



Ministry of Foreign Affairs

Dutch tech fact-finding mission to New Zealand Report 2017

Commissioned by the Netherlands Enterprise Agency

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International.*

2017 REPORT

DUTCH TECH FACT-FINDING MISSION TO NEW ZEALAND

TECH | DATA CENTERS | CLOUD | ONLINE | IT | SAAS | DIGITAL INFRASTRUCTURE | WEB

24 - 25 OCTOBER 2017

COLOPHON

The Dutch Tech Fact-Finding mission to New Zealand Report is published by the Digital Gateway to Europe.

Edition

Dutch Tech Fact-Finding mission to New Zealand

Contributions

Dutch Embassy New Zealand
Dutch Hosting Provider Association
Dutch Data Center Association

Editor-in-chief

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Digital Gateway to Europe

Marketing & artwork

Digital Gateway to Europe
Splend!

Release

First release, Nov 10th, 2017

Format

Digital, PDF

Availability

Our publications are free to download on
www.digitalgateway.eu

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Read more about
TechWeek and
D5 in our Mission
Findings & Next
Steps on Page 34

FOREWORD by Ambassador Rob Zaagman, Wellington

I am delighted that a Dutch delegation of tech leaders visited New Zealand in October 2017. The delegation was on a fact-finding mission to discover the strengths and prospects of the Kiwi IT and high-tech ecosystems and explore the opportunities for partnerships, exchanges and investments. The delegation also made use of its many discussions to inform their interlocutors about the Dutch tech sectors. The Dutch Embassy in Wellington is proud to have organised the program. We stand ready to assist interested businesses from both countries in finding further information and contacts if they require.

The mission was highly productive and yielded very valuable insights and perspectives for partnership and cooperation. That does not surprise me at all.

New Zealand and the Netherlands may be geographically far apart but in crucial ways are very close to each other. They have the same values and interests and share many characteristics. Both are trading nations, not only in more traditional fields of commerce but also in many new e-domains; embracing and relying on global connections, technology and innovation for transforming their economies and tackling other challenges. They are advanced digital nations with vibrant tech start-up ecosystems.

The tech sector is the fastest growing industry in New Zealand. It is the largest export sector after tourism and dairy. Top 200 tech companies in IT, high-tech manufacturing and biotechnology generated \$10 billion in annual sales in 2017 with more than \$7.3 billion coming from exports. This accounts for about 10% of New Zealand's total exports.

The world's top tech companies choose the Netherlands as the place to conquer Europe. For 1000 years the Netherlands has been an essential gateway to Europe. With the digital economy in full effect, the Netherlands is now also the digital gateway to Europe. Accounting for 20% of all foreign direct investments, the tech sector is now the largest investment sector in the Netherlands. In 2016 the international data centre hub grew 30%. The high-tech sector exported \$ 79.7 Billion in 2016. This accounts for about 11% of the Netherlands's total exports.

In this age of digital proximity, geographical distances lose much of their significance, as was pointed out by His Majesty King Willem-Alexander during his State Visit to New Zealand in November 2016. International connectivity and fast broadband keep improving all the time, reaching the farthest corners of the world and linking up ever more members of the human race.

375 years ago, Dutch explorer Abel Tasman was the first European to reach Aotearoa/New Zealand. It is my great hope that this report's findings and recommendations will encourage both Dutch and Kiwi businesses to undertake expeditions of their own. To discover the many opportunities that the tech sectors of both sides have to offer – on the far side of the world, which is yet so near.

Rob Zaagman, Ambassador

PREFACE

Faraway, so close.

Three words that summarize our -too- short stay in New Zealand. Apart from the familiar name New Zealand has for us 'Dutchies', we noticed how easy it is to blend in and how quickly we felt at home. We were impressed by the state of the digital transformation and the culture of innovation.

This was a mission fact-finding mission, commissioned by the Netherlands Enterprise Agency (RVO.nl) and the Embassy of the Netherlands in Wellington. The Dutch Data Center Association, Digital Gateway to Europe and the Dutch Hosting Provider Association represented the Dutch Tech sector.

With this mission report, we aim to provide a better insight in the trade opportunities between New Zealand and the Netherlands in the tech industry. For Dutch companies that want to invest in New Zealand and for New Zealand companies that want to invest in the Netherlands and in Europe.

In this report we provide you with insights, information and facts about doing –digital- business in New Zealand & the Netherlands and with interesting observations from each organization that we visited. All of this combined with links to additional information and resources to find out more.

On behalf of the whole mission team we would like to thank all the people and companies that we have met this week, that gave us a very generous welcome and provided us with very good insights. This mission was a great example of New Zealand openness and the long and friendly relationship our two countries have. Thank you very much.

We would also like to give a special thanks to the Ambassador Rob Zaagman and his team for the high-quality program, positive energy and the valuable support they have given us this special week. Also a special thanks to consul Sake Hitman for his valuable time and effort to accompany us in Auckland.

Needless to say, all participants of this mission are more than happy to share their knowledge to improve and stimulate trade between the Netherlands and New Zealand. And remember, in the digital age we are only a few milliseconds apart. So very close!

Yours truly,

Stijn Grove, Mission Leader
Dutch Data Center Association
Digital Gateway to Europe

FACTS NEW ZEALAND

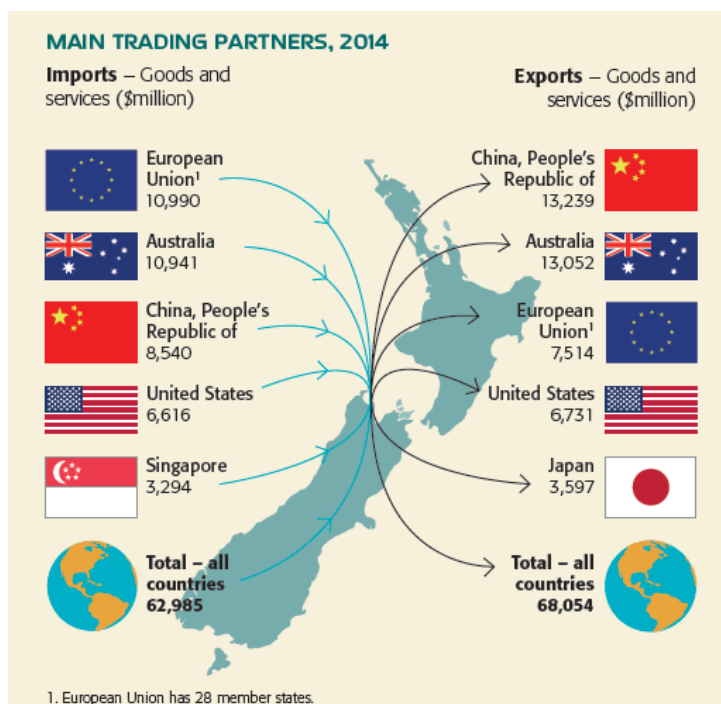
HISTORY

New Zealand was one of the last major landmasses settled by humans. Radiocarbon dating, evidence of deforestation and mitochondrial DNA variability within Māori populations suggest New Zealand was first settled by Eastern Polynesians between 1250 and 1300, concluding a long series of voyages through the southern Pacific islands. Over the centuries that followed, these settlers developed a distinct culture now known as Māori. The population was divided into iwi (*tribes*) and hapū (*subtribes*) who would sometimes cooperate, sometimes compete and sometimes fight against each other.

At some point a group of Māori migrated to Rēkohu, now known as the Chatham Islands, where they developed their distinct Moriori culture. The Moriori population was all but wiped out between 1835 and 1862, largely because of Taranaki Māori invasion and enslavement in the 1830s, although European diseases also contributed. In 1862 only 101 survived, and the last known full-blooded Moriori died in 1933.

The first Europeans known to have reached New Zealand were Dutch explorer Abel Tasman and his crew in 1642. In a hostile encounter, four crew members were killed and at least one Māori was hit by canister shot. Europeans did not revisit New Zealand until 1769 when British explorer James Cook mapped almost the entire coastline. Following Cook, New Zealand was visited by numerous European and North American whaling, sealing and trading ships. They traded European food, metal tools, weapons and other goods for timber, Māori food, artefacts and water.

Source: Wikipedia, Nov 2017



Source: Stats, NZ Government, 2015

FACTS NEW ZEALAND

New Zealand	
Capital	Wellington
Largest city	Auckland
Official languages	96.1% English
	3.7% Māori
	0.5% NZ Sign
Ethnic groups (2013)	74.0% European
	14.9% Māori
	11.8% Asian
	7.4% Pacific peoples
	1.2% ME/LA/African
	1.7% Other
Demonym	New Zealander
	Kiwi (informal)
Government	Unitary parliamentaryconstitutional monarchy
• Monarch	Elizabeth II
• Governor-General	Dame Patsy Reddy
• Prime Minister	Jacinda Ardern
• Chief Justice	Dame Sian Elias
Legislature	Parliament
	(House of Representatives)
Stages of Independence from the United Kingdom	
• Responsible government	7 May 1856
• Dominion	2826
• Statute of Westminster adopted	17496
Area	
• Total	268,021 km ² (103,483 sq mi) (75th)
• Water (%)	1.6
Population	
• 2017 estimate	4,832,000 (120th)
• 2013 census	4,242,048
• Density	17.9/km ² (46.4/sq mi) (203rd)
GDP (PPP)	2016 estimate
• Total	\$173.2 billion(67th)
• Per capita	\$36,950
GDP (nominal)	2016 estimate
• Total	\$169.9 billion(53rd)
• Per capita	\$36,254
Gini (2014)	33.0
	medium
HDI (2015)	0.915
	very high · 13th
Currency	New Zealand dollar(\$)(NZD)
Time zone	NZST (UTC+12)
• Summer (DST)	NZDT (UTC+13)
Date format	dd/mm/yyyy
Drives on the	left
Calling code	64
ISO 3166 code	NZ
Internet TLD	.nz

INTERNET SPEED

Global Rank	Country/Region	Q1 2017 Avg. Mbps	QoQ Change	YoY Change
27	New Zealand	14.7	14%	40%

NEW ZEALAND VERSUS THE NETHERLANDS

FACT: New Zealand (268,021 km²) is 7,17 times as big as the Netherlands (37,354 km²).

FACT: New Zealand is with 4,832,000 people 3,55 times smaller as the Netherlands with 17,164,800.

IMPORTS FROM THE NETHERLANDS

\$ 458 million

Source: Mfat, NZD Dollars, 2016

EXPORTS TO THE NETHERLANDS

\$ 866.8 million

FACTS NEW ZEALAND

ECONOMY - OVERVIEW:

Over the past 40 years, the government has transformed New Zealand from an agrarian economy, dependent on concessionary British market access, to a more industrialized, free market economy that can compete globally. This dynamic growth has boosted real incomes, but left behind some at the bottom of the ladder and broadened and deepened the technological capabilities of the industrial sector.

Per capita income rose for 10 consecutive years until 2007 in purchasing power parity terms, but fell in 2008-09. Debt-driven consumer spending drove robust growth in the first half of the decade, fueling a large balance of payments deficit that posed a challenge for policymakers. Inflationary pressures caused the central bank to raise its key rate steadily from January 2004 until it was among the highest in the OECD in 2007 and 2008. The higher rate attracted international capital inflows, which strengthened the currency and housing market while aggravating the current account deficit. Rising house prices, especially in Auckland, have become a political issue in recent years, as well as a policy challenge in 2016 and 2017, as the ability to afford housing has declined for many.

The economy fell into recession before the start of the global financial crisis and contracted for five consecutive quarters in 2008 and 2009. In line with global peers, the central bank cut interest rates aggressively and the government developed fiscal stimulus measures. The economy pulled out of recession in 2009, and achieved 2%-3% growth from 2011 to 2016. Nevertheless, key trade sectors remain vulnerable to weak external demand and lower commodity prices. In the aftermath of the 2010 Canterbury earthquakes, the government has continued programs to expand export markets, develop capital markets, invest in innovation, raise productivity growth, and develop infrastructure, while easing its fiscal austerity. Expanding New Zealand's network of free trade agreements remains a top foreign policy priority.

Source: CIA The World Factbook Nov 2017

> See also: <https://www.rvo.nl/onderwerpen/internationaal-ondernemen/landenoverzicht/nieuw-zeeland/handel-en-economie>

Indices Difference
Consumer Prices in New Zealand are 0.85% higher than in Netherlands
Consumer Prices Including Rent in New Zealand are 1.38% lower than in Netherlands
Rent Prices in New Zealand are 6.83% lower than in Netherlands
Restaurant Prices in New Zealand are 14.62% lower than in Netherlands
Groceries Prices in New Zealand are 16.28% higher than in Netherlands
Local Purchasing Power in New Zealand is 6.13% lower than in Netherlands

Source: Numbeo, Nov 2017

FACTS NEW ZEALAND: WELLINGTON & AUCKLAND

WELLINGTON

Wellington is the capital city and second most populous urban area of New Zealand, with 412,500 residents. It is at the south-western tip of the North Island, between Cook Strait and the Rimutaka Range. Wellington is the major population centre of the southern North Island and is the administrative centre of the Wellington Region, which also includes the Kapiti Coast and Wairarapa. It is the world's windiest city, with an average wind speed of over 26 km/h, and the world's southernmost capital of a sovereign state.

The Wellington urban area comprises four local authorities: Wellington City, on the peninsula between Cook Strait and Wellington Harbour, contains the central business district and about half the population; Porirua on Porirua Harbour to the north is notable for its large Māori and Pacific Island communities; Lower Hutt and Upper Hutt are largely suburban areas to the northeast, together known as the Hutt Valley.

Situated near the geographic centre of the country, Wellington was well placed for trade. In 1839 it was chosen as the first major planned settlement for British immigrants coming to New Zealand. The settlement was named in honour of Arthur Wellesley, the first Duke of Wellington and victor of the Battle of Waterloo.

AUCKLAND

Auckland is a city in New Zealand's North Island. Auckland is the largest urban area in the country, with an urban population of around 1,534,700. It is located in the Auckland Region—the area governed by Auckland Council—which includes outlying rural areas and the islands of the Hauraki Gulf, resulting in a total population of 1,657,200. A diverse and multicultural city, Auckland is home to the largest Polynesian population in the world. The Māori-language name for Auckland is Tāmaki or Tāmaki-makau-rau, meaning "Tāmaki with a hundred lovers", in reference to the desirability of its fertile land at the hub of waterways in all directions. It has also been called Ākarana, a transliteration of the English name.

The Auckland urban area (as defined by Statistics New Zealand) ranges to Waiwera in the north, Kumeu in the northwest, and Runciman in the south. Auckland lies between the Hauraki Gulf of the Pacific Ocean to the east, the low Hunua Ranges to the south-east, the Manukau Harbour to the south-west, and the Waitakere Ranges and smaller ranges to the west and north-west. The surrounding hills are covered in rainforest and the landscape is dotted with dozens of dormant volcanic cones. The central part of the urban area occupies a narrow isthmus between the Manukau Harbour on the Tasman Sea and the Waitematā Harbour on the Pacific Ocean. Auckland is one of the few cities in the world to have a harbour on each of two separate major bodies of water.

Source: Wikipedia, Nov 2017

> Techscene info: <https://www.wellingtonnz.com/business/high-tech-capital/>

> Regional reports: <https://www.nzte.govt.nz/investment-and-funding/regional-investment-opportunities>

FACTS NEW ZEALAND: WELLINGTON & AUCKLAND

Wellington	
Country	New Zealand
Region	Wellington
Territorial authorities	Wellington City
	Lower Hutt City
	Upper Hutt City
	Porirua City
Settled by Europeans	1839
Named for	A. Wellesley, 1st Duke of Wellington
Government	
• Mayor	Justin Lester (Labour)
Area	
• Urban	442 km ² (171 sq mi)
• Metro	1,388 km ² (536 sq mi)
Highest elevation	495 m (1,624 ft)
Lowest elevation	0 m (0 ft)
Population (June 2017)	
• Urban	412,5
• Urban density	930/km ² (2,400/sq mi)
• Metro	416,7
• Metro density	300/km ² (780/sq mi)
• Demonym	Wellingtonian
Time zone	
• Summer (DST)	NZDT (UTC+13)
Website	www.wellingtonnz.com

Auckland	
Country	New Zealand
Island	North Island
Region	Auckland
Territorial authority	Auckland
Settled by Māori	c. 1350
Settled by Europeans	1840
Named for	George Eden, Earl of Auckland
Government	
• Mayor	Phil Goff
Area	
• Urban	1,091.57 km ² (421.46 sq mi)
Highest elevation	196 m (643 ft)
Lowest elevation	0 m (0 ft)
Population (June 2017)	
• Urban	1,534,700
• Urban density	1,400/km ² (3,600/sq mi)
• Metro	1,657,200
• Demonym	Aucklander
Time zone	
• Summer (DST)	NZDT (UTC+13)
Website	www.aucklandcouncil.govt.nz

Source: Wikipedia Nov 2017

FACTS NEW ZEALAND: DIGITAL SNAPSHOT

1. Firms

28,749

Tech Sector firms

Contributed

\$16.2b

GDP (8% of GDP)

Exported

\$6.3b Goods & Services
(9% of Exports)

**3rd largest
Export Sector**

Each 4% productivity improvement in the Tech Sector is estimated to deliver an additional **\$2.7b GDP**

2. Employment

98,911

people employed

Each **new** Tech Sector job creates up to **5 new** service sector jobs around it

An additional

20,154

tech workers work in other sectors

The Tech Sector has **higher paid** and **higher qualified** employees than other sectors on average

3. General Business

If all firms were more digitally engaged it could lift GDP by **\$34b**

International research shows SME's that are highly digitally engaged have **20%** higher revenues, faster growth and stronger job growth than firms that are less digitally engaged

4. Government

58% of Government's most common transactions with New Zealanders were online in 2016

Making decisions using data in 2014 provided **\$2.3b** in benefits to the economy

Better use of data by business & Government could deliver **\$4.5b** over the next 5 years

5. People

New Zealanders are becoming increasingly digital in their day-to-day lives

More than **1m** households, businesses, schools, and hospitals can now connect to Ultra-Fast Broadband, and more than **320,000** are already enjoying the benefits of faster internet

A further **300,000** rural homes and businesses can now connect to faster broadband through the Rural Broadband Initiative

People are doing more online

The average Kiwi spends **47** hours each week using a smart device (smartphone/tablet/PC/notebook)

82% of Kiwis now have a smartphone (versus 13% in 2011)

Source: *Building a Digital Nation*, NZ Ministry of Business Innovation and Employment

> <http://www.mbie.govt.nz/info-services/science-innovation/digital-economy/digital-nation-fact-sheet.pdf>

CONTACTS IN NEW ZEALAND

Netherlands in New Zealand: In addition to the Netherlands's embassy in Wellington, the Netherlands is represented by 2 consulates in Auckland and Christchurch.

DUTCH EMBASSY WELLINGTON

Ambassador	Rob Zaagman Xiaoling Wu (<i>Deputy Head of Mission, Head of Economic Affairs</i>)
Address	Co-operative Bank Building - 10th Floor Corner Featherston & Ballance Streets Wellington 6011
Phone	0800 DUTCH EMBASSY (0800 388 243)
Email	wel@minbuza.nl wel-ea@minbuza.nl (economic affairs)

> <https://www.netherlandsworldwide.nl/countries/new-zealand>
> <https://www.facebook.com/netherlandsembassywellington/>

VISA

Visit <https://www.immigration.govt.nz/new-zealand-visas> for more information about Visa. For this mission no special visa was needed. Maximum stay is 3 months. For all consular services like passport and/or ID card applications, consular declarations, visa etc. an appointment is needed.

Make an appointment via our online appointment system:

www.vfsvisaonline.com/Netherlands-Global-Online-Appointment_Zone1/AppScheduling/AppWelcome.aspx?P=ShGqf9z31/Puj6+zlKX0DeU07y7r1K1JFxTNW/VOHQA=

Check the [status](#) of your passport- and/or ID card and visa application:

www.vfsvisaonline.com/Netherlands-Global-Online-Tracking_Zone1/TrackLanding.aspx

CONTACT NEW ZEALAND TRADE & ENTERPRISE

If you are interested in importing goods and services from New Zealand to the Netherlands and require further information and assistance, please visit the website.

> <https://www.nzte.govt.nz/investment-and-funding>

More information can be found on: <https://www.netherlandsworldwide.nl/countries/new-zealand/>

MISSION REPORT

The 24th and the 25th of October 2017 we visited Wellington and Auckland, New Zealand on a Tech Fact-finding mission.

We started early morning on Tuesday in Wellington with a full day of meetings, visits and ending the day with a Tech event organised at the Ambassador's residence. All appointments were scheduled in the Wellington area.

Early Wednesday morning we flew in to Auckland to continue a full program of meetings and visits, ending the day with a networking dinner. The following report is a day to day report of all the activities. Links to further information are provided below each activity.



TUESDAY 24 OCT - WELLINGTON

07:45 - 8:30 Kick-off

Breakfast to kick-off mission at Rydges Hotel restaurant by Xiaoling Wu and Linda Luong from the Embassy of the Netherlands, who organised the 2-day mission in New Zealand.

Attendees:

Xiaoling Wu

Deputy Head of Mission, Embassy of the Netherlands

Linda Luong

Senior Economic and Public Affairs Officer, Embassy of the Netherlands

Location: Rydges Hotel

09:00 - 10:00 NZ Government meeting on digital strategy

We met the Government Chief Information Officer (GCIO) Team at the Department of Internal Affairs (DIA) and discussed the [Government ICT Strategy 2015](#), cloud market place, and how government operates with tech firms.

Their main focus is that they want be customer-centric in all their IT developments. Government should design services around users' needs. New Zealand has also decided that all software you is sourced as SaaS products. New Zealand Cloud database market place as part of the Digital Strategy. They see themselves as too small to develop software themselves. They also make use of Amazon AWS and have negotiated special contract terms being the first country in the world.



New Zealand is also a member of [The Digital 5 or D5](#). The D5, is a network of the world's most advanced digital nations, with a shared goal of strengthening the digital economy. It was founded in London in late 2014 by Estonia, Israel, New Zealand, South Korea and the United Kingdom. The D5 provides a focused forum to share best practice, identify how to improve the member-countries' digital services, collaborate on common projects and to support and champion our growing digital economies.

The founders of the group all have a track record in leading digital government, including designing services around users' needs and sharing open source solutions with other nations. They aim to work hand in hand to solve shared problems, exchange world-class digital practices and jointly advance the digital government of tomorrow.

Attendees:

Tim Occleshaw

Government Chief Technology Officer

Graeme Osborne

General Manager System Transformation

Jane Kennedy

Acting General Manager Commercial Strategy and Delivery

Location: Dutch Embassy

> <https://www.ict.govt.nz/governance-and-leadership/international-leadership/d5-wellington-2018/>

> <https://www.ict.govt.nz/>

TUESDAY 24 OCT - WELLINGTON

10:00 – 11:00 Wellington Regional Economic Development Agency (WREDA)

The Wellington Regional Economic Development Agency (WREDA) is the regional economic development agency for the lower North Island, combining the economic development activities of Wellington City Council and Greater Wellington Regional Council to advance the prosperity and liveability of the Wellington region.

WREDA combines the political and commercial clout of the region to drive innovation and economic activity, and enhance the region's reputation as a centre of world-class film, IT, education, arts, food and tourism. It brings together the major events, and the functions and activities done in the past by the following agencies:

- Grow Wellington
- Positively Wellington Tourism
- Venues Wellington

Attendees:

Dorien Vermaas Team Lead Sector Development and Business Attraction

Location: Dutch Embassy

> <https://wellington.govt.nz/your-council/council-controlled-organisations/list/wreda>

> <https://www.wellingtonnz.com/work/looksee-wellington/>

> <https://www.wellingtonnz.com/business/grow/industry-sectors/shortage/>

TUESDAY 24 OCT - WELLINGTON

11:30-12:30 Visit Mahuki, Te Papa's innovation accelerator

Mahuki, Te Papa's innovation accelerator, helping to develop ideas into world-leading digital businesses for the cultural sector. We were welcomed by General Manager of Mahuki the Innovation Hub of Te Papa.

Mahuki is specialised in Glamtech. GLAM is an acronym for "galleries, libraries, archives, and museums", and refers to cultural institutions that have access to knowledge as their mission.

We got some live demos, a presentation about the organisation and got the chance to speak to many of the Glam start-ups. All housed in the amazing national museum that includes māori cultural exhibits.

Location: 55 Cable St

> www.mahuki.org

13:00-14:00 Lunch

14:15 - 15:15 Visit to Xero

Xero is a New Zealand-based software company that develops cloud-based accounting software for small and medium-sized businesses. The company has offices in New Zealand, Australia, the United Kingdom, the United States and Singapore. It is listed on both the New Zealand Exchange and Australian Securities Exchange.

Its products are based on the software as a service (SaaS) model and sold by subscription, based on the type and number of company entities managed by the subscriber. Its products are used in over 180 different countries.

Xero was founded by Rod Drury and his personal accountant when they felt that traditional desktop accounting software had become outdated and decided to create a modern cloud-based product. Xero Limited was officially formed in 2006 in Wellington, New Zealand where its global headquarters are still located. The company entered the Australian market and the United Kingdom in 2008, and United States in 2011.

Xero went public on the New Zealand Exchange on June 5, 2007 with a \$15 million (NZD) IPO, gaining 15% on its first trading day and a lot of positive and free attention. Drury decided to list on the NZX rather than receive investment from Silicon Valley in order to avoid being pressured into selling to a larger competing company. The company focused on the New Zealand market and product and development for its first five years before entering other markets. It went public on the Australian Securities Exchange on November 8, 2012.

In their product the user experience has been the main selling point. Also part of the success was the ability to early on integrate the feeds of banks in the software. Xero's goal was and is to make SME's like accounting. They started in NZ, expanded to AUS and then to the UK market. They are now in many countries including the US where they are challenging Intuit. Anglo-Saxon countries, countries

TUESDAY 24 OCT - WELLINGTON

that have the English language, are targets for Xero to expand to. They now have over 1 Million customers. Their business is now run on the AWS platform.

To roll out in a country they need:

1. Minimal viable product. Integration of local payroll/tax etc.
2. Bank feeds
3. Accounting partners

They have been focusing on a large partner eco-system/API's. They operate in all verticals & horizontals. Next to grown in an organic way they have also grown in take-over but only for technology reasons. It is in consideration to also grow in customer size by taking over other companies but so far this has not happened.

Their biggest challenge is talent. Growth will continue to outpace supply. They see migration as the only answer for now next to regional programs to attract people. Coding/Coders is a real issue.

We also discussed what companies from NZ are likely to go to the EU and how. The normal path is to scale via commonwealth/US. First is almost always Australia. Nowadays we see more companies that go for China. Indonesia and Philippines are seen as very large growth markets. New Zealand companies see the EU as very fragmented and difficult. Ease of doing business is important.

Attendees:

Kirsty Godfrey Billy	Chief Accounting Officer
Tony Stewart	Chief Data Product, Platform and Data Officer
Amanda Bourke	Business Strategy Manager
Grant Anderson	Head of Government Relationships

Location: 19-23 Taranaki Street, Wellington

> <https://www.xero.com/>



TUESDAY 24 OCT - WELLINGTON

15:30 - 17:00 Visit to WETA Digital Ltd.

Weta Digital is one of the world's premier visual effects companies. They are well known because of The Lord of the Rings and Avatar movies which they successfully produced. We were honored to get a 30-minute demo in their own, in-house movie theatre followed afterwards with a Q&A about the business and (movie)tech environment in New Zealand.

Weta won 6 Academy Awards for Best Visual Effects, 10 Academy Science & Technology Awards, 6 BAFTA Awards for Best Special Visual Effects and 6 VES Awards for Outstanding Visual Effects in a Photoreal Feature.

Led by Senior Visual Effects Supervisor Joe Letteri, Weta Digital is known for its culture of creativity and innovation. From Gollum to Caesar, Middle-earth to Pandora, the studio has created some of the most memorable characters and worlds of the last twenty years.

Weta has 1700 people working for them and rely heavily on foreign personnel. They are fully booked until 2022. They have their own data center with 600 servers, mainly running linux. They are experimenting with cloud services but do most of IT infra themselves also due to the confidential, security and technical constraints. Since the effects technology progresses very fast in the movie industry, it requires flexibility.

Their main challenges Weta has:

- Access to talent
- Keep tax environment for movie industry
- Employment Contracts

Attendees:

David Wright	Chief Operating Officer
Amy Minty	Marketing Manager
Luca Fascione	Senior Head of Technology & Research
Kathy Gruzas	Chief Information Officer

Location: Weta St.

> <https://www.wetafx.co.nz/>



TUESDAY 24 OCT - WELLINGTON

18:00 - 20:00 Buffet dinner at Ambassador Rob Zaagman's Residence

We were invited by the Dutch Ambassador Rob Zaagman for networking drinks and a buffet at his official residence. After he welcomed the guests he introduced the three-person ICT/High Tech fact-finding delegation to NZ. Stijn Grove as mission leader gave a short presentation about the team, the Dutch tech sector and the reason behind the mission.

After that Alan Hucks took the stage. Hucks is Head of Business Development. Creative HQ offers incubation and accelerator programmes to help startups accelerate business creation, and corporates and public sector to deliver on innovation initiatives. After his introduction it is time for the companies in the program to give pitches (about 3 minutes each):

1. Clint Van Marrewijk Thundermaps
2. Brooke Anderson Sharesies
3. Frederick Fogerty Bot the Builder
4. Mike Kelly & Ata McGregor 2Shakes
5. Ross Hughson mytrove

After the pitches the buffet is ready in the dining room and the networking continues.

Attendees:

Name	Title	Company	Company Info
Dorien Vermaas	Team Lead Sector Development and Business Attraction	WREDA	Wellington Regional Economic Development Agency (WREDA)
Graeme Muller	CEO	NZTech	Help NZ technology business succeed by encouraging talent, increasing knowledge, creating connections and influencing policy.
Graeme Osborne	GM System Transformation	DIA	
Tim Occleshaw	Government CTO	DIA	
Linda Oliver		Internal Revenue Department (IRD)	
Alan Hucks	Head of Business Development	Creative HQ	
Michael Murphy	GM, Commercialisation & Investments	Datacom	Datacom designs, builds and runs IT systems and process for business. They offer cloud and data centre services. They have 12 data centres.
Grant Anderson	Head of Government Relationships	Xero	Xero is a New Zealand-based software company that develops cloud-based accounting software for small and medium-sized businesses.
Kirsty Godfrey Billy	Chief Accounting Officer	Xero	
Marcel van den Assum		Angel Association	Angel Association New Zealand is the champion for early stage investment. We connect early stage investors nationally and internationally
Nicole Fergusn	CEO	Research & Education Advanced Network New Zealand (REANNZ)	organisation has high performance fibre network between universities and research institutions

TUESDAY 24 OCT - WELLINGTON

Ross Hughson		My Trove	Will pitch
Clint Van Marrewijk		Thundermaps	Will pitch
Mike Kelly		2Shakes	2Shakes is a cloud software company based in Wellington that makes it easy for professionals like accountants and bookkeepers to create agreements with their clients, and get authority to act for them at IRD, ACC, Companies Office, as well as private organisations. 2Shakes started 18 months ago on the government's Result 9 Better for Business Accelerator.
Ata McGregor		2Shakes	Will pitch
Michael Lovegrove	CEO and Co-founder	Bot the Builder	Will pitch
Brooke Anderson		Sharesies	Will pitch
Sophie Haslem			Sophie has a background in strategy consulting and corporate finance. Over a 20 year executive career with Citibank NA, ANZ Investment Bank, Cap Gemini, Ernst & Young, and New Zealand Post, she has worked with a diverse range of both large, established corporate entities and early stage growth technology companies in both New Zealand and Australia.
Klaas Stijnen	CEO and founder	Montoux	A NZ cloud software company founded by three Dutchman
Nils van der Heide	COO	Montoux	
Gert Verhoog	CTO	Montoux	
Martijn Verhoeven	Managing Director	Prefer	Create digital and physical solutions for their clients

Location: Ambassador Rob Zaagman's Residence

> <http://creativehq.co.nz/>





WEDNESDAY 25 OCT - AUCKLAND

09:15 - 10:15

Flight Wellington to Auckland

10:45 - 11:30

Auckland University of Technology & ATEED

Our first meeting was with John Bancroft, Industry Engagement at Auckland University of Technology AUT. We discussed the INTERACT which seeks to co-design tech-based solutions across multiple faculties within AUT to create new collaborative digital platforms for future development.

Auckland Tourism, Events and Economic Development (ATEED) is the region's economic growth agency and an Auckland Council-controlled organisation. ATEED supports Auckland to become a desirable place to live, work, visit, invest and do business.

Auckland's tech sector has talent and capability in:

- Cyber security
- Financial services and fintech
- Health IT
- Medical devices
- ICT (SaaS, PaaS and IaaS)
- Aerospace

Missing link in Auckland market is scale. Challenge is how to scale/how to get funding as market NZ is small. Many companies partner with other companies to grow to medium size. NZ can also be a Gateway to Asia also due to the free trade agreements. Work visas for work are initially for 3yrs - Global Impact Business visa: <https://www.immigration.govt.nz/new-zealand-visas/apply-for-a-visa/about-visa/global-impact-work-visa>

Partnering example: Hyperscale Storage Processing - Nyriad® has pioneered a new generation of hyperscale storage processing technology, designed to meet the scale, security, efficiency and performance needs of the world's most demanding computing projects.
<http://www.nyriad.com/>

Here are just some of the examples of specific Auckland based companies that are working in each of these sub sectors are:

Cyber security

<https://www.endace.com/>

<https://www.wherescape.com/products-services/our-software-products/>

Fintech

<https://www.xero.com/nz/try/accounting-software/>

<http://www.verifidentity.com/about-verifi/>

<https://bravenewcoin.com/about-us/>

Health IT

<https://orionhealth.com/nz/>

<http://veriphi.co.nz/technology>

<https://www.xyleap.com/sales>

<https://www.formuslabs.com/>

Kode Technology: For a overview of how Kode™ Technology works:

<https://www.youtube.com/watch?v=TIbjAl5KYpA>

WEDNESDAY 25 OCT - AUCKLAND

(Agalimmune) and will go into a £22m phase 1/2 human clinical trial in the UK trial in 2017.

<https://www.youtube.com/watch?v=otTnV8P6W4M>

SaaS, PaaS, IaaS

<https://www.gentrack.com/about/>

<http://www.vista.co/>

<https://www.vendhq.com/nz/>

<https://serato.com/about>

<http://performancelab.co.nz/the-product/>

Techweek

Techweek is occurring 19-27 May 2018. This 9 day long festival showcasing New Zealand's technology nationwide capability is an ideal opportunity to experience a wide variety of technologies developed here in New Zealand for global markets. The main themes of the festival this year are:

- food/ag-tech
- environmental tech
- advanced materials
- creativity/entertainment

> <https://techweek.co.nz/>

The festival culminates in the Hi Tech Awards this year being held in Christchurch which is another city with a thriving tech sector. See <http://www.hitech.org.nz/news/2017-hi-tech-awards-winners-announced/>. This is a black tie gala dinner and is the highlight of the tech sector's event calendar and is always a sell out event.

Tech reports written by various NZ agencies:

> <https://nztech.org.nz/promote/about-the-sector/>

TIN100 resources on NZ Tech companies:

> <https://tin100.com/>

New Zealand has some of the most progressive regulation policies in existence in the areas of civil aviation for BLOS drones (beyond line of sight), robo-advice and crowdsourcing for fintech development, and cybersecurity and health IT for the development of integrated patient records.

Attendees:

John Bancroft Industry Engagement at Auckland University of Technology (AUT)

Suzanne McKinnon Investment Specialist, ATEED

Location: The Bach, Auckland Airport

> <https://www.aucklandnz.com/about-ateed>

WEDNESDAY 25 OCT - AUCKLAND

11:30 - 12:30

Callaghan Innovation

Callaghan Innovation purpose is to help New Zealand businesses succeed through technology. It was established in February 2013 and the Crown Research Institute Industrial Research Limited was merged into it. The institute takes its name from Sir Paul Callaghan, a prominent New Zealand physicist before his death in 2012. Vic Crone was appointed CEO in 2017, and started the position on 28 February 2017.

We speak with Paul who is an expert in SaaS (in NZ pronounced 'sès') companies. Callaghan Innovation is having a lot of focus on SaaS companies. Vision to do more than Farming and Tourism. It is working with the 200 leading scientists in advanced materials, biochem, data together with start-ups and established company's. They distribute 140 million grants in R&D and help to de-risk 'risky stuff'. Callaghan Innovation has innovation skills programs to help traditional companies. Industry experts help companies to get unstuck and remove barriers as trusted partner.

They work with 400 companies in Software development of which 200 companies have SaaS model (many have also hybrid/app model). Callaghan Innovation helps to create a community. They are not dealing with IT vendors/Sys int. For growth many companies are very much offshore focused. And start-ups offshore from day one if they want to grow large. Callaghan and many companies in New Zealand have Silicon Valley focus. Yearly they visit SaaSTR – San Francisco.

Normally companies in NZ have revenue less than 10 Million. Callaghan tracks life SEED – Early stage – Growth – Expansion/Extended business. Examples of SaaS NZ companies grown large are Xero, with 2000 employees, and push pay (church donation app), 400 people.

Attendees:

Paul Norrie Callaghan Innovation

Location: Level 4, 139 Quay Street

> <https://www.callaghaninnovation.govt.nz/>

12:45 - 13:45 Lunch ATEED

Lunch with Auckland Tourism, Events and Economic Development (ATEED) and NZTech.

Attendees:

Pam Jenkinson Techweek Programme Lead, ATEED

Jonathon Jones Stakeholder Relations ATEED

Jennifer Clamp Tech-week National Director

Suzanne McKinnon Investment Specialist, ATEED

Location: Euro Restaurant & Bar, 147 Quay Street

> <https://www.aucklandnz.com/about-ateed>

> <https://techweek.co.nz/>



WEDNESDAY 25 OCT - AUCKLAND

14:15-14:45 Tour of GridAKL, ATEED

GridAKL is part of the innovation precinct in Auckland's Wynyard Quarter, designed to maximise innovation by harnessing the power of collaboration. Creating pathways for innovative individuals and businesses to connect, share ideas and access the tools they need to help them grow.

"Over the last 10 years, the sector has witnessed 25% growth. ICT and Digital Media accounts for 3.2% employment in Auckland or 1 in 30 jobs. Half (48%) of New Zealand's ICT companies are based in Auckland, employing 37,000 people. GridAKL's role is to assist high-impact, growth-orientated, technology-focused businesses and entrepreneurs to develop and commercialise their innovations."
– Auckland Tourism, Events and Economic Development

A home for innovation in the heart of Auckland, GridAKL provides the space, support, inspiration and community needed for a strong and vibrant innovation culture. A place of discovery, GridAKL showcases and celebrates innovation with an aim to inspire all innovators.

Who is GridAKL for?

GridAKL is for anyone actively involved in innovation. This includes entrepreneurs, start-ups, SMEs, national and multinational companies, research institutes and everyone in between. These are supported by a network of investors, education providers and tertiary organisations, government agencies and other key partners delivering services to New Zealand's innovation ecosystem.

GridAKL Sectors

GridAKL's role is to assist high-impact, growth-orientated, technology-focused businesses and entrepreneurs to develop and commercialise their innovations.

Businesses at GridAKL develop technology solutions and platforms that cut across sectors. They are diverse and applications range from social enterprise, user experience design, geospatial data, data visualisation to health and safety, finance/pos and innovation.

They focus on technology solutions in:

- web, mobile and cloud
- social and digital media
- cyber security
- internet of things and sensors

Attendees:

Catriona Stewart Marketing, GridAKL

Location: 12 Madden Street, Wynyard Quarter

> <https://gridakl.com/>



WEDNESDAY 25 OCT - AUCKLAND

15:00 - 16:00 **Datacom**

Datacom designs, builds and runs IT systems and processes for business. Datacom has private and public sector clients across New Zealand and Australia and from the USA to Asia. They support existing IT systems and processes and custom-design brand new ones. Their services:

IT management:	Procuring, operating, supporting and managing information technology
Cloud services:	Offering infrastructure, platform or software as a service
Data centres:	Nine across the group fully owned
Software development:	1000+ software developers
Business processes:	Local multi-channel BPO operations
Payroll:	ANZ's leading payroll applications

Datacom has more than 4,880 staff, working in 30 different offices in New Zealand, Australia, Malaysia, The Philippines, Vietnam the US and the UK and 1,16 billion \$ revenue. Datacom organised in a self starting cell structure.

Datacom see only IBM as other DC competitor. Their data centers are filled with 40% Datacom IT equipment and 60% third parties. They see that Hybrid / AWS is hot in NZ. Datacom see that they are changing more to a services company.

Datacom see main problem is talent shortage. There are many NZ initiatives to attract talent in which they also focus on UK and US 'refugees'.

Attendees:

Kerry Topp Associated Director, Transformation & Information at Datacom Ltd.

Rob Purdy Network Management

Location: Wynyard Quarter (58 Gaunt Street)

> <http://www.datacom.co.nz/>



WEDNESDAY 25 OCT - AUCKLAND

16:30 - 17:30 Ministry for Business, Innovation, & Employment (MBIE)

The Ministry of Business, Innovation and Employment (MBIE) is the government's lead business-facing agency. The MBIE purpose is to grow the New Zealand economy to provide a better standard of living for all New Zealanders. They do this by working with others to help businesses to be more competitive, improving job opportunities for all and by ensuring good quality housing is more affordable.

MBIE was formed in July 2012 by bringing together the Ministry of Economic Development, Ministry of Science and Innovation, Department of Labour and Department of Building and Housing.

The government policy approach is to grow the digital economy from strategic and practical perspectives. The MBIE focusses for this on 4 programs:

1. *Digital Sector growth*

For New Zealand the tech sector is the third biggest driver of GDP growth and fastest growing. MBIE helps to support sector by the NZ Techweek. They realise that a cross governmental view is needed on digital and that certain, specific laws need to be changed to enable growth.

- Review Copyright laws (D5 + AUS + OECD)
- Creative Commons incl gov
- eTrade and eCommerce

2. *Traditional sector transformation*

Get traditional sectors to transform and adapt.

3. *Digital NZ*

Digital disadvantages, skills of business and people. Low education, rural, 65+ groups – Digital equity. Support programs with tracking the companies that are supported. Focus on Digital Skills shortage.

4. *Digital Government*

Lead in the digital way, citizen centric. Focus on a smoother and less painful way of dealing with the government.

Some activities highlighted:

- Funding research
- Co-funding with the industry technologies like IoT, Smart Cities, AI.
- NZ tech formed – To create one organisation, for interest.
- Techweek (Pronounced in NZ as 'tickwick').
- Stimulating growth and investments via NZ Trade & Enterprise / NZT.

Attendees:

Abbe Marks Senior Policy Analyst, Ministry for Business, Innovation, & Employment, MBIE
Location: 45 Queen Street, Auckland

> <http://www.mbie.govt.nz/>

WEDNESDAY 25 OCT - AUCKLAND

18:00 - 20:30

Dinner at Mekong Baby, co-organised with Tech Futures Lab

Tech Futures Lab is a business and technology accelerator for professionals. Everything they do is geared toward enabling businesses and individuals to innovate, future-proof and move fast to ensure they are not only aware of how our business is changing, but know how to maximise opportunities in today's digitally-enabled world.

Tech Futures was founded by Frances Valintine who is a thought-leader in emerging and disruptive technologies and has 20 years' experience across business, technology and education. In 2013, Frances founded The Mind Lab by Unitec to bring contemporary knowledge and practical skills to students and teachers around New Zealand. Then, in 2016, she launched Tech Futures Lab to navigate the new world of technology enabled businesses, as disruptive technologies impact on every role, every sector and every economy.

This dinner was co-organised by Tech Futures and welcomed some of the most prominent Tech leaders in New Zealand.

Attendees:

- | | |
|---------------------|--|
| • Avi Golan | Chief Digital Officer at Air New Zealand |
| • Craig Hudson | Country Manager Xero New Zealand |
| • Karren Harker | Head of Marketing at Chorus NZ Limited |
| • Ngapera Riley | Global Director, World Class New Zealand for Kea |
| • Nic Kennedy | Chief Innovation & Ventures Officer at PwC New Zealand |
| • Rod Snodgrass | The Exponential Agency |
| • Frances Valintine | Founder at Tech Futures Lab |
| • Louise Webster | General Manager (interim) at Tech Futures Lab |

Location: 262 Ponsonby Rd

20:30 – 21:00

De-brief with Xiaoling Wu and Honorary Consul Mr Sake Hitman

De-brief with the mission team, Deputy head of Mission and Head of Economic Affairs Xiaoling Wu and Honorary Consul Mr Sake Hitman.

Location: Sky City Grand Hotel



MISSION FINDINGS

New Zealand is, for most Dutch people, seen as a country at the end of the world. A beautiful and open country, a must-see for everyone who loves nature, a country with for us Dutch a familiar name and a country that was the new home for many Dutch people in the last 70 years. This is how most of us know New Zealand.

But once you visit New Zealand and connect to the New Zealand society, you experience it as a vibrant country with a modern and digital economy. New Zealand is very well aware that the tech sector is the sector of the future on enabling economic growth for the country. At this moment it is already a dominant driver behind the country's GDP and will only grow in the near future.

For New Zealand, with its near 5 million inhabitants, the home market is fairly limited in size. So an international orientation and a strong focus are key for companies in order to be successful. Almost every start-up company, and there are many, seems to be aware that the road to success leads through expanding abroad in a very early stage. To become a scale-up in New Zealand automatically makes you think and act international. [TechWeek](#) is the event of the year in New Zealand to visit.

New Zealand invests heavily in broadband networks in order to make sure that everyone is well connected and not left out. And this is also a driver for growth of the tech sector. New Zealand also works in innovative programs such as the '[D5 alliance](#)'. Together with countries like Lithuania, South Africa, Israel, South Korea and Australia they work together on all the aspects necessary to grow a healthy tech society, government, digital economy and digital infrastructure.

A government that really thinks and acts with the conscience of a modest IT firm. The New Zealand 'climate' for an IT or tech start-up is better than in most other countries. The Internet infrastructure is well developed, and legislation by the local government on this point is a friendly one.

For New Zealand companies wanting to expand to Europe, the Netherlands is the country worth considering. Well positioned in the heart of Europe, it has a perfect (digital) infrastructure, a business-friendly environment and nearly all the Dutch speak English very well. Especially with the current uncertainty in the market caused by Brexit, the Netherlands is your gateway to the European single market.

To conclude, we have experienced New Zealand as a very digital country that is on many fronts ahead of the game. We saw that New Zealand is a country with a fairly small local market but with a more than over-average international orientation. A country that is well positioned to be an interesting place to set up a bridgehead in order to expand very smoothly to the rest of the South-East Asia region. And with the enthusiasm of local business people who are more than willing to cooperate and to partner, a modern and helpful government willing to cooperate and a lively start-up tech scene bringing a lot of innovation, it has provided us a very positive picture about doing business in New Zealand.

MISSION TEAM

DETAILS PARTICIPANTS



Stijn Grove, Managing Director <https://www.linkedin.com/in/sgrove/>
Dutch Data Center Association <https://www.dutchdatacenters.nl/>
Digital Gateway to Europe <http://www.digitalgateway.eu/>

Stijn is the director of both the DDA and Digital Gateway to Europe. He represents the data center industry and the broader tech & digital infrastructure sector during this trip.



Ruud Alaerds, Director <https://www.linkedin.com/in/ralaerds/>
Dutch Hosting Provider Assoc. <https://www.dhpa.nl/>

Ruud is the director of the Dutch Hosting Provider Association, the industry organisation for hosting providers.



Nasrath Popal [linkedin.com/in/nasrath-popal-810625b/](https://www.linkedin.com/in/nasrath-popal-810625b/)
PM Internationalization, RVO <https://english.rvo.nl/topics/international>

Nasrath is program manager internationalization at the Netherlands Enterprise Agency (also known as RVO). RVO encourages entrepreneurs in sustainable, innovative and international business.

CONTACT DETAILS PARTICIPANTS

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Ruud	Alaerds	Stichting DHPA	r.alaerds@dhpa.nl
Nasrat	Popal	RVO	nasrat.popal@rvo.nl

ABOUT US

ABOUT DIGITAL GATEWAY TO EUROPE

For over a 1000 years the Netherlands has been the (digital) gateway to the European market. Digital Gateway to Europe is the organisation promoting the Dutch Digital Data Hub, that helps you in many ways to prepare launch or expansion in the Netherlands.

We organize events such as trade missions, launchpads and other meet-ups to strengthen the Dutch digital hub. Scale-ups, start-ups and enterprises who would like more in-depth information regarding the Dutch digital economy can consult our Digital Gateway to Europe knowledge data base.

Find out more about the accessibility of large-scale Internet capacity, excellent business climate, privacy laws, net neutrality and many more reasons which make the Netherlands the preferred location for digital services and to distribute data.

TRADE MISSIONS

Digital Gateway to Europe regularly organizes trade missions for the Tech industry and in close cooperation with the Dutch government. Over the last three years we visited United States (San Diego, San Francisco, Silicon Valley), Canada, Ireland, Spain, Germany, France, UK, New Zealand and Australia. Visit www.digitalgateway.eu for more information on upcoming missions. Stay up to date by visiting our site and subscribing to our newsletter.

Let's work together!

- *We are a source of information to prepare the launch or expansion of business in the Netherlands with facts, links and events.*
- *We publish up-to-date and relevant insights into the Dutch Data Hub, Dutch digital economy, infrastructure and ecosystem*
- *We organize multiple events with relevant content and work together with our extensive network full of relevant connections from the industry.*

CONTACT US



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PARTNERS DIGITAL GATEWAY TO EUROPE



FURTHER READING AND RESOURCES

WEBSITES

- www.digitalgateway.eu Digital Gateway to Europe
- www.dutchdatacenters.nl Dutch Data Center Association
- www.dhpa.nl Dutch Hosting Provider Association
- www.rvo.nl Rijksdienst voor Ondernemerschapp
- <http://www.internationaalondernemen.nl/nl> RVO's Export site (Dutch/English)
- www.investinholland.nl Netherlands Foreign Investment Agency

RECENT REPORTS (2017)



The Brexit “Should I stay or should I go” Report
– Digital Gateway to Europe, October 2017



A European Data Hub Comparison
- Dutch Data Center Association, August 2017

OTHER 2017 REPORTS

- The State of the Dutch Data centers - Dutch Data Center Association, June 2017
- The Foundation of our Digital Economy - Dutch Data Center Association, Dutch Hosting Provider Association, ISPConnect, TheMetisFiles, April 2017
- The value proposition of Dutch and European Data protection legislation - Dutch Data Center Association, February 2017
- The State of the Dutch Data Hub - Digital Gateway to Europe, November 2017 (expected)

All publications and can be downloaded freely on: <http://www.digitalgateway.eu>

10 + 1 REASONS WHY THE NETHERLANDS

1. **Perfect connectivity**

The Netherlands has Europe's lowest average latency, multiple submarine cable connections, an extensive fibre-infrastructure and competitive connectivity market.

2. **EU Single Market**

As part of the European Single (Digital) Market, the Netherlands is ideal for the distribution of data and digital services to other countries.

3. **EU privacy legislation**

As of May 2018, the Netherlands will implement the uniform General Data Protection Regulation.

4. **Data driven economy**

According to the 2016 report of Euro-IX, the Netherlands has one of Europe's highest traffic with an aggregated traffic peak of 5,187 Gbps.

5. **International focus**

The Netherlands is worldwide #1 on the English Proficiency Index (EF EPI) and tech firms as Uber, Tesla & Elastic are based in Amsterdam.

+ **Low risk embargo**

The Netherlands has a very low risk in restricting its commerce or exchange activities with others.

6. **Long term policies**

The Dutch have a pragmatic, long term orientation with the ability to adapt to changes.

7. **Business compliant**

A pro-business climate, competitive tax system, multilingual workforce and assistance and incentives for setting up businesses.

8. **Stable politics**

Since the Netherlands has a coalition government, policy swings are always quite moderate and have a certain predictability.

9. **Favourable tax climate**

Pro-active tax authorities supporting foreign investment, 5% effective tax rate for income from patents and software and favourable VAT system.

10. **30% ruling for foreign workers**

Tax incentive ('30%-ruling') available for expats including R&D staff, no withholding taxes



➡ Digital
➡ Gateway to
➡ Europe



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This publication was commissioned by the ministry of Foreign Affairs.

© Netherlands Enterprise Agency | June 2018
Publication number: RVO-084-1801/RP/INT

NL Enterprise Agency is a department of the Dutch ministry of Economic Affairs and Climate Policy that implements government policy for Agricultural, sustainability, innovation, and international business and cooperation. NL Enterprise Agency is the contact point for businesses, educational institutions and government bodies for information and advice, financing, networking and regulatory matters.

Netherlands Enterprise Agency is part of the ministry of Economic Affairs and Climate Policy.