

India Calling 2009

Country Presentation the Netherlands

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THE NETHERLANDS – INDIA

big differences but many similarities

There is a striking number of similarities between India and the more homogeneous Netherlands, which is precisely what makes the two countries so attractive to each other from a business point of view. The Netherlands is like India:

- A **democratic constitutional state** with a free market economy with
- **Freedom of press, expression and religion**
- India has many languages, religions and population groups. These days, the Netherlands is a “**multicultural society**”
- The Dutch generally are fluent in **English**

THE NETHERLANDS

unique selling points

- **Favourable tax regime** – tax rulings/tax rates
 - Proven international holding company / HQ company location
 - Excellent hub for (further) international investments
 - Substantial investments by PE
- More than **5,000 foreign based companies** in the Netherlands
- Well **educated, qualified workforce**
- **International** mindset
- **Knowledge economy** – thirteen universities and many technological institutes
- Vast European Hinterland

THE NETHERLANDS

results

- 16th largest economy in the world (11th economy at PPP)
- In international rankings the Netherlands holds a top 10 position worldwide
- Exports account for 65% of Dutch GDP
- Large market share in cross-border transport in Europe
- Second best logistics network in the world, after Singapore
- Netherlands is 3rd largest exporter of agricultural products
- The Netherlands is the fifth-largest investor in India (priority sectors: Water Management, Telecommunications, Food processing and (Financial) Services)
- The Netherlands is the second European destination for Indian exports (7th in the world)

THE NETHERLANDS

yesterday



THE NETHERLANDS

yesterday

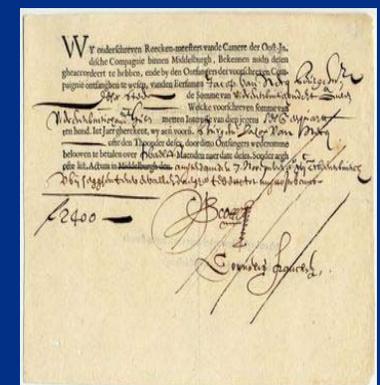


THE NETHERLANDS

yesterday

Verenigde Oostindische Compagnie (1602-1800)

- Largest Trade Company worldwide; 25,000 employees in Asia
- Trade with (a.o.) India, East India, Ceylon, Korea, Japan, China
- This year celebrating 400 years of Hudson sailing to Manhattan to establish New Amsterdam – Now New York
- Financing by shares and private capital
- First Share Certificate in the World, first Stock Exchange
- Central bank in the Netherlands served as an example for establishing Central Bank of England



AMSTERDAM

gateway for international listings

- Political stability
- Infrastructure (international lawyers, English speaking service providers, developed capital market and banks)
- EU membership – the Prospectus Directive is applicable for all EU members
- ‘Fast track’ access for US listed companies
- AFM accepts reports in English and is considered relatively reasonable
- A choice between two markets (the EU regulated market and Alternext)
- A transparent and flexible listing place for all types of securities

AMSTERDAM

gateway for international listings

- Part of NYSE Euronext, the largest stock exchange
- High liquidity, a real trading market. Largest Pension Funds in the world (pension scheme value, invested through pension funds, worth 130% of national income!)
- Centre of expertise for real estate, hedge funds, private equity and biotech
- Efficient and fast access, from matching, to clearing and settlement
- Stable and high quality financial centre. Stable banks: Rabo one of the few triple A rated banks in the world
- The Netherlands has the largest number of double taxation treaties, resulting in numerous global groups being based in this country



THE NETHERLANDS

location

- **Strategically located** at the North Sea and Rhine River
- The Netherlands is located in the **centre of Western European markets** such as Germany, France and the UK
- **Easy access** to commercial and industrial centers in this region, like London, Paris, Brussels, Frankfurt, Hamburg and Germany's Ruhr Valley, is guaranteed



THE NETHERLANDS

location

Gateway to Europe

- Excellent customs planning through Single European Authorisation (SEA-AEO)
- SEPA: Single European Payment Area. Large Dutch banks, e.g. Rabo, ING are SEPA-compliant
- Schiphol airport – 4th largest European airport for both passenger traffic and cargo (3rd European airport by cargo, 5th by passenger numbers)
- Port of Rotterdam – third port in the world and largest in Europe
- Strong logistics and distribution network
- Intermodal transport connections with industrial centres in the European Hinterland



SIGNIFICANT ECONOMIC CENTRES

Share of GDP EU:

Germany	20%
France	16%
UK	15%
Italy	13%
Eastern Europe	8%



WORKING IN THE NETHERLANDS

- The Netherlands Ranks **Third on the Global Talent Index ranking** (Economist Intelligence Unit) due to educational Levels and R&D involvement. According to the index, The Netherlands is better at attracting talented foreigners and developing high-qualified staff than Britain, Germany and France
- The **rules of admitting knowledge workers** to the Netherlands are **favourable** in comparison to other nations
- The planned introduction of the blue card by the European Union makes it possible to travel through and work in Europe the legislation has been approved in May-09 but member states have 2 years to implement
- A dedicated **expat office** for skilled foreign workers in Amsterdam is available. The office, in the southern business district, allows foreign employees to arrange their official residence documents in one day

INTERNATIONAL RANKINGS

	1. World Competitiveness	2. Global Competitiveness	3. Doing business
USA	1	2	4
Hong Kong	2	11	3
Singapore	3	3	1
Switzerland	4	1	21
Sweden	6	4	18
Netherlands	10 (EU:4)	10 (EU:5)	30 (EU:11)
Luxembourg	12	21	64
Germany	13	7	25
Belgium	22	18	22
UK	21	13	5
France	28	16	31

Sources: 1: IMD, 2: World Economic Forum, 3: World Bank

THE NETHERLANDS

home market for nationals/ multinationals...



SELECTION OF INDIAN COMPANIES

in the Netherlands

- Tata Steel
- Suzlon Energy
- Apollo Vredestein
- Genpact
- Moser Baer
- Aurobindo Pharma
- Polaris Software
- Wipro
- Havell's
- Tata Consultancy
- Sylvania Lighting
- Ranbaxy
- Safal – Mother Dairy
- Infosys
- Cadila Health Care
- HCL
- Mahindra
- ONGC Videsh
- Hindalco

TOP RESEARCH INSTITUTES

	<p>Performs contract research and offers expert advice; issues licences on patents and specialist software; tests and certifies products and services; provides independent quality assessments and sets up new companies to market innovations</p>
	<p>Research in the field of energy</p>
	<p>European research university with a strong international outlook</p>
	<p>Applied research on behalf of the aerospace sector</p>
	<p>The Wageningen Centre for Food Sciences (WCFS) is an R&D alliance of European food corporations like Unilever, DSM, Campina, and various public research laboratories</p>
	<p>Conducts research in the fields of nanotechnology, micro-systems, materials science and micro-electronics</p>
	<p>Applied research and expert advice on all water-related issues</p>
	<p>FIGON, the Netherlands Federation for Innovative Drug Research</p>
	<p>Hydrodynamics, involved in pioneering programs for governments, the maritime and offshore industry and navies</p>
	<p>Promoting research and training in micro and nano electronics through infrastructure, technology development, innovation in process, device, circuit and system technologies and a PhD education programme</p>

INDIA – NL

great potential for a stronger partnership

- The Dutch Trade Board: a public-private partnership in the field of international business
- India: one of the three focus countries of the DTB
- DTB India Committee: government (Ministry of Economic Affairs a.o.), employers organisations, trade promotion agencies (Chambers of Commerce a.o.), corporates
- Indian partners: government (Ministry of Commerce & Industry), corporate sector (FICCI, CII a.o.)
- The Holland Financial Centre foundation (HFC): joint initiative by organisations from the financial sector. Purpose: To strengthen the Dutch financial sector and attract foreign investment by financial parties
- HFC India Committee: Initiate actions for co-operation and knowledge transfer between Indian and Dutch Financial parties (win-win)

PROMISING SECTORS

excellent business opportunities

ICT

- NL: world's 4th-largest exporter of ICT services
- One of the most 'wired' countries in the world
- One of the highest rates of broadband penetration
- Foreign companies in NL: HP, IBM, Google, Microsoft, TCS, Wipro, Infosys, Mahindra, Cognizant
- Opportunities for Indian companies: outsourcing orders, export and import of computer parts and systems

PROMISING SECTORS

excellent business opportunities

Life Sciences and Health

- Strengths: health, agriculture, food, the environment
- From small start-ups to R&D divisions of MNCs
- Food Valley Wageningen: unique innovation profile
- Technological Top Institute Pharma: improved co-operation between academic and industrial worlds
- Companies: DSM, Akzo Nobel, Unilever, Philips
- Opportunities: investments in pharma-sector, nursing care, R&D co-operation, drug testing and



PROMISING SECTORS

excellent business opportunities

Infrastructure/Logistics

- Strengths: water works, railways, maritime, port and airports construction, road innovation and consultancy
- Port of Rotterdam, Schiphol Airport
- 51% of all European Distribution Centres
- Companies: DHV, Arcadis, Royal Haskoning, Fugro, Grontmij
- Opportunities: logistics/distribution centres as a hub to the European market, sourcing of consultancy, co-operation



PROMISING SECTORS

excellent business opportunities

Agro-industry

- Top 3 largest exporter of food and flowers in the world
- Largest sub-sectors: bakery, meat, dairy, animal feed
- Chain management: food processing, -storage, -distribution, -packaging
- Companies: Mars, Heinz, Cargill, Unilever, Heineken, Numico, DSM, Campina
- Opportunities: co-operation in seed production, chain management including food processing, -storage, -distribution, -packaging



PROMISING SECTORS

excellent business opportunities

Automotive

- High quality suppliers of systems and components
- High Tech Automotive Systems Innovation Programme: vehicle efficiency, mobility support, IT-systems
- Opportunities: engineering, testing and technology, R & D, import of components and systems



PROMISING SECTORS

excellent business opportunities

Water (management)

- Strengths: Hydraulic engineering, integrated water resource management, water supply, waste water treatment, water for food, institutional development
- 4 of the world's 10 best water consultancies are Dutch
- Helping to rebuild New Orleans after Katrina
- Dredging and land reclamation
- Opportunities: sourcing of know-how and expertise

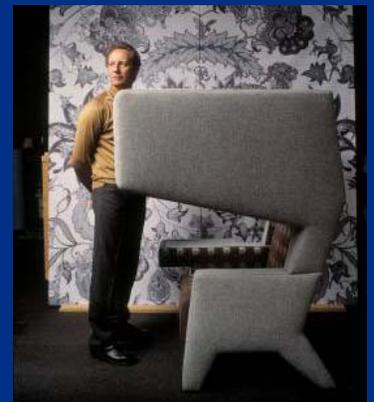


PROMISING SECTORS

excellent business opportunities

Creative industry

- The Dutch have long merged creativity and business
- Three regional clusters: Amsterdam, Eindhoven, Arnhem
- Strengths: design, fashion, architecture, gaming, audiovisual, music
- Companies: Marlies Dekkers, Rem Koolhaas, Endemol
- Opportunities: co-operation, design research, project and design management



TESTIMONIALS

regarding India

Proxy Laboratories BV

“Working with Indian Companies is absolutely fantastic. Their commitment, drive, and positive attitude are amazing. I believe we can learn a lot from their mindset towards working.”

Marcel Langoor – Director

MMP BV

“India offers a lot of opportunities in different sectors for Dutch Companies, MMP BV is now successful part of the economic giant India. So I challenge other Dutch Companies to do the same, who’s next?”

Andre Varma – Director

TESTIMONIALS

regarding the Netherlands

ONGC Videsh Ltd (Oil Company)

“The Netherlands provides a favourable and supportive business environment which has helped our subsidiary ONGC Nila Ganga BV, to expand presently to 5 assets.”

Mr A.R. Baron Mackay – Director

Safal – Mother Dairy

“To be closer to its international buyers, Safal-Mother Dairy has set up a Marketing Office in Rotterdam. Also, Indian farmers are getting access to the international market through this route.”

Arvind Kumar Kulshrestha – General Manager

TESTIMONIALS

regarding the Netherlands

Tata Consultancy Services (TCS)

“Dutch companies are open and from the beginning they welcomed our innovative services. It is strategically important for TCS to be based in The Netherlands. Not only are most of the big European banks and companies here, but it’s a good operating basis for us for the continental European market. The Netherlands is highly cosmopolitan, with an excellent logistical network. It is an internationally oriented environment, and one can rely on a great knowledge and business relation network.”

Girish Ramachandran – Director TCS Europe

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