

Business in The Nordics & Baltics



The embassies as your partner

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Eindhoven, 22-03-2017





The markets

Embassy support

Regional Business
Development

Nordics – market challenges & opportunities

General market challenges

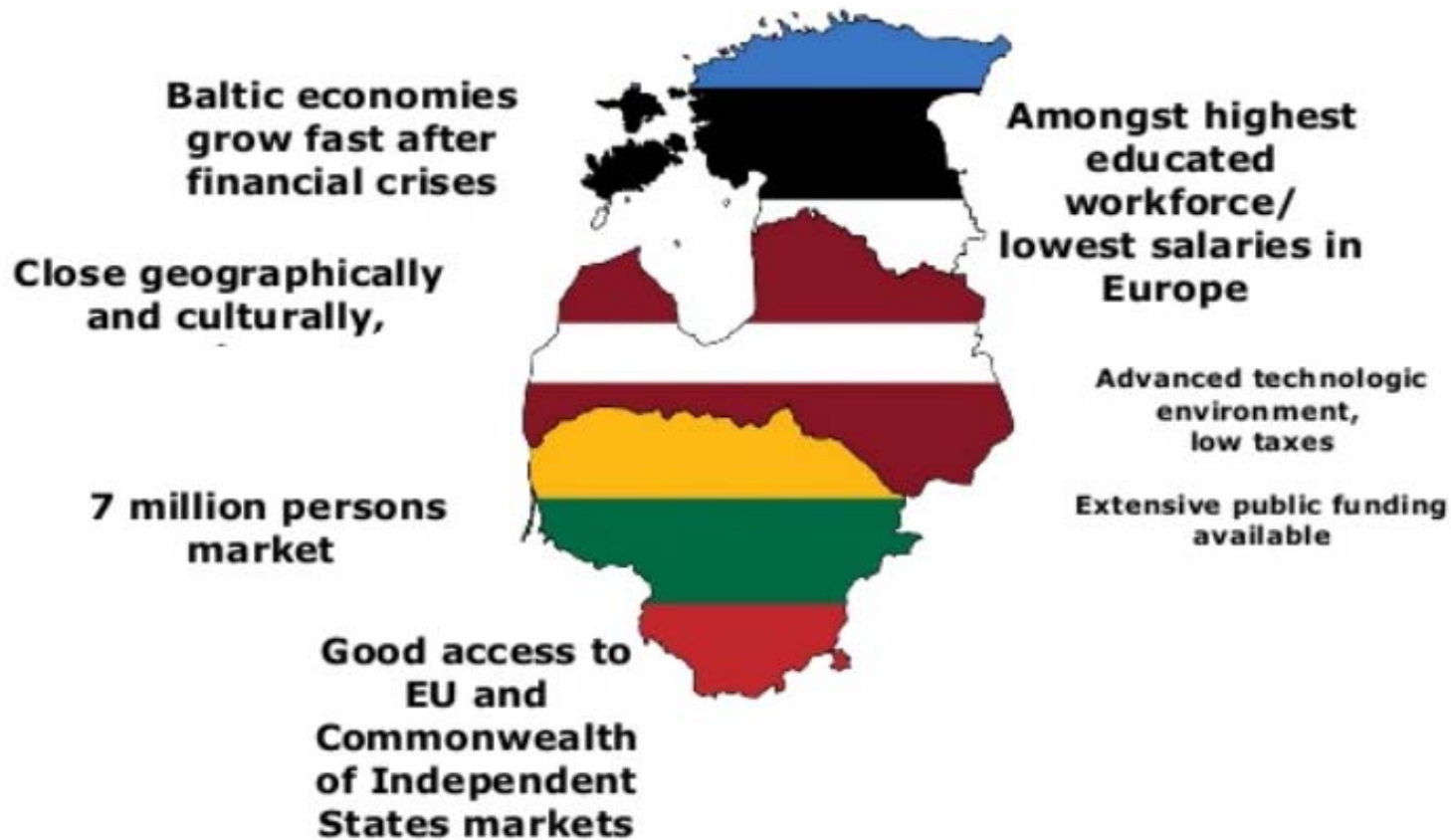
- Nordic firms do not change suppliers easily
- Without local partner - tough to enter
- Long term cooperation is the key to success

General market opportunities

- Highly receptive to new advanced technologies
- Strong demand for advanced technologies and products/services
- Green opportunities
- Rapid developments in smart grid, bioenergy, cyber-security & e-health
- E-business,



The Baltics – close and growing



Role of Embassies

We

- Provide market information
- Have a **network** with government agencies, companies and chambers of commerce to assist you in **finding business partners**, and **promote** the Dutch commercial interests, expertise and knowledge
- Advise you on access to **finance**
- Look after **interests of companies** (unfair competition)

NB: Events & activities!



REGIONAL BUSINESS DEVELOPMENT

SCANDINAVISCH EN BALTISCHE MARKTEN



The role of RBD

- Facilitates multi-lateral collaboration between the **embassies**, the **business leads** in the Nordic-Baltic region and companies & knowledge institutions in **The Netherlands**
- Offers **detailed information** about the opportunities and projects in the region
- Broad **network** in the Netherlands, USPs of Dutch products/services
- **Financial** advice (loans, EU funding, regional funding organisations etc)
- **Cross-border** project initiation, development and structuring (public private partnerships etc)

What can the RBD do for you?

- Pro-actively searches for the **business leads** in the Nordic-Baltic region and presents the opportunities
- Orders market scans and project mapping to identify potential
- Develops the promising opportunities into **concrete project plans** including the financing suggestions
- Collects and distributes info regarding the **USPs** and innovational developments of Dutch companies/institutions
- Regional Business Development team is part of the embassy network



Please get in touch with us!



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