



# THE TEXAS STRATEGY

BY

THE NETHERLANDS CONSULATE GENERAL IN MIAMI AND NBSO TEXAS



## THE NETHERLANDS IN THE LONE STAR STATE

Economy 17th | 9th in the world  
 Population 17 million | 29,90 million  
 Area 41.865 km2 | 695.663 km2

## Priorities

After comprehensive mapping, the following priorities have been identified for the Netherlands. These priorities, that build on existing activities and initiatives, present opportunities to further deepen and grow partnerships between the Netherlands and Texas.



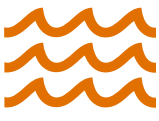
### LIFE SCIENCES & HEALTH

With the largest medical center in the U.S., various LSH missions to Texas, and the multi-year Health-Holland US plan in place, the focus will be on digital health, e-health and medtech.



### PORTS, LOGISTICS & ENERGY

Houston is the energy capital of the world, with an important port. The Netherlands is known as the gateway to Europe due to its ports and logistics. The focus will be on leveraging this connection to drive the energy transition.



### RESILIENCY

Resiliency is an ever important necessity in Texas with continued sea level rise and the weather getting more severe. Dutch models of cooperation between businesses, academia and government can contribute to innovative solutions.

## ADDITIONAL INTEREST AREAS

AGRICULTURE

SPORTS



## DEMAND DRIVEN SUPPORT

NBSO Texas provides support and responses to SMEs and STARTUPS that express interest in doing business in Texas, regardless of the sector in which they operate.

The REGIONAL DIMENSION in Texas extends to cross-border relations with Mexico, the Gulf coast, the wider Southeast, and the Caribbean part of the Kingdom of the Netherlands.

## Partners

In the Netherlands and Texas, partners such as industry associations and individual companies, regional economic development agencies, chambers of commerce, government entities and universities are key to the success of the Strategy. Partners like you!

## Texas Triangle

The Texas Triangle comprises the major cities of Houston, Dallas, Austin and San Antonio. It is:

- One of 11 megaregions in the US;
- With 66% of the state's population, the Texas Triangle produces 77% of the state's GDP;
- Home to 48 Fortune 500 headquarters.



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