

AmChamNews

AMERICAN CHAMBER OF COMMERCE IN THE NETHERLANDS

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BRABANT: *A Welcoming Home*

High Tech Campus Eindhoven



+ AMCHAM ROTTERDAM APPOINTS NEW CHAIRMAN

BRABANT

A good number of North American corporations seem to be having a love affair with the Dutch province of Brabant – and this affection is mutual. The arrival of the AmCham Brabant Chapter has merely intensified this practical and upright business relationship. Currently, the US–Brabant connection is as strong as ever.



THE PROVINCE OF BRABANT IS STILL RECOUPING FROM ITS THREE-DAY CARNIVAL, A FOLK FESTIVAL THAT CHARACTERISES BRABANT PEOPLE'S STRONG SENSE OF SOCIAL COHESION. THIS SAME SENSE OF INVOLVEMENT IS ONE OF THE FEATURES OF BRABANT'S ECONOMY: A PEOPLE-BASED ECONOMY, BUT WITH A NO-NONSENSE APPROACH AND A SENSE OF PURPOSE MATCHED WITH SUCCESS FACTORS SUCH AS COOPERATION AND KNOWLEDGE EXCHANGE.



AN IMPRESSIVE NUMBER

For many years, Brabant's economic DNA has roused the interest of American companies. Some of these have been the center of the foreign industry in this province for decades. What started with the arrival of companies during the post WWII reconstruction era - including several renowned icons of industrial history - has grown, in a short period of time, into an impressive number of high-tech companies, logistic headquarters and marketing & sales branches settling here. Brabant is already popular among international corporations due to its logistic infrastructure and its strategic position between the international ports of Rotterdam and Antwerp. Brabant, as a stepping stone to the European market, is still the most important reason for North American corporations to head over here. But there are other motives now too: the technological knowledge available here in Brabant, the open ecosystems that are the foundations for successful innovations, the national and international recognition of Brabant as a hotspot of High Tech, logistics and maintenance. With 1,400 foreign companies here, Brabant

has a more than its average share in the ongoing globalization of the Dutch economy. These businesses represent over 100,000 direct jobs and 80,000 indirect jobs – 15 per cent of the total employment figures in Brabant. The number of companies from North America that have settled in Brabant currently exceeds 300, but their significance for the regional economy has an even greater impact in many other ways. For instance, their contribution to employment generated by foreign industries is some 40 per cent.

SMART SOLUTIONS

Companies from the United States are showing more and more interest in the high quality technological business climate that Brabant has to offer to international corporations. The presence of companies like ASML, Philips, NXP and FEI Company catch the imagination, while the High Tech Campus in Eindhoven, also known internationally as "Silicon Valley on a postage stamp", holds a key position in the dynamics of Brabant's economy. Here in the Netherlands, the campus is regarded as an absolute top-notch facility for knowledge-intensive companies, but has a prominent

position on a broader, European scale too. So it's no surprise that companies such as Tyco Electronics and Texas Instruments recently chose to open branches on the High Tech Campus. Besides organic growth from US companies, also more and more US companies make the step to Europe by taking over companies. Recently, for example, it was announced that Intel took over Silicon Hyve B.V. in Eindhoven.

A similar development can be seen in Brabant's logistics as well. The Dutch Institute for Advanced Logistics (Dinalog) is located in Breda, providing a physical and virtual site for business and knowledge institutes to implement concrete programs in logistics and the supply chain. The Netherlands has control of the logistics strings, and Dinalog is its calling card. Here, as well as on the High Tech Campus, smart solutions are the focus, and they are to put the sector, and the companies working in conjunction in it, in the international lead.

"The company was looking for a springboard to better serve the European market. In Brabant there was space, there was the labour potential that Mars was looking for and the infrastructure was excellent. The conditions for business development in Veghel were fantastic and they still are. This is also partly due to the central position with respect to the world ports of Rotterdam and Antwerp and the proximity of international airports."

**GENERAL MANAGER,
TIMO HOOGEBOOM
MARS NEDERLAND**

"We service more countries from the Eindhoven location than any of our other global distribution centers. This is a testament to the effectiveness of the operation, the skill level of our employees and the outstanding logistics that are available."

**MARTIN SLARK,
VICE CHAIRMAN AND CEO
MOLEX INCORPORATED**

"Over 200 Fluke employees work in Eindhoven, and hardly a word of Dutch is spoken in its European head office. We are in an international environment here in

Brabant"
**ROB VAN ZEELAND,
CFO
FLUKE EUROPE**

"We have access to well-trained staff in Breda, many of whom are multilingual. People from different cultural backgrounds can work well together here"

**MIKE DOUMA,
GENERAL MANAGER
ABBOTT LOGISTICS**



AMCHAM BRABANT CHAPTER

Brabant's economic unique selling points are becoming increasingly evident to companies from the USA. Added to which, the fact that these companies feel welcome and at home in the international setting Brabant has to offer, produces solid foundations for a mutually sound relationship. In 2010, these foundations experienced even more reinforcement when the AmCham opened a Brabant Chapter. A meeting, arranged by AmCham and the Brabant Development Agency (NV BOM) for North American companies at the High Tech Campus in Eindhoven, provided the opportunity. Now, the AmCham Brabant Chapter has already organized two highly successful get-togethers, including one at Coca-Cola. This year, the meetings are scheduled to take place at Dinalog in Breda and Paccar Trucks in Eindhoven.

"It's obvious that we are meeting a need for the companies from North America", remarks Bodo de Wit. As the Senior

Project Manager of Foreign Investments at the BOM, he is closely involved with the Brabant Chapter. "The BOM together with the Netherlands Foreign Investment Agency dedicate much time and effort to attracting foreign investments. We also spend a good deal of energy on strengthening the bonds with foreign companies that have already opened branches here. Our joint activities with the AmCham Brabant Chapter means that we can offer companies from the USA the chance to share knowledge about relevant and recognizable topics, which helps them to maintain their strong positions in the industry. We can provide support in many areas, such as real estate, financial matters and subsidies. And we can give them access to business networks, the government and knowledge institutes. Consequently, the Brabant Chapter has become a network that actually contributes to the common goal of the AmCham and the BOM, i.e. serving the interests of North American companies."

SELECTION OF THE 300+ NORTH AMERICAN COMPANIES IN BRABANT

Paccar Trucks (manufacturing and R&D, 4,500 employees), Georgia Pacific (manufacturing, 450), Philip Morris (manufacturing, 1,600), Mars (manufacturing and distribution, 1,300), Coca-Cola (manufacturing and distribution, 350), Amgen (world wide distribution and customer contact centre, 550), Ball Packaging (manufacturing, 190), Newell Rubbermaid (customer contact centre, 75), Tennant (manufacturing, 160), Tyco (R&D and sales, 350), Abbott (European Distribution Centre, 200).

NORTH AMERICAN NEWCOMERS TO BRABANT

Forever 21 Inc., Celadon Systems, Lawrence Equipment, Iron Mountain, Epic Europe, Texas Instruments, Genesis Engineering, Cass Information Systems.



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