

THRIVING CITIES TRADE MISSION

#SDinNL



WORLD TRADE CENTER®
SAN DIEGO
SEPTEMBER 2022

THE NETHERLANDS

THE NETHERLANDS IS A
CONSTITUTIONAL MONARCHY.

LANGUAGE

DUTCH / ENGLISH

EURO EXCHANGE RATE

1 EUR = .99 USD

as of September 9, 2022



AMSTERDAM



ROTTERDAM



EINDHOVEN



THE HAGUE



LEIDEN

REGIONAL COMPARISONS

A circular inset image showing the San Diego skyline at sunset, with the city lights reflecting on the water.

SAN DIEGO COUNTY

3.3M POPULATION ¹

\$267.7M GROSS REGIONAL
PRODUCT (GRP) ¹

\$80.2K GRP PER CAPITA ¹

\$950K MEDIAN HOME PRICE ²

\$9.6B VENTURE CAPITAL RAISED ³

A circular inset image showing a row of colorful Dutch houses along a canal in Amsterdam, with the water reflecting the buildings.

AMSTERDAM METRO REGION

2.9M POPULATION ⁴

\$195.1M GROSS REGIONAL
PRODUCT (GRP) ⁵

\$67.5K GRP PER CAPITA ⁵

\$571K MEDIAN HOME PRICE ⁶

\$5.3B VENTURE CAPITAL RAISED ⁷

¹ Lightcast, 2021

² CBRE, 2022

³ CONNECT, 2021

⁴ OECD, 2021

⁵ OECD, 2020

⁶ CBS Netherlands, 2021
(existing owned homes)

⁷ Pitchbook, 2021

AT A GLANCE

SAN DIEGO'S ECONOMY

TECH

FUELED BY TELECOMM, SOFTWARE, AND AI, SAN DIEGO HOUSES MORE THAN 3,600 TECH FIRMS LIKE QUALCOMM, ASML, AND BRAIN CORP.

#2 patent intensity among 25 most populous U.S. metros ⁸

\$27B in GRP attributed to Tech sector ⁹

1 in 4 firms engaged in AI ¹⁰

LIFE SCIENCES

1,700 LIFE SCIENCES FIRMS AND RESEARCH INSTITUTES, INCLUDING ILLUMINA, DEXCOM, PFIZER, AND BRISTOL MYERS SQUIBB, MAINTAIN A SAN DIEGO PRESENCE, GENERATING \$27.7 BILLION IN GRP.

#3 Life Sciences cluster in the U.S. ¹¹

\$5B total Life Sciences VC investment in 2021 ¹²

#9 most highly-cited researchers in the world at UC San Diego ¹³

CLEANTECH

MORE THAN 890 FIRMS, INCLUDING SAN DIEGO GAS & ELECTRIC AND SOLAR TURBINES, COLLABORATE TO REDUCE EMISSIONS AND DRIVE EFFICIENCY.

#2 solar installations per capita in the U.S. ¹⁴

\$8.2B regional economic impact ¹⁴

#4 sustainable city in the U.S. ¹⁵

⁸ USPTO, 2015

¹⁰ San Diego Regional EDC, 2020

¹² CONNECT, 2021

¹⁴ Cleantech San Diego, 2021

⁹ Lightcast, 2022

¹¹ JLL, 2020

¹³ Clarivate, 2021

¹⁵ Rocket Homes, 2021

AT A GLANCE

NETHERLANDS' ECONOMY

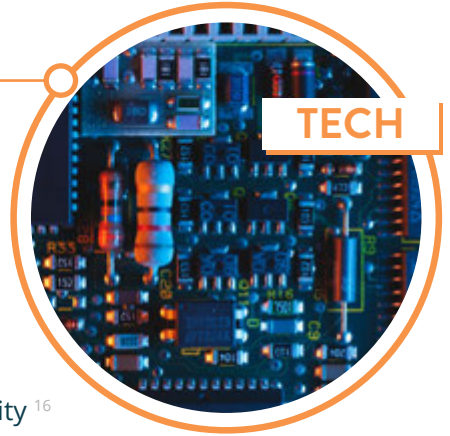
HOME TO EUROPE'S TOP SECURITY SECTOR
AND GLOBAL FIRMS PHILIPS AND ASML,
THE NETHERLANDS LEADS IN CYBER, IT, AND AI.

90% of worldwide silicon chips contain high-tech
equipment from Dutch facilities ¹⁶

\$29.9B in GRP attributed to Tech sector ¹⁶

#2 in the world for online connectivity ¹⁶

TECH



LIFE SCIENCES

THE DUTCH LIFE SCIENCES SECTOR INCLUDES 3,100 R&D
AND 420 BIOPHARMACEUTICAL COMPANIES, AS WELL AS
A \$4.7 BILLION MEDICAL TECH MARKET.

#1 exporter and importer of medical devices in Europe ¹⁶

\$2B annual R&D investment in Life Sciences ¹⁶

#4 in the world for medical tech patent applications ¹⁶



THE NETHERLANDS IS ONE OF THE
WORLD'S LEADERS IN RENEWABLE ENERGY,
WITH AN EMPHASIS ON A CIRCULAR ECONOMY.

1st offshore center for wind energy in Europe
established at the Port of Rotterdam ¹⁶

MOU signed with California and the Netherlands to
collaborate on sustainable mobility ¹⁷

#1 in Europe for material reuse (circularity) ¹⁸

CLEANTECH



¹⁶ Invest in Holland, 2022

¹⁷ State of California, 2019

¹⁸ Eurostat, 2017

DOUGHNUT ECONOMICS

A core philosophy of the Netherlands, a **CIRCULAR ECONOMY** reuses, repairs, and recycles existing materials and products for the entire lifecycle, ensuring a more sustainable process. This bridges the gap from beginning to end, maintaining the highest utility and value of components throughout the lifecycle. Keeping design and durability at the forefront of the process also helps significantly reduce waste and pollution.

HOW DOES IT WORK?

English economist Kate Raworth coined the term “doughnut economics” to challenge contemporary linear economic theories. This theory builds on the principles of a circular economy by ensuring a strong social foundation (the inner circle) is governed by an ecological ceiling (the outer circle). Doughnut economics posits a society that is equitable and environmentally conscious, focused on thriving rather than rapid growth.

NETHERLANDS FAST FACTS

**#2 HEALTHCARE SYSTEM
IN THE WORLD**¹

**#3 VENTURE CAPITAL
FUNDING IN EUROPE**²

**#6 COUNTRY FOR FDI
INTO SAN DIEGO**³

**5K SAN DIEGANS EMPLOYED
BY DUTCH COMPANIES**⁴

¹ EHCI, 2018 ² Invest in Holland, 2022 ³ World Trade Center San Diego, 2021 ⁴ World Trade Center Los Angeles, 2022

THANK YOU TO OUR SPONSORS

ASML



Government of the Netherlands



Lufthansa

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