

# BRABANT IS BRIGHT

Brabant is a location that empowers in every way it can, that's welcoming and hospitable and innovative in getting things done. To help you accomplish what you do best: doing business. Our future is bright, how about yours?



## Bright Business

Brabant is home to more than 1.600 corporations from abroad, representing approximately 16% of all jobs created by foreign companies in the Netherlands, active in manufacturing, logistics, R&D and business services.



## Bright People

Brabant is responsible for more than 50% of all patent applications in the Netherlands, done by 16,000 researchers, who work for global R&D Centers such as Bosch, MSD, ASML and Holst.



## Bright Life

The dedicated Holland Expat Center South provides support and advice to expatriates in Brabant with regards to formalities and is also a starting point for settling into the region.

## Bright Business

Choosing the optimal location for your European business is a considerable undertaking, for which you don't only need good business instinct, but also a vivid imagination. So just imagine, being in the heart of Europe, surrounded by talented and innovative people. Where your next door neighbours are global leaders, startups and institutes in industry sectors such as high tech, life sciences and agrifood. Where logistics is engrained in the region's DNA. And where you have a dedicated partner supporting you every step of the way to ensure a flawless landing and expansion. In short: Imagine empowering Brabant, where your business and people will grow!



Beyond business as usual. Collaboration between businesses, institutes and government is a way of life.



European patent paradise. Brabant is responsible for 50% of all European patent registrations in the Netherlands.



Home of global leaders. Leading companies, institutes and campuses such as Philips, ASML, NXP have paved the way.

## Bright People

In the end, it's people that matter most. With its world renowned research and education institutes, Brabant is home to a constant stream of highly talented and ambitious professionals. People with an optimistic can-do mentality, who have learned to collaborate from an early age, which makes them ideal employees. Thanks to its bright business climate, bright life and welcoming atmosphere, Brabant attracts captains of industry, innovators, pioneers and students from all over the world, giving an extra boost to the whole region's business climate.



Highly educated employees. 75% of the people in Brabant have a higher vocational or university degree.



Mostly multilingual. 93% speaks a foreign language, in most cases English.



Many high tech jobs. 25% of all high tech jobs in the Netherlands can be found in Brabant.

## Bright Life

Life is good in Brabant! Not only because of its warm and welcoming people, but also because of its excellent facilities: close to everything that makes life easier and more enjoyable, such as leading international schools, beautiful nature and leisure parks, a vibrant bar and food scene, lively cities and affordable healthcare and housing. Plus a dedicated Expat Center that supports our international guests in coming to, settling in and living in Brabant, making sure they feel right at home!



Leading international schools. The right education for foreign nationals in many locations, including language institutes.

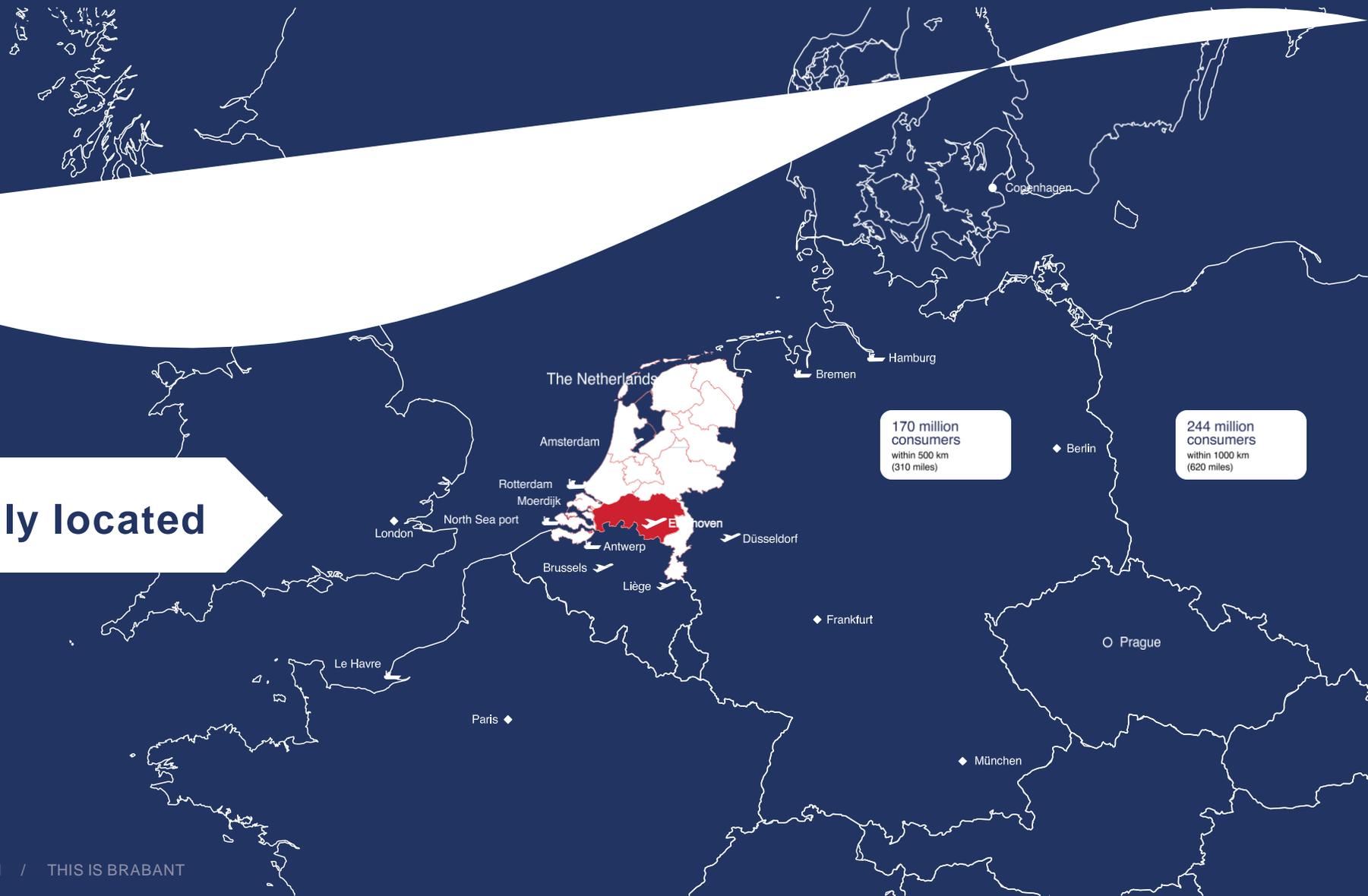


Excellent healthcare system. Easy access to the Dutch healthcare system for all Dutch residents.

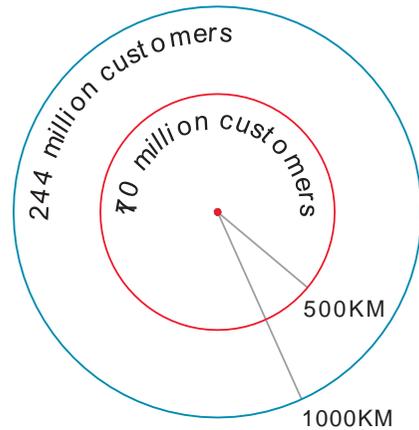


Dedicated expat center. Full support in terms of formalities, housing, education, employment and other social and personal needs.

# Strategically located



# Consumer accessibility



The many important transport routes in Brabant support the economic structure of Northwestern Europe, connecting the main ports with the region's densely populated urban and industrial areas. Brabant offers accessibility to 170 million consumers within a 500 kilometer radius and up to 244 million consumers within 1000 kilometers.

Brabant covers an area of 5,082 km<sup>2</sup>, making it the second largest province in the Netherlands, and is home to some 2.5 million people spread across 62 municipalities. The biggest city is Eindhoven, followed by Tilburg, Breda, Den Bosch and Helmond.

## Main cities

2.5 million inhabitants in Brabant



\* At Jan. 1st, 2019

Brabant is a location that empowers in every way it can, that's welcoming and hospitable and innovative in getting things done. To help you accomplish what you do best: doing business. Our productive, highly industrialized, and knowledge-intensive region is an attractive opportunity for companies looking to access the European market. In Brabant, foreign companies will find exactly what they need:



A market of **170 million consumers** within a 500 kilometer radius



**1,650 foreign companies** employing more than 116,000 people, representing 16% of all jobs created in the Netherlands.



**A well-developed transportation infrastructure** connecting the ports with the main economic regions in the Netherlands, Belgium, France and Germany



**Beyond business as usual** collaboration between businesses, institutes and government is a way of life.



**European patent paradise.** Brabant is responsible for 50% of all European patent registrations in the Netherlands.



**Very innovative region with** 16,000 researchers working in Brabant for global R&D centers, such as Philips, MSD and Holst.



**A highly motivated, well-educated labor pool** with excellent language skills

Brabant is home to more than 1.600 corporations from abroad, representing approximately 16% of all jobs created by foreign companies in the Netherlands, active in manufacturing, logistics, R&D and business services. Lots of important innovations are created within the region's main industries, namely: High Tech Systems & Materials, Agrifood, Life Sciences & Health, Aerospace, Data Sciences and Chemicals & Biobased. An impressive number of the world's largest companies are based in the area, including:

Acer	BenQ	Heineken
SAP	Abbott Laboratories	DHL
Samsung Electronics	Amgen	Ericsson
Mars	Siemens	Apple
Exxon Mobil	Cargill	Shell
ASML	FedEx	NXP
Sony	Bosch	FujiFilm
Philips	Bavaria	Coca-Cola
GE	Ricoh	Tesla
DAF Trucks Paccar	IBM	Sabic
TE Connectivity	Thermo Fisher	Delta Electronics
Shimano	Yaskawa	StockX
Ingram Micro		

Source: BOM, NFIA

**1,600+**  
foreign companies

representing  
**16%**  
of all jobs created by  
foreign companies in NL

## Main industries

High Tech Systems & Materials  
Agrifood  
Life Sciences & Health  
Aerospace  
Data Sciences  
Chemicals & Biobased

# THIS IS THE BRABANT DEVELOPMENT AGENCY

The Brabant Development Agency works together with businesses to create a robust, sustainable, and future-proof economy for the province of Brabant. We share knowledge, create networks and provide investment capital to innovative Brabant companies and sustainable energy projects. We also encourage innovative foreign companies to settle in Brabant and we assist Brabant companies to extend their reach abroad.

We aim to further economic growth, increase employment, solve social issues, and create a leading role for Brabant on the world stage.

## ► BOM BRABANT VENTURES

BOM uses the Brabant Ventures label to focus, using knowledge and capital, on the accelerated and future-proof growth of ambitious Brabant startups and scaleups in the top industries of High Tech Systems and Materials, Agrifood, Biobased economy, Life Sciences & Medtech, Maintenance and Supply Chain.

## ► BOM INTERNATIONAL TRADE

Under the International Trade label BOM assists Brabant companies to make the best possible use of their opportunities on international markets and to increase their growth. We assist Brabant companies looking to explore their opportunities in China (Jiangsu), Germany (Baden Württemberg and Bavaria), US (Midwest & Texas) and Israel.

## ► BOM FOREIGN INVESTMENTS

Under its Foreign Investments label, BOM assists foreign companies in the High Tech Systems & Materials, Agrifood, Life Sciences & Health, Aerospace, Data Sciences, Chemicals & Biobased industries to make optimal use of the opportunities offered by Brabant as an operating location.

## ► BOM RENEWABLE ENERGY

Under its label Renewable Energy label BOM encourages large-scale initiatives on the part of businesses, property owners and individuals to make Brabant energy-neutral.

# BOM works together

to create a robust, sustainable,  
and future-proof economy for the  
province of Brabant.

# BOM FOREIGN INVESTMENTS

## How we help

When you relocate, set-up and expand your business, you need the essentials to be taken care of quickly and thoroughly. BOM Foreign Investments is your partner every step of the way, providing a comprehensive range of services and support for new and existing foreign companies in Brabant, in order to help you save time and money.

A local team of experts on a wide range of subjects is at your disposal, free of charge. We can offer you our support when it comes to issues with building permits, finding sites, real estate or personnel, questions on employment law, understanding tax incentives or help with business development and networking. We've been doing this for more than 35 years and look forward to sharing our experience with you.

To facilitate new foreign investments in Brabant, and help existing business operations to grow, we combine our services with the unique expertise and support of our colleagues at BOM. This expertise includes supporting R&D programs and initiating and stimulating innovative industrial projects as well as support in financing privately owned companies.



**Information:** Domestic and regional regulations are demystified via our team of experts, and information relating to tax rulings, permit procedures and the business climate in your industry is provided.



**Network:** Relationships and talent acquisition are key to a company's success and often prove to be powerful differentiators. We will be happy to introduce you to our huge corporate and government network, providing you with the best contacts right away.



**Site selection:** Where and when? These are the biggest decisions of all. We see you through the site selection process from start to finish and keep showing you sites until you find the perfect location.

BOM Foreign Investments works closely with the Netherlands Foreign Investment Agency (NFIA) and the Holland International Distribution Council (HIDC).

For more information: <https://brabantisbright.nl/>

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