

# Facts and datapoints Brainport Eindhoven and The Netherlands

As part of the **Regional Value Proposition (RVP) Toolkit**, this document provides essential data points highlighting Brainport Eindhoven and the Netherlands as premier destinations for living, working, and innovation.

## Contents

Working .....	2
Working in Brainport region .....	2
Working in the Netherlands.....	4
Living.....	6
Living in Brainport.....	6
Living in the Netherlands .....	9
Brainport Region vs Other (Technical) Places.....	11

# Working

## Working in Brainport region

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### High-Tech Ecosystem

- **Leading High-Tech Region:** Brainport Eindhoven is home to over 6,000 high-tech companies in sectors such as photonics, AI, and advanced manufacturing. [Regional Vision on International Talent, page 3]
  - **Export Powerhouse:** The region contributes to 12.3% of the Netherlands' national export volume. [Regional Vision on International Talent, page 5]
  - **Concentration of Innovation:** Brainport Eindhoven's economy is characterized by a high concentration of high-tech industries, particularly within the High Tech Systems and Materials (HTSM) sector. The industrial sector accounts for approximately 25% of the total added value in the region. [Brainport Monitor Entrepreneurship]
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### Innovation and R&D

- **R&D Investment Leader:** In 2020, private R&D investments in Brainport Eindhoven reached €3 billion, accounting for 7.2% of the regional GDP. [Regional Vision on International Talent, page 2]
  - **Global Patent Contributor:** Brainport Eindhoven is responsible for 2% of all global patent applications, reflecting its role as a leader in innovation. [Regional Vision on International Talent, page 2]
  - **Patent Filing Champion:** In 2022, 3,547 patent applications were filed from North Brabant, accounting for 52.2% of all patent applications in the Netherlands, placing the province among the top 5 European regions with the highest number of patent filings. [Brainport Monitor Innovation]
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### Economic Growth

- **Rising Regional GDP:** The Gross Regional Product (GRP) of Brainport region reached €45.5 billion in 2022, a 7.6% increase compared to 2021. Over the past decade, the GRP grew by 61.3%, outpacing the national increase of 46.8%. [Brainport Monitor Economy]
- **Economic Acceleration:** In 2022, the economy of Brainport region grew by 6.1%, surpassing the national growth rate of 4.5%. [Brainport Monitor Economy]
- **Industrial Backbone:** The industrial sector accounts for over a quarter of the total added value in Brainport region, making it a significant economic driver. [Brainport Monitor Economy]

- **Deep Tech Startups:** In 2022, **80% of investments** in startups within Brainport Eindhoven were directed towards deep tech startups, compared to **20% nationally**, highlighting the region's focus on advanced technological development. [Brainport monitoring live 2022]
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## Workforce and Employment

- **R&D Employment Hub:** Brainport Eindhoven employs 21,600 private R&D employees, representing 18.2% of the Netherlands' total R&D workforce. [Brainport Monitor Innovation]
  - **Job Creation Leader:** By 2032, over 52,700 additional jobs in tech and IT are expected in the region, driven by innovation and sector growth. [Strategic Agenda Schaalsprong Talent, page 5]
  - **Talent Retention Programs:** Programs are in place to retain over 16,000 international workers, focusing on improved working conditions and long-term opportunities. [Strategic Agenda Schaalsprong Talent, page 14]
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## Collaboration and Global Impact

- **Triple Helix Collaboration:** The Triple Helix collaboration between government, academia, and businesses drives innovation and knowledge sharing. [Regional Vision on International Talent, page 3]
  - **Attracting Global Business:** Between 2018 and 2023, 65 foreign companies established themselves in the Brainport region, originating from countries like Germany, India, Japan, Taiwan, Turkey, and the United Kingdom. [Brainport Monitor Entrepreneurship]
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## Export and Trade

- **Export Growth Leader:** In 2021, the Brainport region exported €36.2 billion worth of goods, marking a 21.4% increase compared to 2020. [Brainport Monitor International Trade]
- **HTSM Export Dominance:** The HTSM sector contributed €28.2 billion, accounting for 84.1% of North Brabant's total high-tech exports. [Brainport Monitor International Trade]

- **Significant Export Growth:** Since 2015, the export of goods has grown by 76.5%, with exports from the HTSM sector increasing by 98.7%. [Brainport Monitor International Trade]
  - **Top Export Destinations:** Germany remains the largest destination for exports, accounting for €13.7 billion in 2021. Other key markets include Belgium, South Korea, and Taiwan. [Brainport Monitor International Trade]
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## Education and Talent Development

- **Innovative Education Systems:** Innovative international education systems are being implemented to prepare future talent, focusing on primary and secondary education. [Strategic Agenda Schaalsprong Talent, page 13]
  - With nearly one-third of the Netherlands' international technology students studying in Noord-Brabant, the region ensures a **continuous pipeline of tech talent** to meet industry needs. [Brainport Monitor International Migration]
  - The growing number of international students and professionals enriches workplace diversity, aligning with the Brainport region's **global focus on innovation and collaboration**. [Brainport Monitor International Migration]
  - Germany contributed the most students to Noord-Brabant, with **2,967 students**, of whom **878 (25.6%)** studied technology. Bulgaria was the largest source of international tech students, with **974 students**, accounting for **51.3%** of all Bulgarian students in the region.
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## Working in the Netherlands

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### Work Environment

- **Flat Organizational Structures:** Dutch workplaces encourage open communication and innovation through flat hierarchies. [Regional Vision on International Talent, page 3]
- **Collaborative Work Culture:** Workplaces emphasize collaboration, allowing employees to contribute to decision-making processes. [Talent Perception Study: The Netherlands]
- **Diversity in Workplaces:** The Netherlands is recognized for its inclusive and multicultural work environment, scoring **4.1 out of 5**. [Talent Perception Study: The Netherlands]

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## Jobs and Employment

- **High Employment Rate:** 78% of people aged 15 to 64 are employed, exceeding the OECD average of 66%. Employment rate by gender: **82% for men and 74% for women.** [OECD Better Life Index]
- **Remote Work Leadership:** The Netherlands leads the EU in remote working, with over **50% of employees working from home** at least occasionally. [Regional Vision on International Talent, page 4]
- **Low Overwork Rates:** Only **1% of men and women work very long hours**, compared to the OECD average of 10%. [OECD Better Life Index]

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## Professional Development

- **Investment in Talent:** The national government, province, and region will invest **€2.51 billion in public facilities and talent** development by 2030. [National talent plan]
- **Opportunities for Growth:** The Netherlands scores **4.03 out of 5** for professional growth and lifelong learning opportunities. [Talent Perception Study: The Netherlands]
- **Job Security and Stability:** The country is highly regarded for its job stability, scoring **4.02 out of 5.** [Talent Perception Study: The Netherlands]

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## Economic Growth

- **Economic Resilience:** The Dutch economy demonstrates steady growth in GDP and export performance. [Regional Vision on International Talent, inferred]
- **High Income Levels:** The average household net-adjusted disposable income is **USD 34,984** per year, surpassing the OECD average of USD 30,490. [OECD Better Life Index]
- **Venture Capital in Tech:** Dutch startups in high-tech sectors raised **\$2.7 billion in venture capital** in 2024, representing a **13% increase compared to 2023.** This growth highlights the attractiveness and potential of the Dutch tech ecosystem. [Netherlands Q4 2024, page 4]

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## STEM and Industry Opportunities

- **STEM Leadership:** **36.5%** of respondents are interested in technology, **34.6% in computer science**, and **29.7% in engineering**, reflecting the Netherlands' alignment with global STEM trends. [Talent Perception Study: The Netherlands]

- **Innovative Work Environment:** The Netherlands is seen as fostering an innovative and collaborative work culture, scoring **4.05 out of 5**. [Talent Perception Study: The Netherlands]
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## Employee Benefits

- **Salaries and Perks:** Competitive salaries and robust employee benefits, such as extensive parental leave, healthcare, and vacation days, are highly valued by internationals. [Talent Perception Study: The Netherlands]
- **Tax Benefits for Expats:** The **30% ruling for expats** serves as a major financial incentive, enhancing the Netherlands' appeal to international professionals. [Talent Perception Study: The Netherlands]

## Living

### Living in Brainport

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## International and Multicultural Community

- **Diverse Population:** The Brainport region is home to **80,824 internationals**, representing **11.1% of the total population**. [Regional Vision on International Talent, page 6]
  - **Global Community:** Brainport hosts residents from over **150 nationalities**, fostering inclusivity and diversity. [Regional Vision on International Talent, page 6]
  - **International Growth:** As of 2024, the Brainport Eindhoven region has a population of approximately 809,176 residents. Of these, 80,824 individuals hold foreign nationalities, representing about 11.1% of the total population. [Brainport Monitor Interantional]
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## Safety and Security

- **Safe Living Environment:** The Netherlands is consistently ranked as one of the safest countries in the world, with Brainport Eindhoven offering a secure environment for families and individuals. [Regional Vision on International Talent, page 6]
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## Family-Friendly Atmosphere

- **Access to Education and Childcare:** Families benefit from access to **international schools** and **high-quality childcare**. [Regional Vision on International Talent, page 6]
  - **Recreational Facilities:** The region offers family-oriented facilities and recreational areas, including **parks and cultural centers**. [Regional Vision on International Talent, page 6]
  - **Enhanced Amenities:** Investments are being made in international schools and improved amenities to support the growing international population. [Strategic Agenda Schaalsprong Talent, page 14]
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## Housing and Living

- **Migration Trends:** In 2023, **25,047 people** moved to Zuidoost-Brabant from abroad, while **9,279 people** left the region for other countries, resulting in a **positive migration balance of 15,768 people**.
  - **Affordable Housing:** Housing in Brainport is more affordable compared to other Dutch cities like Amsterdam, with a focus on creating accessible and sustainable living options. [Regional Vision on International Talent, inferred]
  - **Planned Housing Expansion:** Over **62,000 new homes** are planned in the region by 2030 to meet growing demand. [Strategic Agenda Schaalsprong Talent, page 14]
  - **Municipal Contributions:** In 2023 Eindhoven accounted for the largest share of the region's migration balance, with **10,006 new international residents**. The municipality of Cranendonck saw a notable 38.5% increase in immigrants, adding **9,125 people**.
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## Transport and Connectivity

- **Efficient Public Transport:** The region boasts a **high-quality public transport system** for easy travel. [Regional Vision on International Talent, page 6]
- **Cycling-Friendly Infrastructure:** Brainport's cycling infrastructure makes commuting convenient and sustainable. [Regional Vision on International Talent, page 6]

## Quality of Life

- **Global Quality of Life Ranking:** In mid-2024, Eindhoven ranked **number 3 globally** for quality of life in the Numbeo index. [Numbeo numbers]

## International Students in Technology:

- **31.3% of all international technology students in the Netherlands** studied in Noord-Brabant in 2023, highlighting the region's attractiveness for tech education.



## Living in the Netherlands

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### English Proficiency

- **Global Leader in English Skills:** The Netherlands ranks **#1 globally** for non-native English skills, making it easy for internationals to integrate. [Regional Vision on International Talent, page 6]
  - **Widely Spoken: 90% of the population** is proficient in English, making the Netherlands one of the most accessible non-English-speaking countries for internationals. [Talent Perception Study: The Netherlands]
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### Work-Life Balance

- **Healthy Balance:** The Dutch prioritize a healthy balance between work and personal life, with ample vacation days and flexible working hours. [Regional Vision on International Talent, page 4]
  - **Strong Perception:** The Netherlands scores **4.12 out of 5** for work-life balance among surveyed STEM professionals. [Talent Perception Study: The Netherlands]
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### Health Care

- **Universal Coverage:** The Netherlands has a **universal health care system** offering high standards of medical services. [Regional Vision on International Talent, inferred]
  - **Mandatory Insurance:** Health insurance is mandatory, ensuring comprehensive coverage for all residents. [Regional Vision on International Talent, inferred]
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### Sustainability

- **Leader in Green Living:** The Netherlands excels in renewable energy and sustainability initiatives, reflected in **green urban planning** and **eco-friendly housing**. [Invest in Holland sustainability]
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### Cultural Openness

- **Inclusive Society:** The country is perceived as **open and inclusive**, with a reputation score of **4.05 out of 5**. [Talent Perception Study: The Netherlands]
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### Transport and Accessibility

- **Efficient Infrastructure:** The Netherlands scores **4.1 out of 5** for ease of transport and connectivity, emphasizing its **efficient public transport** system and **cycling infrastructure**. [Talent Perception Study: The Netherlands]
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### Education and Family

- **Family-Friendly Environment:** The Netherlands scores **4.03 out of 5** for the quality of education and childcare facilities available to internationals. [Talent Perception Study: The Netherlands]
  - **Happiest kids in the world:** The Netherlands is home to the happiest children in the world **ranking #1**, they experience the highest levels of happiness, supported by a balanced lifestyle, strong community connections, and a focus on well-being in education and family life. [UNICEF Report Card 16]
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### Safety

- **Top Safety Rating:** The country's safety rating is one of its strongest appeals, scoring **4.14 out of 5**, making it particularly attractive for families and individuals relocating. [Talent Perception Study: The Netherlands]
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### Community and Life Satisfaction

- **Supportive Community:** **94% of people** believe they know someone they can rely on in times of need, compared to the OECD average of 91%. [OECD Better Life Index]
  - **High Life Satisfaction:** The Netherlands has an average life satisfaction score of **7.5 out of 10**, higher than the OECD average of 6.7. [OECD Better Life Index]
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### Perceived Barriers

- **Cost of Living and Housing Availability:** Across several countries, these are seen as challenges when relocating to the Netherlands. [Talent Perception Study: The Netherlands]
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### Cultural Association

- **Positive Perceptions:** Common associations with the Netherlands include "freedom," "beautiful," "clean," and "opportunities." [Talent Perception Study: The Netherlands]

## Brainport Region vs Other (Technical) Places

### Innovation Metrics

- **R&D Leader:** Brainport Eindhoven outperforms many European tech hubs in **R&D investment as a percentage of GDP**. [Regional Vision on International Talent, page 2]
  - **High R&D Spending:** Businesses in Brainport region invest **7.2% of the regional GDP** in R&D, significantly higher than other Dutch regions like Delft (3.5%) and Leiden (2.9%). [Brainport Monitor Innovation]
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### Economic Growth

- **Strong Economic Growth:** The region's economy grew by **8.0% in 2021**, compared to the national average of 5.0%. [Regional Vision on International Talent, page 5]
  - **GRP Per Capita:** In 2022, the Gross Regional Product (GRP) per inhabitant in Brainport region was **€61,473**, which is **18.4% higher** than the national average of €54,671. [Brainport Monitor Economy]
  - **International Position of the Netherlands in Tech:** The Netherlands ranked as the **6th tech ecosystem in Europe** by venture capital investment in 2024. [NUMBEO Netherlands Q4 2024, page 10]
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### Quality of Life

- **Balanced Living:** Unlike many major hubs, Brainport offers a mix of professional opportunities and a **high quality of life**, with lower living costs compared to cities like London or Silicon Valley. [Regional Vision on International Talent, inferred]

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## Collaboration Ecosystem

- **Triple Helix Model:** Brainport's unique Triple Helix model fosters partnerships between **government, academia, and businesses**, serving as a benchmark for collaboration. [Regional Vision on International Talent, page 3]

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## Global Impact

- **High-Tech Exports:** Exports from the region's high-tech sectors totaled **€29.8 billion in 2020**, contributing significantly to the global economy. [Regional Vision on International Talent, page 5]
- **Share of National Exports:** In 2021, Brainport region contributed **12% of the Netherlands' total exports** of €304 billion, ranking second nationally in export value. [Brainport Monitor International Trade]
- **HTSM Leadership:** North Brabant accounted for **47.5% of the Netherlands' HTSM exports**, with Brainport region contributing **40% (€28.2 billion)** to the national total. [Brainport Monitor International Trade]

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## Talent Development and Workforce Expansion

- **Education and Workforce Programs:** The region focuses on **education and workforce programs** tailored to both local and international talent, giving it a competitive edge. [Regional Vision on International Talent, page 4]
- **International Recruitment Goals:** Brainport aims to attract **16,000 international professionals** to address skills shortages in key sectors. [Strategic Agenda Schaalsprong Talent, page 14]
- **Vacancy Needs:** An estimated **71,200 vacancies in tech and IT** need to be filled by 2032 through educational and international recruitment efforts. [Strategic Agenda Schaalsprong Talent, page 20]

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## Sectoral Specialization

- **Industrial Strength:** Brainport region has a higher concentration in the **industrial sector** compared to the national average, contributing **19% to the national industrial output** despite a smaller population share. [Brainport Monitor Entrepreneurship]

