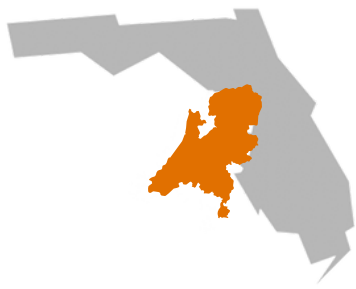




FLORIDA

BY

THE NETHERLANDS CONSULATE GENERAL IN MIAMI



THE NETHERLANDS IN THE SUNSHINE STATE

Economy	17th 16th in the world
Population	17 million 21,48 million
Area	4,5 x larger than the Netherlands

With its excellent investment climate, business-friendly regulation, innovation and entrepreneurial spirit, and a competitive tax structure (e.g., no state income tax) – it is no surprise that more than 1000 people move to Florida every day! Not in the least because Florida also tops the list of happiest places in the U.S. to work.

Priorities



SPORTS

Florida’s sports industry has grown to a USD 60 billion per year industry. From pro leagues to recreation and collegiate athletics, mega sports events and the growth of certain sports such as soccer: innovative companies and top-notch sports organizations from the Netherlands have great opportunities to also add value in the U.S. Performance analytics and development, fan engagement, vitality, and smart and sustainable venues are some of the areas where opportunities exist, and where Dutch – American partnerships are successful.



WATER MARITIME

With 15 deep sea ports, 1350 miles of coastline (2170 km), and home to multiple headquarters of renowned cruise line companies, numerous ship/boat building and repair facilities, and international boat shows attracting (new) yacht owners, the maritime sector is of great importance to Florida. Dutch maritime companies successfully do business in this state, with more opportunities available.

RESILIENCY

Resiliency is an ever important necessity in Florida, with, among others, continued sea level rise having an exponential effect on hurricanes and tropical storms. Water quality is increasingly becoming a challenge. Dutch knowledge and expertise can contribute to innovative solutions together with local parties.



URBAN FUNCTION | MOBILITY

In Florida, there is strong interest in bicycle infrastructure projects and initiatives to make it easier and safer for people of all ages and abilities to ride. Within an urban setting, and beyond, mobility is key. The Netherlands is a leader not only in innovative bicycle infrastructure and culture but also other smart- and green mobility. Florida aims to become the “Autonomous Vehicle Capital of North America”, having one of 10 AV test centers in the U.S., the third highest number of electric vehicles (EVs) in the country, and a planned increase of highway charging stations.

ADDITIONAL INTEREST AREA

LOGISTICS



Regional Dimension

At the southernmost point of the continental United States, close to Latin America and a short distance from the Caribbean, Miami is known as the hub of the Americas – for goods, data, finance and entrepreneurship. Numerous companies choose it as their headquarters location for the Americas.



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