

Quality of business climate & life

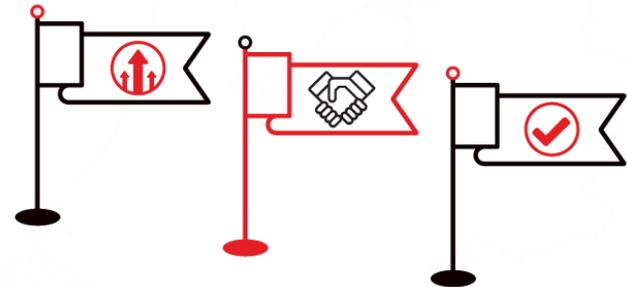


The Netherlands: favourable international business climate

- Forbes names the Netherlands no. 3 Best Country for Business

“The Netherlands plays an important role as a European transportation hub, with a persistently high trade surplus, stable industrial relations, and low unemployment,” according to Forbes

- The Netherlands also ranked highly among best countries for personal freedom, technology, innovation, and property rights



Business climate: our major strenghts

- Strategically located between the largest economies in Europe. A major airport and seaport make us the gateway to Europe
- Ease of doing business
 - Political and economic stability
 - Highly educated and English speaking workforce
 - Dutch authorities are considered supportive, especially in the field of customs and tax
- KPMG analyzed that the Netherlands is cost leader in Europe when it comes to business costs, especially in the fields of corporate digital and R&D
- Furthermore, the Netherlands is a prosperous country that scores well on all basic conditions like quality of life and IT infrastructure.



Major indicators of the tax system

Internationally oriented

- A wide tax treaty network: to avoid double taxation on income and capital, and reduce withholding taxes on dividends.
- Participation exemption regime: dividend and capital gains in relation to domestic and foreign participations are generally exempt from Dutch corporate income tax.
- VAT deferment upon import: no upfront payment of VAT and Custom Bonded warehousing.

Collaborative/supportive

- Practice of advance tax rulings: allows taxpayers to assess a company's tax situation in advance and obtain a pre-determined tax ruling from the tax authorities for a specified number of years.

Favorable

- A competitive corporate tax rate of 25% (20% on the first 200,000).
- 30% tax ruling for expatriates: provides a substantial income tax exemption of up to 30%, for a period of up to 120 months.

Particularly attractive for R&D activities

R&D rulings

- Effective tax rate of only 5% for income from intangible assets (new technological know-how)
- R&D tax deduction facility (RDA)
- Incentive for R&D Costs (WBSO)

Corporate income tax rates			
	1 st	2 nd	3 rd
 Digital	 Canada	 UK	 Netherlands
 R&D	 France	 Netherlands	 Canada
 Corporate	 UK	 Canada	 Netherlands
 Manufacturing	 UK	 Canada	 Netherlands

Source: Competitive Alternatives, KPMG

IT infrastructure – the Dutch Digital Gateway

- State-of-the-art, 100% digital, advanced fiber-optic network
- Highest broadband penetration in the world
- Amsterdam Internet Exchange (ASM-IXC): world's largest Internet Exchange
- #1 in the EU for outstanding use of information and communications technology**
- Reliable broadband and telecom providers, state-of-the-art cyber security companies, a very reliable and efficient energy supply

Source: *The Netherlands is the #1 Most Connectedness Index 2014*

**Source: *World Economic Forum Europe 2020 Competitiveness Report*



#1

**Most Connected Country
in the World**

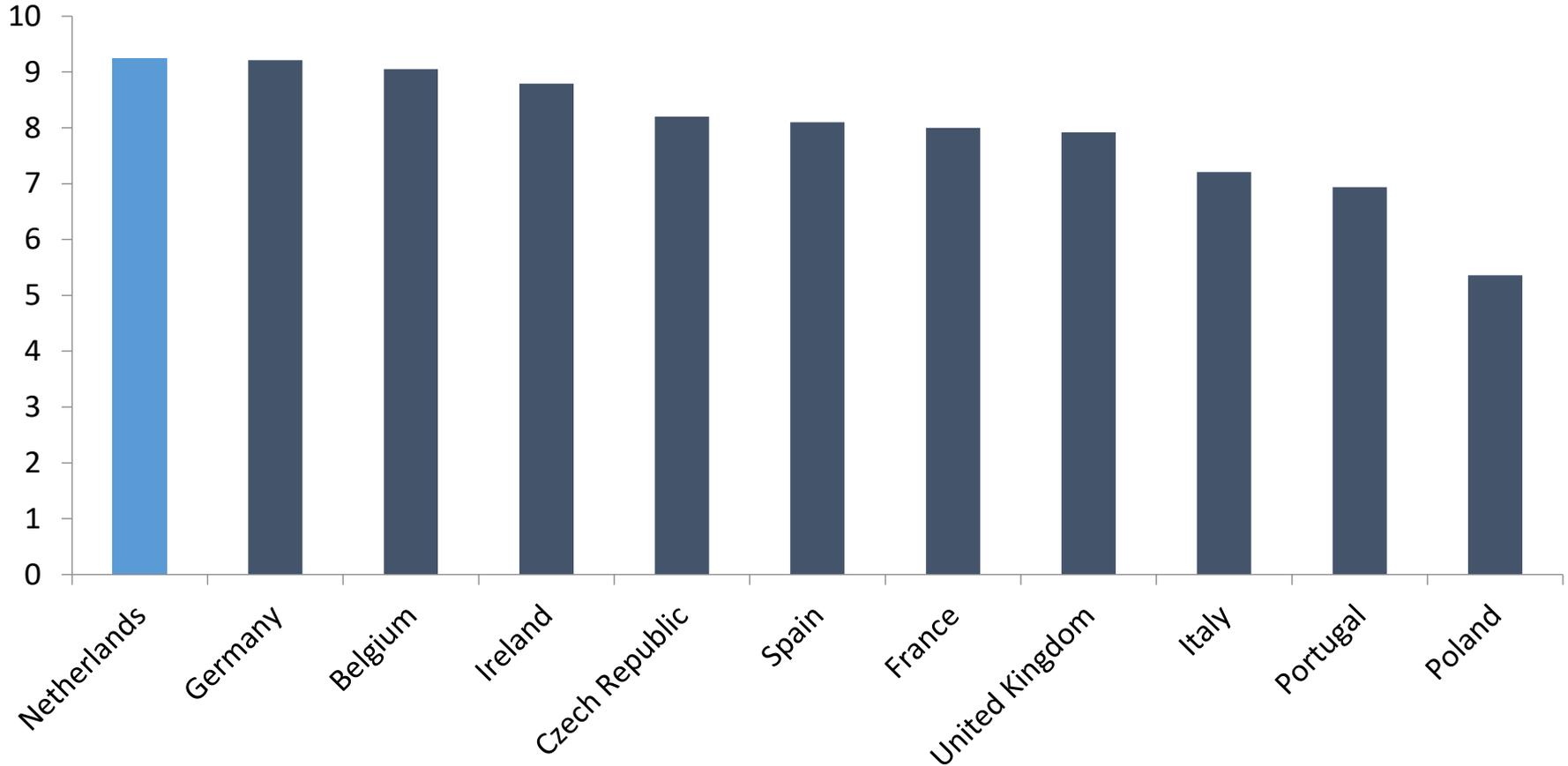
Quality of life in the Netherlands

- Prosperous (top 12 nations worldwide in terms of per capita GDP according to IMF, World Bank / 7th in Legatum Prosperity Index)
- Excellent health care system
- Politically and economically stable
- Safe (81% of the Dutch state they feel safe in contrast to the OECD average of 68%)
- High quality of education
- Equal, multi-cultural, concensus-minded (the Netherlands scores 7th place worldwide on personal freedom)
- Favourable tax climate
- Dynamic living environment
- 5th place in Human Development Index (life expectancy)



Quality of life is high

Executive Opinion Survey (2016) based on an index from 0 to 10



Source: IMD World Competitiveness Online, 2016





High quality education

- The Netherlands has a high-quality system of primary, vocational, higher and professional education
- The Netherlands ranks third place in Global Competitiveness Report of the World Economic Forum based on the quality of the education and training system, as evaluated by business leaders
- The Netherlands is one of the strongest OECD countries in student's skills
- As a result the Netherlands has a highly educated and motivated workforce

Higher Education and Training Top 10

1	Singapore
2	Finland
3	Netherlands
4	Switzerland
5	Belgium
6	Denmark
7	Norway
8	United States
9	Australia
10	New Zealand

Source: *The Global Competitiveness Report 2016-2017*
Top 10 ranking out of 144 economies

BRAINPORT EINDHOVEN

Brainport Eindhoven: one of the main pillars of Dutch economy



What makes Brainport Eindhoven stand out in the crowd?

- Relatively small, centrally located in Europe, high quality of life, attractive cost of living and very innovative
- Home to many innovative and leading tech and IT companies and organisations (OEM's, SME's and start-ups)
- Business language is English, overall English proficiency very good
- Offers many engineering and IT job opportunities
- Large and thriving international community
- Excellent bilingual schools and exceptional technical university
- Great restaurants, nice shops, always buzzing but not overcrowded with tourists
- Excellent infrastructure, perfect area for biking



#2 city in Europe

According to the Numbeo Quality of life index, Eindhoven has, after Zurich, the highest quality of life in Europe. Leaving cities like Berlin, Munich, Paris and London far behind.

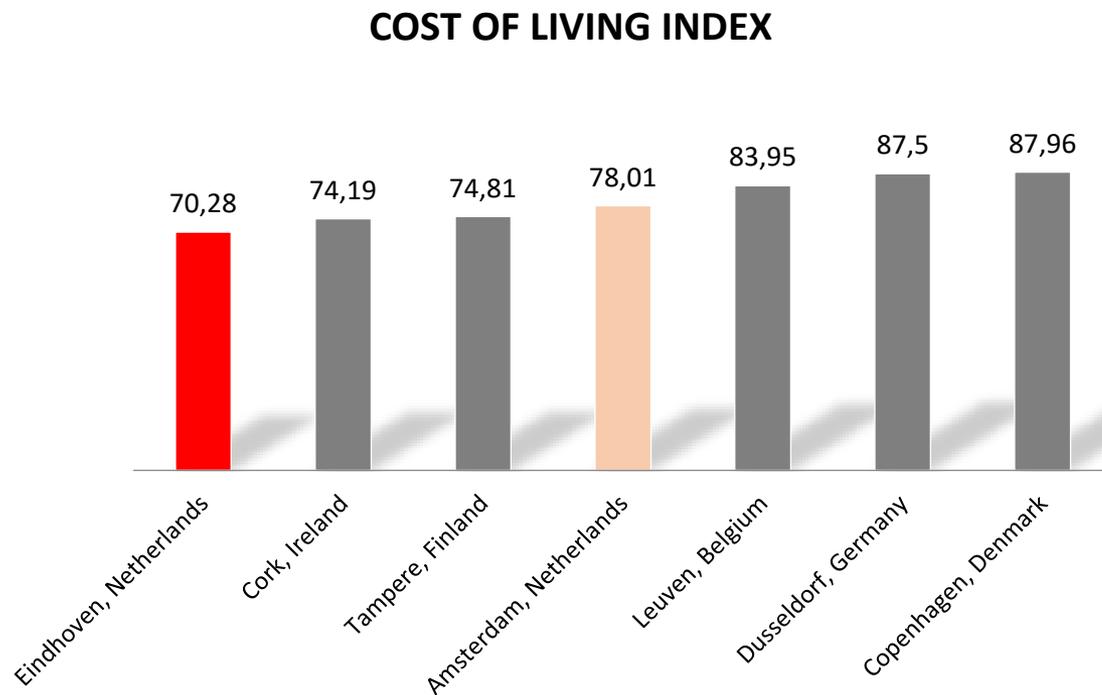
The index looks at factors like safety, health care, cost of living, property prices, commute times, pollution and climate.

Search: <input type="text"/>										
Rank	City	Quality of Life Index	Purchasing Power Index	Safety Index	Health Care Index	Cost of Living Index	Property Price to Income Ratio	Traffic Commute Time Index	Pollution Index	Climate Index
1	Zurich, Switzerland	199.15	126.90	83.17	73.52	128.29	8.23	34.36	17.29	81.48
2	Eindhoven, Netherlands	194.78	102.23	74.91	72.13	73.79	5.79	25.76	22.24	85.38
3	The Hague (Den Haag), Netherlands	189.39	93.31	74.86	75.86	72.37	6.32	32.97	23.80	90.61
4	Copenhagen, Denmark	187.68	90.70	76.48	78.33	86.23	9.29	28.65	20.78	83.74
5	Vienna, Austria	184.49	83.16	76.99	78.78	65.64	13.90	26.55	18.44	81.77
6	Luxembourg, Luxembourg	184.36	106.31	70.88	73.73	83.71	11.34	33.66	21.15	82.62
7	Reykjavik, Iceland	184.14	81.07	77.96	67.00	100.85	6.58	20.34	15.26	68.81
8	Edinburgh, United Kingdom	184.11	89.95	69.47	80.68	69.94	8.86	27.17	26.16	84.01
9	Helsinki, Finland	184.06	93.13	77.80	77.11	72.36	12.08	32.23	12.65	62.79
10	Dusseldorf, Germany	179.50	99.57	69.10	74.69	66.98	10.98	29.83	31.43	86.37

Cost of living – relatively low

- Estimated montly expenses for a single person in Eindhoven:
€ 707,43
- Estimated monthly expenses for a four person family:
€ 2.491,26 *

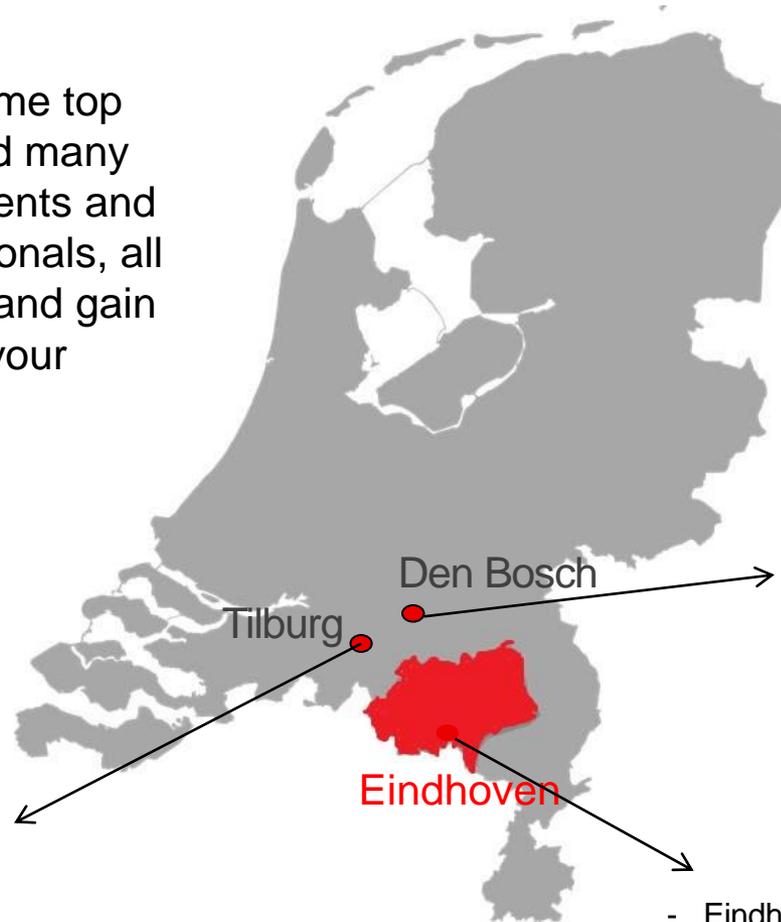
* without rent or mortgage



Cost of living index, Numbeo

Access to talent

Brainport is home top universities and many ambitious students and young professionals, all eager to learn and gain experience at your company.



- Tilburg University
- Avans University of Applied Sciences
- Fontys University of Applied Sciences

- Jheronimus Academy of Data Science
- Avans University of Applied Sciences
- Fontys University of Applied Sciences
- HAS University of Applied Sciences (agriculture & food)

- Eindhoven University of Technology
- Fontys University of Applied Sciences
- Design Academy Eindhoven
- International School Eindhoven

Collaboration – sharing labs, accomodations and facilities

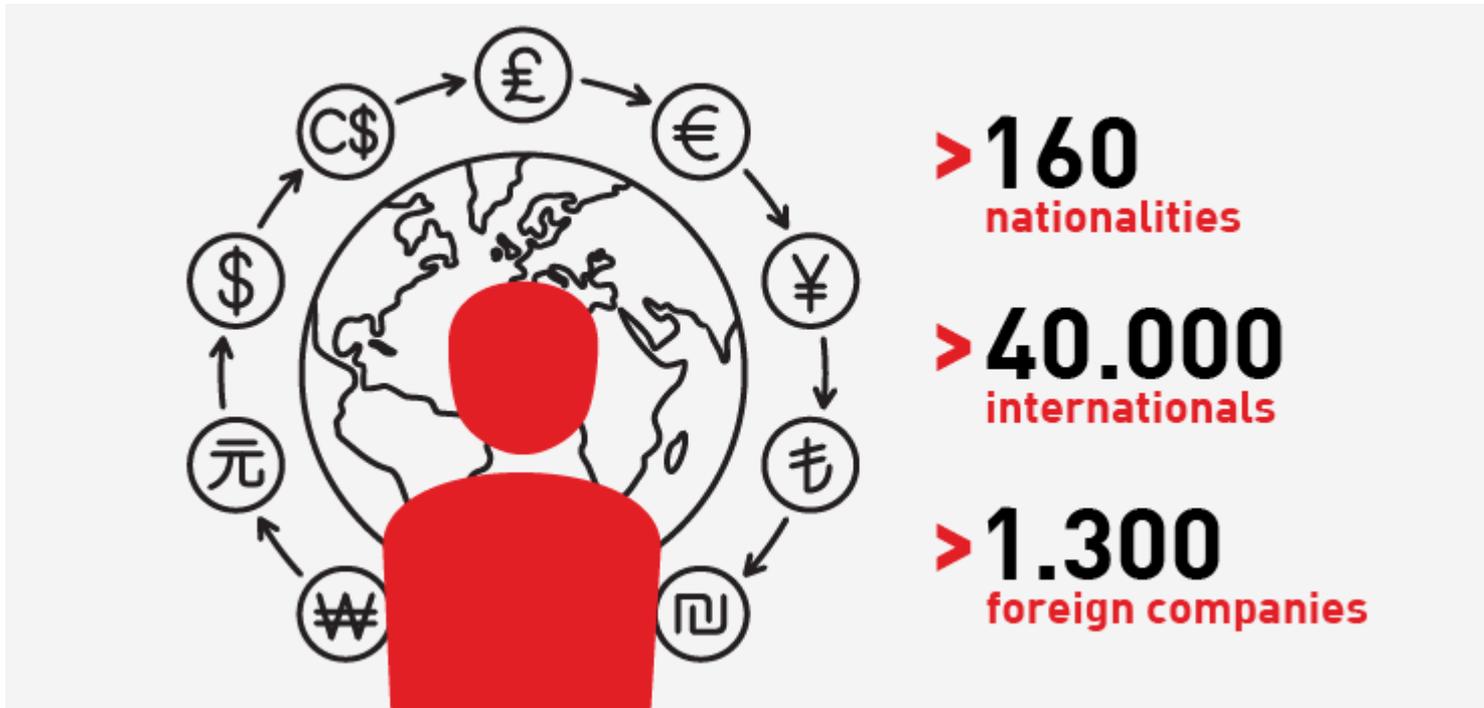
Close collaboration, sharing knowledge, mentoring and smart entrepreneurship characterise the open innovation culture which makes Brainport Eindhoven the growth accelerator of the Dutch economy.

Brainport Eindhoven provides small and large companies with easy access to shared facilities that are needed in each stage of the Technology Readiness Level. Campuses and companies in the region share state-of-the-art facilities on a pay-per-use basis. A lot of these labs, clean rooms or other facilities are unique in the Netherlands or even in the world.

- 45,000 M2 RESEARCH FACILITIES AT HIGH TECH CAMPUS EINDHOVEN
- 25 LABS AND TEST FACILITIES AT AUTOMOTIVE CAMPUS HELMOND
- 54 LABORATORIES AT TU/E CAMPUS
- AND MANY MORE ...



International community Brainport Eindhoven



“The upcoming years Eindhoven will probably become one of the main capitals for young engineering students and engineers. This place is definitely going to be booming. My advice to young engineers: get a foot in while you can. “

Mohammed Khan (22) from Great-Britain works for Segula Technologies NL



“The city of Eindhoven is not overcrowded but it is not too small either. It is a good mix. Moreover, I can get almost everywhere on my bike and bike paths are good. The Saturday markets are quite interesting and cheerful”

Pradhayini Ramamurthy (29) from India works as a software engineer for Thermo Fisher Scientific



Great restaurants



Design



Culture & Festivals



Garden cities reinvented



Sports



Scenic rural areas

What Brainport Development can do for investors and tech starters

Brainport Development

Brainport Development is a new-style economic development agency, that works with representatives from industry, knowledge institutes and government to strengthen the Brainport top technology region. In cooperation with the Brabant Development Agency (BOM) and the Netherlands Foreign Investment Agency (NFIA) we provide Foreign Direct Investors and tech starts with information and practical assistance free of charge.

Setting up your business without burdens

Brainport Development helps you set up your business in a fast, flexible and transparent manner by:

providing you with all the information you need about the regional business climate

- connecting and introducing you to a transparent network of reliable service providers
- introducing you to our large and valuable network for the development of your core-business

Our services

Our services, all provided on a confidential basis, include:

- real estate search, providing insight and data on site selection and logistics strategies
- personal guidance on matters such as available incentives, permit procedures, tax structures
- identifying the right talent and other human resource issues
- introducing you to a variety of Dutch networks and service suppliers in business, to government authorities at national and regional levels, to academic and private sector consultants, and to others central to the investment process
- Connecting you to innovation programs that are relevant to your business
- Helping you find relevant suppliers
- All other aspect concerned in setting up your business

Let us unburden you in setting up your business

Do you have questions, or do you want to obtain more information on doing business in Brainport Eindhoven? Then please contact Brainport Development: invest@brainportdevelopment.nl

Or follow Brainport Eindhoven on [LinkedIn](#)

