10 Reasons
Why West Holland is the Hotspot for Cyber Security

Innovation Quarter
10 Reasons why West Holland is the Hotspot for Cyber Security

The West Holland region is the ideal gateway to Europe for cyber security companies. It is home to the largest security cluster in Europe: The Hague Security Delta (HSD). Due to the presence of the national government, military and intelligence agencies and international organizations, an internationally renowned cyber security cluster has emerged, that has been united under the flag of HSD. This cluster offers you access to market, innovation, talent, knowledge and capital. If you are looking to expand your business to mainland Europe, we invite you to take notice of the top 10 reasons to invest and innovate in the West Holland region.

1. **STRONG DUTCH IT SECTOR**
   - Internet penetration among the highest in the world
   - Most advanced broadband network in Europe
   - Financial sector among the most advanced and open to new technology
   - Internet usage among the highest in the world

2. **CYBER MARKET**
   - Dutch IT Market: €24 billion
   - IT Security is now 10% of the Dutch IT market
   - 14.5% growth / year
   - The Dutch economy is extremely dependent on IT
   - Annual damage in the Netherlands: €10 billion

3. **SECURE DIGITAL GATEWAY**
   - Internet exchange point
   - 12/14 internet cables US-EU go through NL (NFIA, 2016)
   - Internet speed (17 MB/s) in the EU (source: Akamai, 2016)
   - Internet penetration among highest in the world (source: Akamai, 2016)

4. **FASTEST GROWING DATACENTER MARKET IN EUROPE**
   - IBM, Microsoft, Google, Equinix, Oracle, Palo Alto Networks
   - 15% annual growth
   - 20% of the European key datacenter market
   - 82% occupancy rate
   - 206 data centers with 271,000m² net surface

5. **CYBER CHALLENGES**
   - National Security
   - Encryption
   - Digital Forensics
   - Responsible Disclosure
   - Public-Private Cooperation

**Organizations active in these fields:**
- National Cyber Security Center: Deploying national ISAC’s
- General and Military Intelligence Agencies
- Presence of national and international organizations: Europol (E3: European Cyber Crime Center), Eurojust, NATO (NCIA - Cyber Department), OPCW
LARGEST SECURITY CLUSTER IN EUROPE
Ecosystem named: The Hague Security Delta (HSD)

The Hague is the cyber capital in the Netherlands
(25% of the national turnover)

Dedicated HSD Office and SME Connect, providing matchmaking services

BUSINESS OPPORTUNITIES

ACCESS TO MARKET
- Strong network of resellers and distributors
- 300 million consumers within 600 miles
- Located on mainland Europe, member of the EU and Eurozone
- The Dutch are very internet savvy (93% daily use)

LEADING COMPANIES

TALENT & KNOWLEDGE

CYBER SECURITY TALENT
- 4,500 students at research universities in IT related disciplines
- 2,000 students at Universities of Applied Sciences

RESEARCH & INNOVATION
Strong collaboration within the triple helix (government, business and universities), resulting in:

- National Cyber Testbed
- National Research Agenda
- HHS Center of Excellence: Cyber
- TNO Cyber Security Lab
- Global Forum on Cyber Expertise
- Smart City Deal

The Hague is the cyber capital in the Netherlands
(25% of the national turnover)

Dedicated HSD Office and SME Connect, providing matchmaking services

BUSINESS OPPORTUNITIES

ACCESS TO MARKET
- Strong network of resellers and distributors
- 300 million consumers within 600 miles
- Located on mainland Europe, member of the EU and Eurozone
- The Dutch are very internet savvy (93% daily use)

LEADING COMPANIES

TALENT & KNOWLEDGE

CYBER SECURITY TALENT
- 4,500 students at research universities in IT related disciplines
- 2,000 students at Universities of Applied Sciences

RESEARCH & INNOVATION
Strong collaboration within the triple helix (government, business and universities), resulting in:

- National Cyber Testbed
- National Research Agenda
- HHS Center of Excellence: Cyber
- TNO Cyber Security Lab
- Global Forum on Cyber Expertise
- Smart City Deal
Secure Digital Gateway to Europe

Are you a cyber security company looking to expand into the European market? Be part of the largest security cluster in Europe, The Hague Security Delta, where businesses, governments and knowledge institutions work together and share a common goal: more business activity, more jobs and a secure world. We look forward to assisting you in the process of setting up your business 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
• Highly educated and multilingual workforce
• Excellent quality of life
• A competitive tax climate
• A dedicated foreign investment team, offering confidential, free of charge services to international companies.