

T E A M

Hollander.™

GLOBAL CHALLENGES  
DUTCH SOLUTIONS

VOLVO  
OCEAN  
RACE  
.....  
ROUND THE WORLD





# GLOBAL CHALLENGES DUTCH SOLUTIONS

## HISTORY

- 🔥 The Netherlands has been one of world's leading trading nations.
- 🔥 The Dutch always found their way across the globe via the oceans

## TODAY

- 🔥 Innovative solutions to global challenges in e.g. the sectors food, agri, water and energy.
- 🔥 A global platform to showcase our knowledge.





# THE FLOATING BUSINESS CARD TO NEW MARKETS

- 🔥 Dutch companies have big business interests in the ports and countries the race will touch
- 🔥 The Dutch government organises regular trade missions to these areas
- 🔥 Team Holland offers an unique opportunity to promote our country's skills and expertise
- 🔥 Promoting Dutch knowledge and innovations within our topsectors and generate business together
- 🔥 Team Holland will be grounded in Dutch identity





# TEAM HOLLAND PAVILION



🔥 At each of the 10 stopovers a TEAM Holland Pavilion will open its doors inside the Race Village

🔥 This Pavilion will be the traveling showcase for the Dutch, topsectors and leading companies

🔥 The TEAM Holland Pavilion will also represent the best the Netherlands has to offer when it comes down to art, music and design



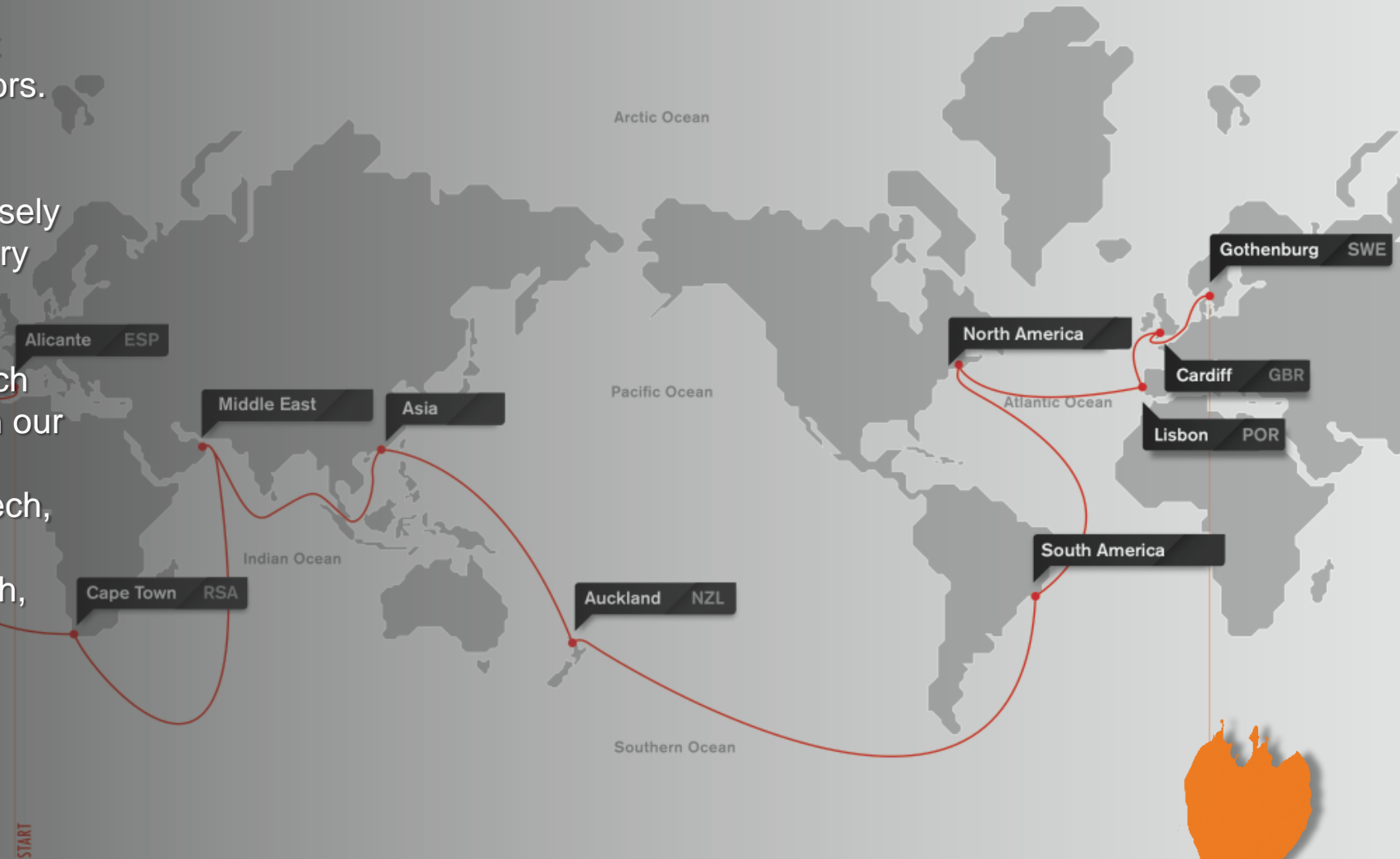
# VOLVO OCEAN RACE 2017-2018



🔥 Stopovers take place in important countries for our leading top sectors.

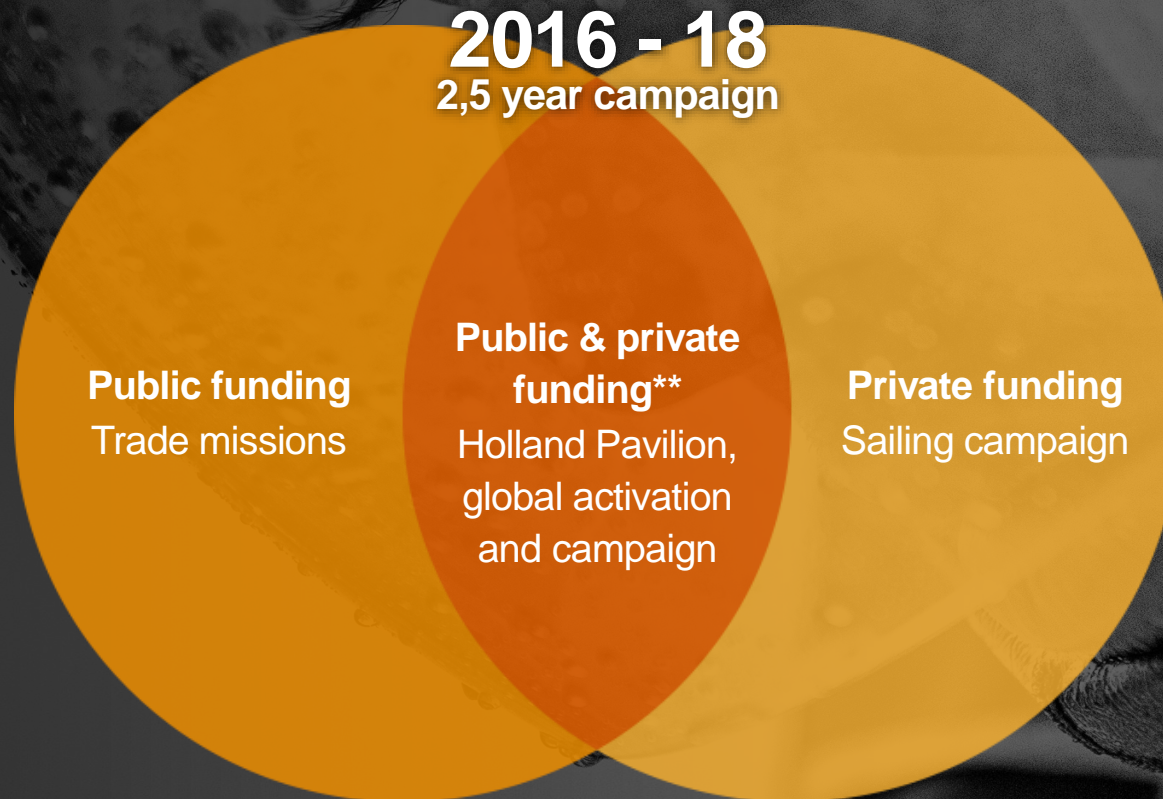
🔥 Business leaders, national and international governments are closely involved in every country and every stopover.

🔥 Promoting Dutch knowledge, Dutch companies and innovations within our top sectors: Agri-food, Chemicals, Creative industry, Energy, High Tech, Horticulture and propagation materials, Life sciences and health, Logistics and Water





# A UNIQUE PUBLIC-PRIVATE PARTNERSHIP







**“Now we are heading for international cooperation — including aid, trade and investment.**

**I truly hope that we can lead the way. And truly cooperate.**

**Let’s not be marginal, let’s be pioneers.”**

Ms Lilianne Ploumen,  
Minister of Foreign Trade and Development Cooperation

