



The Netherlands



Population: 16.5 million
Capital: Amsterdam
Language: Dutch & Frisian
Currency: Euro (EUR)
GDP per capita: \$638.9 billion
1 USD: 0.75 EUR

WATER & WASTE WATER

The Netherlands is known for its excellent know-how in the water industry. Dredging and draining are two areas in which the Dutch are famous for their state of the art technologies. Distribution over water is very important, and mostly takes place through the Port of Rotterdam, Europe's largest seaport.

The biggest struggles in the water sector are the consequences of climate change and pollution of ground and surface waters. In the next ten years the Netherlands will have to invest at least \$ 6.2 billion in order to live up to the safety and environmental standards set by both the Dutch and the European government. The Dutch water market has a public and private angle: the Polder Boards and the Ministry of Traffic and Water Works on the one hand, and the many SMEs focusing on water purification systems, dredging and draining on the other hand.

Opportunities for U.S. companies can be found in the following fields: water purification systems, measuring and analysis instruments, and water defense construction technology. The Dutch are the forerunners in technology and know-how in the water industry. However, regulations seem to slow down the innovation process. Therefore good opportunities can be found for U.S. and Dutch water technology companies interested in joining forces through joint ventures.

WASTE & RECYCLING

The excessive growth of waste in the Netherlands during the 1990s led to the realization of the National Waste Plan. By 2012, 86% of the waste must be recycled. In 2012 only 9.5 billion kg of waste can be disposed of, the rest needs to be recycled. Often disposal comes down to incinerating the waste; however, 2 billion kg can be stored at dumping grounds. Recent figures indicate that the 2012 goals are within reach. Interesting market niches are innovative solutions to recycle complicated products and innovations in the process of incinerating waste.

REMEDICATION & BROWNFIELDS

The Dutch government will spend \$1.3 billion to investigate, contain, and clean up brownfields and riverbeds. The Netherlands counts 270,000 brownfield locations which are presumably severely polluted. The majority of these locations must be cleaned up before 2030. Most brownfields are located in the conurbation of Western Holland. The provinces and local authorities are responsible for ground quality, including indicating brownfields. By 2012, the government wants to be completely withdrawn from the sector, and leave the work up to private companies. Therefore the government provides several funds to stimulate private companies to join in. U.S. suppliers of innovative measurement and analysis equipment for ground contamination, and new technologies and equipment for cleaning up contaminated areas can find business opportunities in the Netherlands.

The Dutch rivers need to be dredged on a regular basis. There is too little deposit room for the polluted slush. Promising opportunities exist for U.S. suppliers of deposit and cleaning technologies for polluted slush and innovative slush recycle technologies.

ENVIRONMENTAL SERVICES

The Netherlands is one of the most advanced markets in environmental services, excelling particularly in the areas of water treatment, soil remediation and biological treatment systems. The traditional environmental infrastructure services of water, sewage and solid waste management accounted for over 80% of the environmental services market, although environmental non-infrastructure and support services have become more significant lately. Most services are requested by the Dutch government. A growing private market segment is engineering services for environmentally friendly constructions. The focus in the Dutch environmental services sector is on exporting instead of importing.

INDOOR & OUTDOOR AIR POLLUTION

The reduction of air pollution is a high priority in the Netherlands. One of the goals set is to reduce greenhouse gas emissions by 30% in 2020. The two biggest sources of greenhouse gas emissions in the Netherlands are traffic and agriculture. It is likely that the Netherlands will meet its goals in time, however, there is still room for improvement. Opportunities exist for U.S. companies specialized in air quality measurement equipment, and innovative technologies to prevent emissions from traffic and agriculture. Awareness about the impact of poor indoor air quality on public health is growing. Opportunities have been identified for U.S. companies that specialize in indoor air quality monitoring and analysis equipment, ventilation systems, and air duct cleaning equipment and services. Only state of the art technologies can be successful, since the Dutch market in this particular field is already well established.

EVENTS

15th Annual International Sustainability Development Research Conference, Utrecht – July 5-8, 2009

- <http://globalchallenge2009.geo.uu.nl/>

H209 Water Forum, NYC & Amsterdam – September 9-10, 2009 (Water Sector)

- http://www.henryhudson400.com/hh400_project.php?id=21

SPE Intelligent Energy, Utrecht– March 23-25, 2010 - (Energy Sector)

- <http://www.intelligentenergyevent.com/>

Aquatech, Amsterdam 2011 –November 1-4, 2011 - (Water & Waste Water Sector)

- <http://www.amsterdam.aquatechtrade.com/aquatechamsterdam2008/e>

CONTACT INFORMATION

Ms. Jennifer Ritfeld, Commercial Specialist

U.S. Commercial Service, American Embassy

Address: Lange Voorhout 102, 2514 EJ The Hague

Email: Jennifer.Ritfeld@mail.doc.gov

Web pages: www.buyusa.nl

Tel: +31 70 3102416 Fax: +31 70 363 2985