

THE TEXAS STRATEGY



THE NETHERLANDS IN THE LONE STAR STATE

Economy (GDP)	17th 9th in the world
Population	17 million 30 million
Area	41,865 km ² 695,663 km ²

Priorities

Building on existing activities and initiatives, the following priorities, present optimal opportunities to further deepen and grow partnerships between the Netherlands and Texas.



PORTS & ENERGY TRANSITION

Houston has a port of major importance to the U.S. and is striving to become the global Energy 2.0 capital. In the Netherlands too, port infrastructure will play a crucial role in moving the energy transition forward. The focus is on establishing a hydrogen corridor between ports in Texas and the Netherlands, and in parallel create opportunities for clean-tech startups.



WATER MANAGEMENT & RESILIENCY

With continued sea level rise and weather events getting more severe, urban and coastal resiliency is an increasingly important need in Texas. Dutch engineering and design expertise and its models of cooperation between business, academia and government can contribute to innovative strategies and solutions, including nature-based and hybrid designs.



SPORTS

Sports in the U.S. is huge, with over 30% of the global sports market. The industry continues to grow with upcoming events like Formula 1 and 2026 FIFA World Cup. Texas has major sports cities (Dallas ranked #1 US sports business city), 11 major league teams, innovative companies, and top-notch sports organizations. Plentiful opportunities for the Netherlands to add value to the market through innovation and tech, focusing on athlete performance, fan engagement, smart and sustainable venues, and addressing social issues such as mental health and diversity, equity and inclusion.

ADDITIONAL INTEREST AREAS



LIFE SCIENCES & HEALTH



URBAN FUNCTION



CULTURE



DEFENSE

Demand Driven Support

The Consulate General in Miami extends the regional dimension of Texas to cross-border relations with Mexico, the Gulf coast, the wider Southeast, and the Caribbean part of the Kingdom of the Netherlands.

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.

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 53 Fortune 500 headquarters.

