

Why

# START-UP

in the **TopDutch** region?



# WELCOME TO THE TOPDUTCH REGION

1. Meet **TopDutch**
2. Discover our **start-up scene**
3. Explore our **programs & services**
4. Dive into our **key industries**

# 1.

# MEET TOPDUTCH

From large, **established multinationals** all the way to the **hottest new start-ups**, the TopDutch region draws in global businesses as a result of our **purpose-driven, people-powered ecosystems**, our competitive **financial and fiscal** environment, and our **smart and sustainable** business culture.



# OUR BUSINESS ENVIRONMENT





# OUR ECONOMY

The Netherlands is a **small country but a big business player**. We offer a **competitive economy** and attractive **fiscal incentives**.

- We have the most competitive economy in Europe – and the fourth largest worldwide – according to the WEF’s ‘Global Competitiveness Index’.
- We have the fifth largest economy in the EU (in terms of GDP) and the fifth richest population in the EU (in terms of RDlpc). Despite being only twenty-first in area size.
- The Netherlands ranked fourteenth globally on the 2024 International Tax Competitiveness Index. TopDutch businesses benefit from competitive corporate income tax rates, a wide tax treaty network and special provisions for highly-skilled expats (30% ruling).



# AN ECONOMY IN TRANSITION

The global economy is undergoing a **large-scale transition**. Old industries need to become **smarter, healthier and more sustainable** and new industries are constantly arising. In TopDutch **we're leading that transition, naturally.**

- Together, we're building smart and sustainable solutions to global challenges, and developing the applications and talent we believe are key to unlocking the future.
- Here, top-rated knowledge institutions and government agencies naturally come together and are focused on co-creating system-level transitions across our region's key industries.



# INFRASTRUCTURE

Our excellent **physical infrastructure, strategic location** and **super-fast internet** helps us to stay globalized.

- The Netherlands is the second-best connected country in the world – and the most connected in the EU – according to the DHL Global Connectedness Index 2024.
  - Road: Uncongested, well maintained highways connect the TopDutch region with the rest of Europe.
  - Rail: The TopDutch region has direct rail connections to Amsterdam Schiphol Airport, the Port of Rotterdam and to the Euroterminal rail terminal, Groningen Railport and Friesland Rail Terminal.
  - Waterways: We're home to three of our country's biggest seaports: Eemshaven, Delfzijl and Harlingen, and a main inland port in Meppel which directly connects to Amsterdam and Rotterdam.
  - Air: We also have our own regional airport: The international Groningen Eelde Airport.





# OUR PEOPLE





# EDUCATION

From kindergarten to retirement, **TopDutch talents** are constantly developing.

- Already in elementary school, our children are learning multiple languages, which is why 90% of our adults are fluent in English, and many in other major languages such as German, French or Spanish.
- Once they've grown to adolescence, the 130,000+ annual TopDutch students gain access to one of the leading higher education systems in Europe.
- Here, they can choose between our world-renowned research universities, universities of applied sciences, and vocational education.
- The curated mix of educational levels complement each other, with different expertise working together to optimize output.



# BUSINESS CULTURE

Our **internationalized** and high-ranking talent pool adds to our **innovative and creative** business culture to offer **a leading business environment for start-ups.**

- The Netherlands offers a talent pool ranked number three worldwide, according to the IMD World Talent Appeal Index 2024.
- We are the fifth most innovative country in Europe according to the WIPO Global Innovation Index 2024, ranking in the top 5 globally in terms of our: financing for start-ups/ scale-ups; university-industry R&D collaboration; and e-participation.





# QUALITY OF LIFE

Our landscape is a great mix of **dynamic cities and tranquil countryside**. And our enviable **work/life balance** means you can make the most of it! .

- We're a seriously good place to live – proven by our city of Groningen ranking as the fifth happiest place on earth by the World Happiness Report!
- We're less crowded than the western part of the Netherlands: meaning less traffic, cleaner air, lower costs of living and less pressure.
- Dutch residents have some of the best work/life balances in the OECD, and our kids are the happiest in the world, according to UNICEF.

# 2. DISCOVER OUR START-UP SCENE

The **tight-knit business community** and **collaborative culture** of the Northern Netherlands makes **fertile ground for innovative start-ups** across a wide range of industries. Well-established firms are always willing to give the youngsters a hand, and **the community of start-up ecosystems, accelerators and shared facilities** makes the sharing of knowledge and skills all the easier.





# DUTCH START-UP ECOSYSTEM

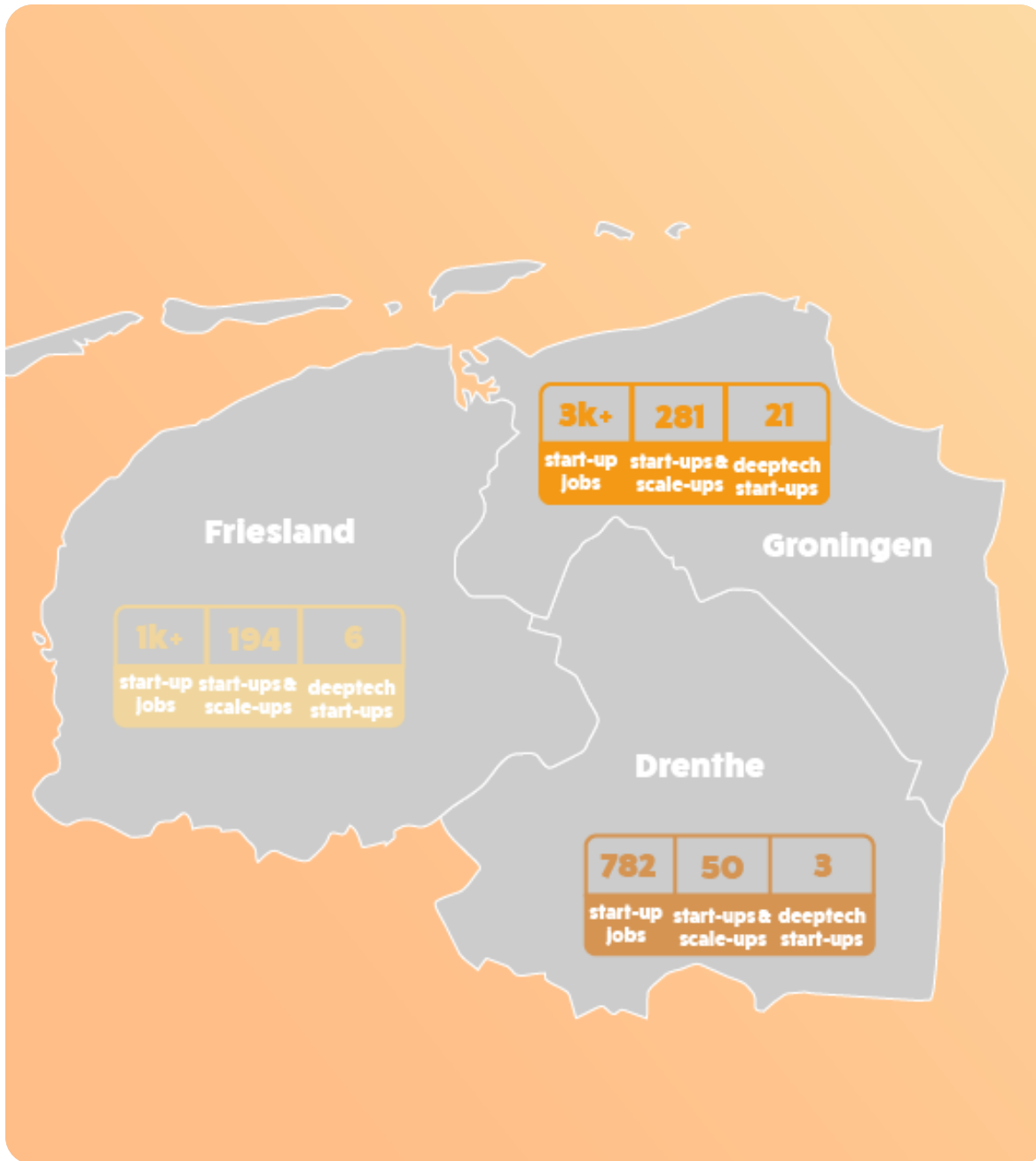
The Netherlands' ambitious **environment for start-ups**, led to us placing second in Europe on the **Global Startup Ecosystem Ranking 2024**.

- The nation's ecosystem is supercharged by the 'Ambitious Entrepreneurship Action Plan', which provides start-ups with better access to capital, knowledge, innovation and the global market.
- As a small country, we punch well above our weight in terms of market cap. In 2023, we had the third largest start-up ecosystem value in the EU (>250bn). No wonder we ranked third globally in terms of financing for start-ups/scale-ups on the Global Innovation Index 2024.

# THE TOPDUTCH ECOSYSTEM

Within the Netherlands, the TopDutch region is a **hotspot for impactful start-ups**, with our province of Groningen hosting the **fastest growing ecosystem** in the country.

- TopDutch start-ups and scale-ups secured a total of €44m in VC investment in 2023. Across the region, 525 start-ups and scale-ups – of which 30 are active in ‘deeptech’ – employ around 5,000 people.
- World-leading tech companies including the unicorns HackerOne and Catawiki were born in the region and supported to expand across the globe.







# THE TOPDUTCH COMMUNITY

Start-ups, scale-ups and established firms can **connect, collaborate and knowledge-share** via our dedicated innovation institutions.

- Founded and IBDO are dedicated to supporting more high-quality start-ups from pre-seed to scale-up via four pillars of development:
  1. **Access to talent:** Stimulating the development of a diverse and entrepreneurial talent pool and supporting their start-up ambitions.
  2. **Access to technology:** Closing the gap between (new) technologies and new business solutions.
  3. **Access to market:** Organizing launching customer initiatives, networking opportunities and trade missions.
  4. **Access to capital:** Creating an optimal investment climate in the TopDutch region. **TOPDUTCH.COM**

# 3. EXPLORE OUR PROGRAMS & SERVICES

The TopDutch region is committed to developing a start-up ecosystem that will help us continue to **lead economic transitions and create smart and sustainable solutions to global challenges**. We are doing that by cross-chain programmatic development. From **pre-seed to scale-up**, our services and programs support entrepreneurial talent to take the first step, **inviting promising internationals to join us, and facilitating their development** via incubators and training.



Our process:

## **1.** **Get in touch**

Through our TopDutch contact page, by email, or direct to your dedicated project manager, get in touch to start the conversation.

## **2.** **Alignment meeting**

We'll schedule a meeting with you and our regional dedicated project team to identify your needs and align objectives.

## **3.** **Network roundtable**

Based on your start-up needs, we'll set up a roundtable with your future network. This could include a facilitator, investors or industry buddies, for example.

## **4.** **Personalized start-up plan**

Your dedicated project manager will draw up a checklist of arrangements and practicalities needed to successfully start-up in TopDutch, and a plan of how they'll support you.

## **5.** **Settle into TopDutch**

The IWCN helps with the boring stuff (bureaucratic or practical matters) and the fun stuff (like meeting new friends!). Meaning you can jump right into supercharging your start-up.

## **6.** **Business development**

The TopDutch region offers a number of business development programs for (foreign) talent to set up business in the region. Mix and match our programs to tailor a personalized track that matches your needs.

## **7.** **Facilitating financing**

Has your business reached the next level, and you need an injection of capital to achieve your potential? The NOM, alongside its own investment fund, will provide access to their network of financiers.

## **8.** **Always a helping hand**

Even after you've established yourself in the TopDutch region, we'll stay on hand to offer advice as you grow – whether that's finding a bigger site, hiring new talent, or navigating the TopDutch business environment.

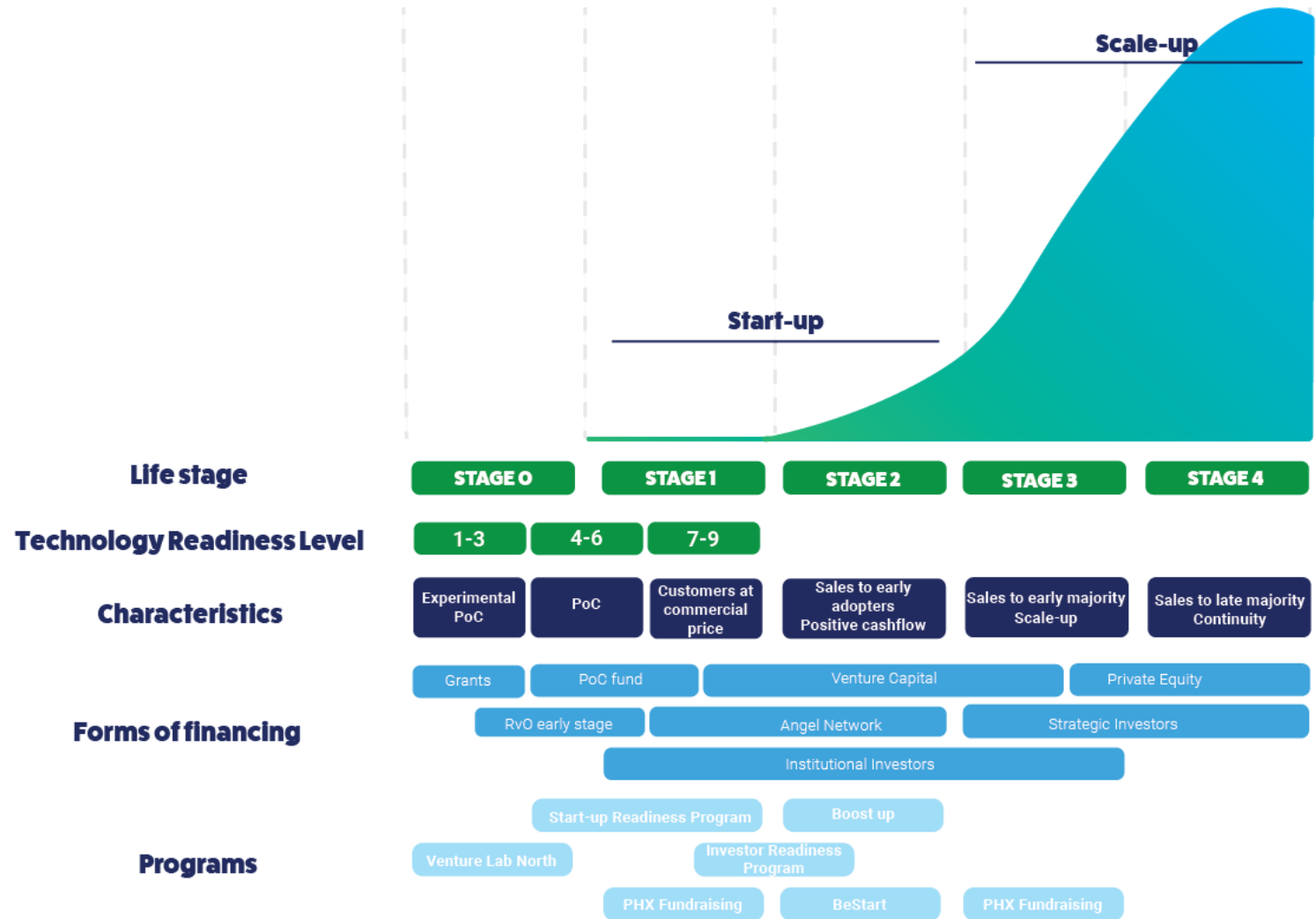
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# **OUR PROGRAMS & FINANCING**



# Programs and financing in the TopDutch region (per life stage)



# O ● **FINANCING DISCOVERY & DEVELOPMENT (TLR 1-6)**

The TopDutch region offers a supportive base for you to develop your innovative business idea from **fundamental research, to proof of concept (PoC) to a prototype**. Financing options include:

- Proof of Concept Fund: Entrepreneurs developing their PoC to a test prototype (TLR 4), validating (TLR 5) and demonstrating (TLR 6/7) can access the Proof of Concept Fund launched by the University of Groningen, Triade, NOM and the Groningen Investment Fund (GIF).
- Grants: There are a number of different grant schemes that can help you with fundamental research (TLR 1), applied research (TLR 2) and proof of concept (TLR 3). For example, the MIT Feasibility Scheme (up to €20,000) or the Just Transition Fund (up to €4,000,000).
- RVO early stage funding: The Netherlands Enterprise Agency (RVO) offers a proof of concept loan and innovation credit (up to €10,000,000) for entrepreneurs contributing to a societal challenge.
- Institutional investors: Including RUG Ventures, Hanzepoort (Triade/UMCG) and NOM.



# O ● PROGRAMS DISCOVERY & DEVELOPMENT (TLR 1-6)

The TopDutch region offers a supportive base for you to develop your innovative business idea from **fundamental research, to proof of concept (PoC) to a prototype**. Business Development programs include:

- Venture Lab North: The Business Development Program from VentureLab North offers aspiring entrepreneurs with an innovative idea and a vision for a successful business a four-month or one-year business development program.
- Start-Up Readiness Program: The SRP offers three impactful tracks—GAME (problem validation), SET (problem solution fit), and MATCH (commercial commitment). Ensure your idea is solid, refine your solution, and gain the commercial backing essential for growth.

# 1. **FINANCING** DEMONSTRATION & DEPLOYMENT (TLR 7-9)

Are you an innovative start-up looking to **fine-tune your market development?** The TopDutch region supports founders to discover their customer, test and demonstrate their concept. Financing options include:

- Institutional investors: Including RUG Ventures, Hanzepoort (Triade/UMCG) and NOM.
- Angel network: SMEs count for over 90% of business in the TopDutch region. Former entrepreneurs regularly re-invest in the region and bring their own expertise.
- Venture capital: We offer access to our deep contacts with a variety of VC investors by fund-in-fund relations. In TopDutch you'll discover a broad network of expertise, (inter)national contacts, (former) entrepreneurs and key opinion leaders.



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- Investor Readiness Program: In a customized, one-on-one program, the IRP will help you will develop a promising proposal which will help convince investors to inject capital into your company's growth.
- PHX Fundraising: It can be quite difficult to find funding, especially if your (deep tech) startup is almost ready to enter the market or if your scale-up is ready for a significant growth spurt. That's what the PHX program helps you with. PHX is ideal for startups (TRL 6) with high investment needs

# 2. FINANCING CUSTOMER VALIDATION

Are you a start-up whose **innovative product or service has an early evangelical customer base?** We support founders to set up a scalable sales process and a solid business plan. Financing options include:

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- BeStart: The BeStart accelerator program for ClimateTech start-ups lasts one year and goes through three stages: Build, Launch and Scale.
- Boost-up: Ambitious start-ups with growth potential are supported securing their next round of investment with the Boost-up program. After an initial pitch and sparring sessions, you are matched with a business partner that works with you to finetune your operations, and introduces you to the knowledge, capital and network you need to grow at your final partners pitch.
- Investor Readiness Program: In a customized , one-on-one program, the IRP will help you will develop a promising proposal which will help convince investors to inject capital into your company's growth.

# 3/4. **FINANCING SCALE-UP**

Are you an established start-up looking to **scale-up or expand in the TopDutch region?**

We will help you take advantage of the opportunities the region offers. Financing options include:

- Institutional investors: Including RUG Ventures, Hanzepoort (Triade/UMCG) and NOM.
- Venture capital: We offer access to our deep contacts with a variety of VC investors by fund-in-fund relations. In TopDutch you'll discover a broad network of expertise, (inter)national contacts, (former) entrepreneurs and key opinion leaders.
- Strategic investors and private equity: Our extensive (inter)national network of SMEs and multinationals ensures TopDutch scale-ups eyes and ears around the world. This is only strengthened through our direct connection with the Netherlands Foreign Investment Agency.

# 3/4. PROGRAMS & SERVICES SCALE-UP

Are you an established start-up looking to **scale-up or expand in the TopDutch region?**

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- PHX Fundraising: It can be quite difficult to find funding, especially if your (deep tech) startup is almost ready to enter the market or if your scale-up is ready for a significant growth spurt. That's what the PHX program helps you with. PHX is ideal for scale-ups looking for growth capital of more than 2 million.
- Besides the many programs in the TopDutch region, N.V. NOM provides more established start-ups and scale-ups with a personalized business development assessment, access to our network of investors and financing options, and location services – of course in terms of finding the perfect spot for you – but also in sharing our knowledge on factors like regulation, taxation, subsidies and finding talent.





# OUR SERVICES



# RELOCATION SERVICES

Setting up business abroad can bring about great benefits. But it also means taking on new challenges. Through **N.V. NOM**, we're ready to help you in every stage of the process of **(re)locating your business to the TopDutch region.**

- Our professionals in finance, location/acquisition, business development and networking are here to give businesses from around the world a helping hand.
- We know the TopDutch region inside out, and TopDutch industries know us. We know the best business locations, which permits you require, who the best energy suppliers are, how to find your dream talent, which subsidiaries and grants you may be eligible for and how to access them.

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# START-UP VISA

We believe **innovation should know no borders.** The **Start-Up Visa NL program is a unique accelerator program** that allows the brightest talent from **non-EU/EEA countries to start-up in the TopDutch region.**

- Non-EU/EEA entrepreneurs can arrive in the Netherlands on a one-year start-up visa, supported by a business facilitator.
- Not sure where to start? The Startup Visa NL crew matches start-ups with our facilitators free of charge.
- At the end of the year, entrepreneurs can apply for long-term self-employment visa, and we'll provide support in accessing any further financing, partners, or business development programs needed to succeed in the TopDutch region.





# SETTLE INTO TOPDUTCH

The **International Welcome Center North (IWCN)** is a one-stop shop for expats living or coming to live in the TopDutch region.

- The IWCN offers services and information in three areas:
  1. **Official matters:** The IWCN efficiently arranges government formalities for international arrivals, such as resident permits and municipal registration.
  2. **Practical matters:** From opening bank accounts to selecting the right school, the IWCN is happy to provide everyone living in the region with referrals to reliable service providers and advice on all kinds of practical matters.
  3. **Social and leisure:** The IWCN organizes multiple events and activities that help people with building a strong social and/or business network and becoming familiar with Dutch language and culture.

# 4. DIVE INTO OUR KEY INDUSTRIES

The TopDutch region is a collection of **interconnected, purpose-driven and people-powered ecosystems** that are committed to **leading the transition to a smarter, healthier and more sustainable global economy**. We're focused on 6 key industries: **Green Chemistry, WaterTech, Agrifood, Digital Innovation, Life Sciences and Health, and Energy**.

**AGRIFOOD**







# AGRIFOOD

## **Discover the TopDutch AgriFood industry,**

where our ecosystem of knowledge and innovation communities, business and government are growing the green and digital value chains of the future.

As a small, densely populated country, the Dutch were driven to optimize their agricultural yield, whilst still being committed to sustainable agriculture. Realizing unparalleled yields and becoming the world's second largest exporter of food, it may well be the Dutch who will guide the world on how to feed the 10-11 billion people that will inhabit planet Earth by 2040. Gaining a global leadership position in agriculture because of their strong focus on input, in the Netherlands we are now expanding our expert position and impact by maximizing value from output, creating the food, bio-based and circular value chains of the future.

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Here, we grow a healthy future.

# 1.

## **Dairy Capital of Europe**

The TopDutch region is dedicated to building the most innovative, sustainable, remunerative and animal-friendly dairy chain in the world.

# 4.

## **Worldclass knowledge & innovation**

The TopDutch region has the best knowledge institutes and communities for cutting edge AgriFood innovation R&D.

# 2.

## **Healthy Ageing Capital of Europe**

The Healthy Ageing Capital of Europe, dedicated to extend the human lifespan with more healthy years by performing groundbreaking research to support a healthy diet and lifestyle.

# 5.

## **Gateway to EU market & access to talent**

The Netherlands is the ideal gateway to the European market and TopDutch provides access to AgriFood talent at all levels.

# 3.

## **Feeding a healthy and sustainable economy**

The TopDutch region is dedicated to feed linking industries with sustainable building blocks for a healthy economy and accelerating the protein transition.



# GREEN CHEMISTRY



# GREEN CHEMISTRY

## **Become part of the most complete and ambitious ecosystem for Green Chemistry:**

Where, with support from strong green education and pioneering government, companies are building fully-green and circular chains. From green feedstock and building blocks all the way to final products.

In 1959, TopDutch discovered Europe's largest natural gas field right under their feet. Together with naturally large reserves of sodium and sodium chloride and a flourishing agricultural hinterland, it didn't take long before the TopDutch developed a mature chemical industry. Today's focus is fully on becoming the greenest chemical cluster in the world: fossil-free, CO2 negative, fuelled with green building blocks and closing the loop. United in Chemport Europe, the entire chemical ecosystem collaborates towards their shared vision and goals.

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# 1.

## **Cohesive ecosystem for Green Chemistry**

The Northern Netherlands offers a more complete and cohesive ecosystem for Green Chemistry than any other region in Europe.

# 4.

## **Hydrogen Capital of Europe**

The TopDutch region is dedicated to producing 100-percent green hydrogen, one of the most used and basic chemicals in chemistry and as facilitator for chemical processes.

# 2.

## **Access to green feedstock & energy**

The Northern Netherlands is rich in green resources with its agricultural hinterland and is located near and well-connected to Germany and Scandinavia..

# 5.

## **Reliable government & fast business development**

The Netherlands has a stable regulatory framework and the Northern Netherlands offers one of the most attractive business establishment procedures for new companies in Europe.

# 3.

## **First CO2 negative, fossil-free & circular cluster**

The first fossil-free, CO2 negative and circular chemical cluster in the world. Chemport Europe is changing the nature of chemistry, not by talking, but by working together towards their shared vision and goals.

# 6.

## **World-class knowledge & access to talent**

We have a highly skilled and well trained workforce that knows green chemistry and offer leading research and development facilities.



# **WATERTECH**





# WATERTECH

## **Discover the TopDutch WaterTech ecosystem;**

offering a complete chain of innovation from world-class academic research to accelerated global business development.

We enjoy an abundance of fresh and mineral water. However, located below sea-level and having a wet climate, in the Netherlands we've also always had a struggle with water, steering us towards innovative water projects. Over the years, we've expanded our expertise from building top-notch water infrastructural projects to keep ourselves safe, to developing the best water quality treatment technologies, serving households and industries across the globe. The knowledge-intensive European water technology hub located in Leeuwarden offers a complete chain of innovation. Today, TopDutch is deepening its focus on R&D and innovation for new technologies, in collaboration with several global water hubs. Here, we test the waters.

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# 1.

## **WaterTech Capital of Europe**

The city of Leeuwarden, in the TopDutch region, is the European breeding ground for business and innovation in WaterTech and globally recognized as WaterTech Capital of Europe.

# 4.

## **Breeding ground for new technological partnerships**

Become technology partner in turn-key water management solution projects in the Northern Netherlands.

# 2.

## **Complete chain of innovation**

WaterCampus offers a complete chain of innovation: from science, to applied research and business, all from one attractive business location.

# 5.

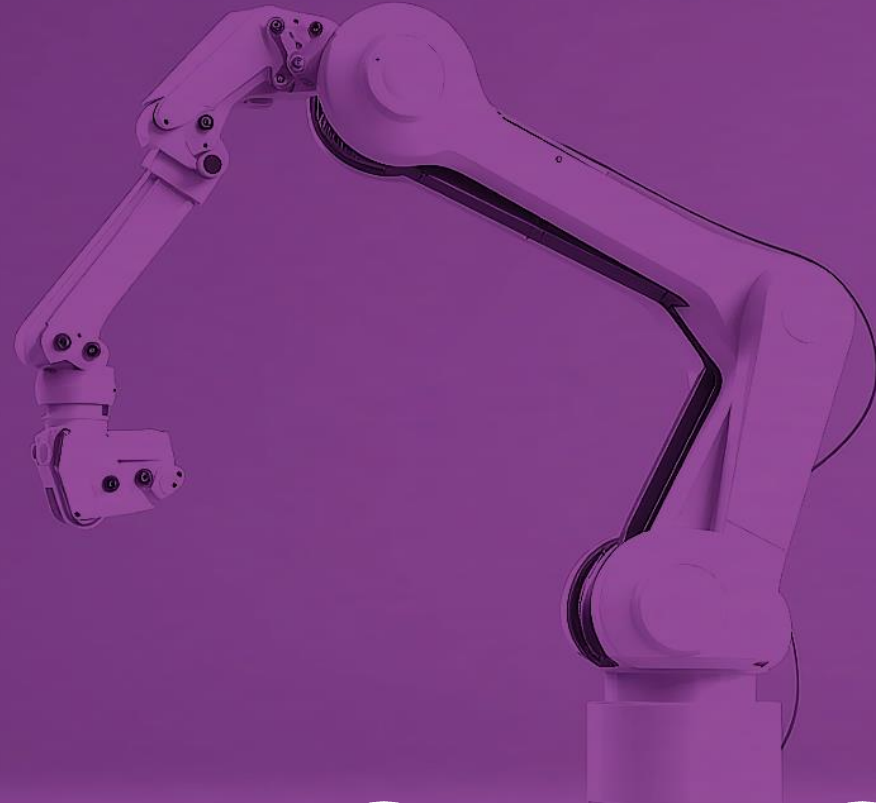
## **Access to talent & highly-skilled labor**

The TopDutch region offers a lifelong learning program in WaterTech to develop a highly skilled workforce that enable international companies to realize their growth ambitions.

# 3.

## **Access to European & international markets**

We have the best network to provide you access to the European and international markets.



**DIGITAL INNOVATION**



# DIGITAL INNOVATION

**Join major digital companies such as Google and IBM in the TopDutch region**, where the unique mix of excellent digital infrastructure, research and education, mixed with an innovative and highly-skilled ecosystem, are accelerating the transition by making systems smarter.

The Dutch invented the CD and DVD, Wi-Fi, Bluetooth and Python. Today, we form a digitally savvy society, being highly educated, wealthy and enjoying excellent internet access. Our open and innovative culture invites us to develop and test new digital technologies. The global digital infrastructure has one of its main internet exchange points in the Netherlands. TopDutch offers the digital infrastructure, unique innovation and market field labs, networks, talent and an excellent test-market population for rapid market access and validation. Here, we accelerate the digital future.

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# 1.

## **Foundational research & facilitating environment for deeptech**

The TopDutch region is dedicated to becoming one of the smartest regions in the world, collecting and processing absolutely astronomical amounts of data each day. We host a number of leading research institutes, and support science spin-off with business development programs, networks and financing.

# 4.

## **Digital society and ideal test market**

Our digital-savvy society keeps learning and updating their skill-sets. The Dutch culture encourages innovation and technological adoption, making the Dutch population an ideal test market.

# 2.

## **Europe's leading test ground for autonomous systems**

With a technologically-ready workforce and ambitious businesses, our key industries are digitalizing at warp speed. Fueled by EDIH Northern Netherlands, we are Europe's leading testing ground for autonomous systems.

# 5.

## **Access to pioneering talent and skilled labor**

TopDutch is the region of talent, home to an ever-increasing number of both scientific and entrepreneurial talent.

# 3.

## **Digitalizing key system transitions**

We believe that to create a more sustainable society, both economically and socially, we need to do things differently. We need key, system-level transitions. And, in TopDutch, we're accelerating those transitions by making systems smarter.

# 6.

## **The natural choice for smart and data-intensive business**

With a reliable and flexible green grid, the best digital infrastructure and the fastest business-development and facility set-up, TopDutch is the natural choice for smart and data-intensive businesses.

# LIFE SCIENCES & HEALTH





# LIFE SCIENCES & HEALTH

**Welcome to the Healthy Ageing Capital of Europe,** where a strong green and digital ecosystem is leading in developing ground-breaking knowledge and applications for a healthy society for all.

As a wealthy and prosperous country with an inclusive culture, it's no surprise we have high standards when it comes to taking care of our people. The Dutch healthcare system has become the number one in the world, built on mandatory health insurance, risk equalization and patient empowerment. Today, insights from the life sciences & health industry have shifted our focus from healthcare, towards healthy ageing - or sustainable health. This means we increase our focus and efforts on optimizing prevention, diagnostics and developing specialized health solutions. TopDutch promotes a healthy society where we all enjoy a long life in good health. Here, we grow young.

# 1.

## **Europe's reference region for healthy ageing**

Thanks to our network of breakthrough fundamental and applied researchers, innovative businesses from start-ups to multinationals, and cooperative government and civil society, we are leading Europe's transition to sustainable healthcare.

# 4.

## **Smart and sustainable ecosystem for MedTech**

Supporting innovation and product and material development via the region's cross-linked green and digital ecosystem.

# 2.

## **BioAnalysis Capital of Europe**

We are the BioAnalysis Capital of Europe, with the largest BioAnalytical capacity and diversity in Europe. Our open ecosystem of research institutions, bio- and databanks, innovation labs and business networks create the infrastructure within which groundbreaking CROs can easily settle and thrive.

# 5.

## **Networks and opportunities for partnerships**

The TopDutch region is famous for its cooperative, down-to-earth business culture. Our open Life Science & Health ecosystem supports knowledge-sharing, welcomes newcomers and supports innovative start-ups to reach their potential.

# 3.

## **Hub of knowledge and R&D**

Our Life Sciences & Health industry is founded on ground-breaking research by a continuously growing pool of highly educated and dedicated talent. We support knowledge to market-ready products with a supportive mix of research programs, shared innovation infrastructure and access to capital.

# 6.

## **World class education and highly skilled labour**

Home to world-class knowledge institutes educating the health and medical professionals of the future.



**ENERGY**





# ENERGY

**The TopDutch region is historically the energy production and knowledge region of the Netherlands.**

Now, we're expanding our expertise to become the Energy Transition and Green Hydrogen Capitals of not just the Netherlands, but the whole of Europe through high levels of investment, education and innovation for the acceleration of green energy.

TopDutch is energy. Located on Europe's largest natural gas reserve, the TopDutch region is the main energy provider for the Netherlands and large parts of Western Europe. Today, the main focus of TopDutch is realizing the opportunity presented by the combination of green electricity and natural gas available. We are determined to be the Green Hydrogen Capital of Europe, making the transition from gray, via blue, to green hydrogen production, distribution and utilization. Here, we power a sustainable future.

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# 1.

## **Natural gas legacy & switch to green gases**

Built on Europe's largest natural gas reserve, we've powered economies across the region for decades. Now, we're splitting up with fossil fuels and instead investing in infrastructure, education and innovation for green energy.

# 2.

## **Europe's largest futureproof energy sourcing area**

Located at the heart of the North Sea's coast, we will power Europe's energy transition. We are investing heavily in on- and off-shore wind and solar farms, and our reliable cross-border power grid will transport green energy across the region.

# 3.

## **Leading the transition to a hydrogen economy**

TopDutch is Europe's first hydrogen valley, and is unique in the only cluster in the world developing an integrated hydrogen value chain: From innovation, to manufacturing, production and transportation, to applications in industry and mobility. We will continue to lead Europe's hydrogen economy by fulfilling a \$10 billion joint investment agenda by 2030.

# 4.

## **Smart researchers, students and talent**

TopDutch offers an energizing environment for innovation in CleanTech. Our open and connected knowledge networks facilitate breakthrough advancements from fundamental science to market

# 5.

## **System-level energy transition**

The TopDutch region is determined to be the Energy Transition Capital of Europe. We're not only generating the energy needed to fuel the sustainable transition, but also the technologies that will accelerate demand for green energy in our existing industries, and the applications that will make sustainable systems smarter.

# 6.

## **Unique triple helix collaboration**

In the TopDutch region, our natural culture of cooperation facilitates unique triple helix collaboration between government, business and knowledge institutions. With and within the New Energy Coalition, we develop breakthrough knowledge, innovation, applications, processes and leadership needed for a sustainable transition.

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**TOP  
DUTCH**

**Naturally leading  
the transition**