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

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]

AMSTERDAM METRO REGION

2.9M POPULATION [4]

$195.1M GROSS REGIONAL PRODUCT (GRP) [5]

$67.5K GRP PER CAPITA [5]

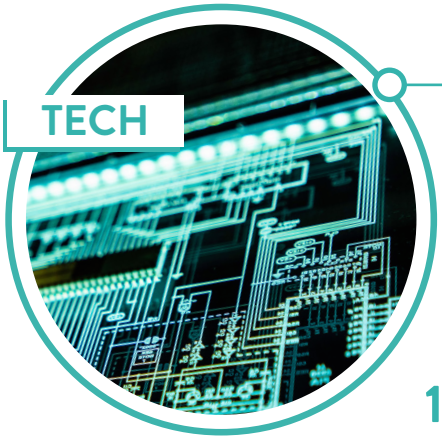
$571K MEDIAN HOME PRICE [6]

$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]

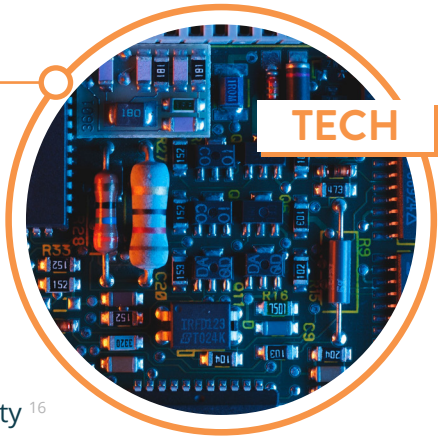
$8.2B regional economic impact [14]

#4 sustainable city in the U.S. [15]

[8] USPTO, 2015
[9] Lightcast, 2022
[10] San Diego Regional EDC, 2020
[11] JLL, 2020
[12] CONNECT, 2021
[13] Clarivate, 2021
[14] Cleantech San Diego, 2021
[15] Rocket Homes, 2021

AT A GLANCE

NETHERLANDS' ECONOMY



TECH

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]

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]

CLEANTECH

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]

[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

Qualcomm