contribute to your success.



Hans van Loenen

A team of financial experts and consultants act on behalf of your organization. That is, we will take care of issues and provide you with solutions before problems arise. You will benefit from years of knowledge and experience. In this way, you have your hands free to do what you can do best: "Running and growing your health business".

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Sensara

Sensara improves the quality of life and care for senior citizens.

Sensara HomeCare for independent residents and assisted living: Sensara alerts, signals and advices family and/or caregivers when needed. How? Our self-learning algorithms monitors 30 medically verified profiles against the information received from our sensors. The information is send to our user-friendly apps and interfaces.

Sensara ProCare for skilled nursing and memory care: offering a 24/7 passive alarm function. Generating the following alarms: fall detection, leaving the room, out of bed detection and prolonged stay in the bathroom. No more unnecessary night rounds, more time can be spent on residents who require immediate assistance and residents have better nights rest.

These are some of the survey results from a pilot project with a CCRC (continuing care retirement community) in New Hampshire:

- 75% of residents say Sensara improved their quality of life;
- 92% of residents (strongly) agrees sleep improved;
- 95% of nurses (strongly) agrees quality of care improved.



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umcg

University Medical Center Groningen (UMCG)

University Medical Center Groningen (UMCG) of the University of Groningen, is one of the largest hospitals in the Netherlands and the largest employer in the northern Netherlands. More than 13,000 employees are active in patient care and in leading scientific research, with a focus on 'healthy and active ageing'. Our research focuses on innovative treatments and diagnostics, understanding the mechanisms of disease and prevention. About 4,000 students are trained as doctor, dentist or movement-scientist and over 400 doctors receive further training as medical specialist. The UMCG focuses on complex care and care for complex patients. Our care is always based on the newest insights and is given by the best doctors and nurses. Along with support staff they work daily on our goal: "Building the future of health".



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Ministry of Foreign Affairs

Netherlands Ministry of Health, Welfare and Sport

The Counselor for Health, Welfare and Sport is the linking pin between the USA and the Netherlands insofar as policy priorities in the field of health are concerned.

The priorities of the Netherlands at present focus on:

- Cross border health risks such as infectious diseases, Antimicrobial resistance;
- Global health security;
- Access and availability of affordable medicines;
- Access and availability of affordable medical devices;
- E-health and health IT
- Economic Diplomacy in the field of the TopSector Life Sciences and Health and the different parts of the health sector;

To this end exchanges between policymakers, knowledge institutes, NGO's and the private sector in both countries are realized to further stimulate innovations in health care beneficial to patients in both countries and internationally.



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Task Force Health Care

Task Force Health Care (TFHC) has been representing the Dutch Life Sciences & Health sector since 1996. Our various TFHC Platforms consist of partners from industry, knowledge institutes, NGO's, healthcare providers and the government, all active in the Dutch Life Sciences & Health sector. These partners provide innovative and sustainable solutions to global (and local) healthcare challenges and are active all over the world. In the last decade we visited and maintained relationships with more than 30 countries and created a sustainable & special focus on: Africa, Asia, Europe, Latin America, North America and the Middle East. TFHC Partners are looking forward to broaden and strengthen their network!



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Ministry of Health, Welfare and Sport

Netherlands Ministry of Health, Welfare and Sport

Public health

The Ministry of VWS encourages people to adopt healthy life styles: to exercise more, to refrain from smoking, to use alcohol moderately, to practise safe sex and to eat healthily. People who have problems with their health should be able to call on their general practitioner, the hospital or other forms of health care on time. They are insured for this care and therefore have a right to health care. Together with health insurers, health care providers and patient organisations, the Ministry of VWS ensures that there are sufficient facilities and that people have sufficient choices.

Welfare

The Netherlands too has groups of residents that profit less from our welfare state. They are not economically independent or do not take an active part in society. In collaboration with ministries that are focused on the economy, education, housing and the environment, the Ministry of VWS strengthens the social infrastructure. Volunteer work and youth care are important parts of the social policy.

Sport

Sport promotes health, provides social contacts and contributes to self-development. The 'sports mission' of the Ministry of VWS is to make it possible for everyone to play sports. In addition, the Ministry focuses on and funds top-level sports, so that the Netherlands can perform well at international tournaments.



Anja Pel
Senior advisor
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Netherlands Business Support Office
Texas

Netherlands Business Support Office Texas

At the NBSO, our aim is to promote and enhance the economic ties between Texas and the Netherlands. Texas is a great entry point to the U.S. market!

We have an active and widespread network made up of many U.S. companies, industry associations, and governmental organizations. Additionally, we are connected to the Rijksdienst voor Ondernemend Nederland (RVO), as part of the Ministry of Economic Affairs. With a mission to support entrepreneurs and enterprises, their goals closely overlap with ours.

Our services and support are for Dutch companies that are either looking to enter the American market or already have a presence in Texas.

For many years a strong connection between Texas and the Netherlands has existed, especially in the fields of oil & gas, the petrochemical industry and water management. But also the sectors health, high tech, agrifood and horticulture and the more recent developments on renewable energy provide lots of opportunities for Dutch businesses.

The strong economic ties between Texas and the Netherlands has resulted in more than 100.000 jobs and there are many more ways to further strengthen these ties and to enhance the opportunities for Dutch companies in Texas. If you want to set up shop in Texas or if you are looking for opportunities to intensify your business in Texas, the Netherlands Business Support Office can help you out. Check out our website for more information.



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Netherlands Enterprise Agency

Netherlands Enterprise Agency (RVO.NL)

The Netherlands Enterprise Agency stimulates entrepreneurs in sustainable, agricultural, innovative and international business. It aims to improve opportunities for entrepreneurs, strengthen their position and help them realize their international ambitions with funding, networking, know-how and compliance with laws and regulations.

The Netherlands Enterprise Agency is a government agency which operates under the auspices of the Ministry of Economic Affairs and Climate Policy. Its activities are commissioned by the various ministries and the European Union.



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