

# THE FLORIDA STRATEGY



## 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, entrepreneurial spirit, and close proximity to the Dutch Caribbean. It is no surprise that Florida is the perfect landing spot for companies from the Kingdom of the Netherlands.

### Priorities



#### SPORTS

Sports in the U.S. is a big thing. With a share of well over 30% of the total global sports market, the US sports industry is massive, and continues to grow with world events like Formula 1, 2026 FIFA World Cup. Florida's sports industry has grown to a USD 60 billion per year industry. Florida has 4 major sports cities and the only state with two cities in the top 15. With innovation, tech and social impact as key words in our DNA, the Netherlands has something to offer. The success of Dutch-American partnerships can be seen in areas of athlete performance, fan engagement, smart- and sustainable venues, and addressing social issues such as mental health and diversity, equity and inclusion.



#### WATER

##### Maritime

With 1350 miles of coastline (2170 km), 15 deep sea ports, the most registered recreational boats in the U.S., and home to numerous renowned cruise line companies, ship/boat building and repair facilities, and international boat shows, the maritime sector is of great importance to Florida. Dutch innovative and sustainable products and services are in high demand in Florida, with more opportunities available.

##### Resiliency

With continued sea level rise having an exponential effect on hurricanes and tropical storms as well as more severe weather, urban and coastal flood resilience are key for Florida. The state also has challenges as to water quality, both along the coast and in inland waters with warm weather causing harmful algae blooms. Dutch innovative technologies, knowledge and expertise while collaborating with local parties can contribute to much needed solutions as to living with water safely and successfully.



#### URBAN FUNCTION

##### Bicycle-Inclusive Mobility

In Florida, there is strong interest in bicycle infrastructure and developing networks that integrate with public transit. The objective is to make it easier, safer and more equitable for people of all ages and abilities to ride. The Netherlands is a leader in innovative urban planning for bicycle-inclusive mobility and active public spaces.

##### Public Spaces

Public spaces play an important role in the urban environment and provide the community an outlet for physical activity and social interaction. The Netherlands is renowned for its innovative and sustainable urban design with a focus on creating safe, inviting and accessible environments that encourage physical activity and healthy lifestyles for people of all ages.

### ADDITIONAL INTEREST AREAS



SMART LOGISTICS



FINTECH



SMART/GREEN MOBILITY



CREATIVE INDUSTRIES

### 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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