10 Reasons Why West Holland is the Hotspot for Horticulture

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The Netherlands and the West Holland region offer a unique location for all horticulture activities. The largest greenhouse area in the world, Greenport Westland-Oostland, is located in the West Holland region. The region is also known for its highly innovative Horticulture cluster, with an excellent knowledge infrastructure, knowledge sharing and efficient logistics. We present 10 reasons to invest in the West Holland region.

1. **HIGHLY INNOVATIVE**
   - 80% of all horticulture innovation worldwide originates from the Netherlands. The West Holland region holds the vast majority of Dutch innovate firms in Horticulture.

2. **SUSTAINABLE URBAN DELTA**
   - 580 horti companies receive CO₂ from the industry in Rotterdam.
   - 15% of the Dutch Household energy is produced from the excess heat of greenhouses.

3. **INNOVATIVE COMPANIES**
   - Often incorporate knowledge and expertise from other sectors, such as ICT, Water and Life Sciences & Health.

4. **Participate in knowledge networks**
   - Wageningen UR is the world leading university in agrifood. Their horticulture research department is located in the West Holland region and operates in close collaboration with local horticulture firms.

5. **TRAINING PROGRAMS**
   - Several training programs by Dutch growers are intended for international firms. Often in collaboration with research institutes, these growers are eager to share their expertise.

6. **COMPLETE HORTICULTURE SUPPLY-CHAIN**
   - Is present in close geographical proximity. All links are strongly intertwined, leading to widespread collaboration and knowledge sharing.
ACCESS TO TALENT

170+

KNOWLEDGE INSTITUTIONS

8

ACCESS TO INNOVATION

NATIONAL INNOVATION AGENDA FOR SECURITY - 6 themes:

1. Partnership in networks and systems
2. Societal innovation for security in society
3. Resilient critical infrastructure
4. Action-oriented information provision
5. Observation with unmanned systems
6. Process innovation in and between professional organizations

INTERNATIONAL ENVIRONMENT IN THE HAGUE

1. Delft University of Technology (Mathematics & Computer Science, Cyber Security, DIRECT Virtual Institute, Nanoscience Quantum Computing)
2. Cyber Security Academy The Hague Accredited Executive & Professional MSc program
3. Haagsche Hogeschool
4. National Police Academy
5. Leiden University / Webster University

INTERNATIONAL TRADE HUB

24% of the world trade in horticultural products is in Dutch hands

85% of all income in the Dutch Horticulture sector is associated with export

CLOSE TO THE PORT OF ROTTERDAM

The biggest fruit and vegetables harbor in Europe.

3 million m² conventional storage
600,000 airconditioned pallet places
250,000 cooled storage pallet places
200 importers and exporters of fruit and vegetables.

WORLD LEADING

Exporter of cut flowers, plants and trees in the world
In knowledge and innovation
In added value

GATEWAY TO EUROPE

The Netherlands, located in between the three largest economies in Europe, provides a strategic location to serve markets in Europe, the Middle East and Africa.

INNOVATION QUARTER

Invest & innovate in West Holland
InnovationQuarter is the Economic Development Agency for the West Holland region in the Netherlands. We provide free assistance and advice to international companies looking to locate in West Holland. In addition, we facilitate co-operation between companies, academic institutions and government. Moreover, InnovationQuarter funds innovative and fast-growing businesses in the region.

WEST HOLLAND OFFERS YOU

- A strategic location in the heart of Europe
- State-of-the-art business, research and incubation facilities
- Highly educated and multilingual workforce
- Superior logistics infrastructure
- Excellent quality of life
- A competitive tax climate
- Advantageous tax incentives for R&D activities
- A dedicated foreign investments team, offering confidential, free of charge services to international companies

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