

Pioneers in international trade

MENTION the Netherlands also known as Holland and many people will think of clogs and windmills. The Dutch do not mind, but if truth be told, the Netherlands is traditionally a country of commerce and trans-

ports, airports and roads and the "new" ones such as broadband internet access are first class.

2. The corporate tax and wage tax rates are very low at 25.5 and 15.5 percent, respectively, and earnings from innovative products and services are subject to an even lower rate of 10 percent.

3. The quality of the public services and infrastructure and the standard of living are all high.

4. The workforce is flexible and well educated.

5. The Dutch are open, achievement and results-oriented, punctual, keep their promises, are firm but fair and speak English.

Dutch companies are internationally oriented as well. Dutch multinationals like Philips, Heineken, ING, AKZO Nobel and Ahold and partly Dutch multinationals such as Unilever and Shell are major foreign investors. Together, they have made the Netherlands the sixth largest foreign investor in the world.

Comparative advantages of the Netherlands

The Dutch economy has several sectors in which it has a comparative advantage. The Dutch companies in these sec-

B2B promotion

To stimulate the cooperation between Dutch and Bangladeshi companies the government of the Netherlands has the following instruments:

- Emerging Markets Cooperation Programme (PSOM) offers financial support to Dutch and local entrepreneurs wishing to set-up new, high-risk investment projects. PSOM is active in 53 countries, including Bangladesh (www.evd.nl/psom).
- Match Making Facility (MMF) provides Bangladeshi companies with the opportunity to find a Dutch partner for implementing joint activities (www.evd.nl/mmf).

Access to knowledge and skills

In addition to PSOM and MME capacity development among local business is stimulated via the Netherlands Management Cooperation Programme (PUM) and the Centre for the Promotion of Imports from Developing Countries (CBI). Under PUM, senior Dutch experts give businesses in developing countries tailor-made advice (www.pum.nl). The CBI provides businesses from developing countries with the knowledge, skills and approach they need to enter



Airports handle volumes of international cargo

port. By the 17th century, Amsterdam the capital of the Netherlands was already the largest combined storage area and port in the world. Amsterdam also boasted the world's first stock exchange. The 17th century has long since passed, but the Netherlands' leading position as a transshipment country is still alive and well.

Transshipment country par excellence

To give you an idea of just how large the Dutch logistics sector is, consider the following. The earth is home to circa 6.4 billion people, making the Dutch population of 16 million seems minuscule by comparison. These 16 million are only 0.267 percent of the world's population, and yet the Netherlands is still the world's sixth largest exporting country. Of course, such a small country cannot produce all the goods that it exports on its own. Put simply, that means that countless foreign companies opt to distribute their goods via

try. In 2007 the Netherlands has exported goods worth over EUR 306 billion, while the import value rose to almost EUR 347 billion.

Bilateral trade

Trade links between the Netherlands and Bangladesh are relatively modest and skewed towards Bangladeshi export to the Netherlands. In 2007 (January-September), the Netherlands had a trade deficit with Bangladesh of almost EUR 191 million. Dutch export to Bangladesh was around EUR 28 million while Dutch import from Bangladesh amounted to circa EUR 219 million. When looking at the composition of the bilateral trade figures, the Netherlands mainly imports RMG from Bangladesh, while Dutch export to Bangladesh mostly consist of machinery & transportation and chemicals.

Why foreign companies invest in the Netherlands

Next to being a transshipment country, the Netherlands also



Enormous harbour facilities for international shipping

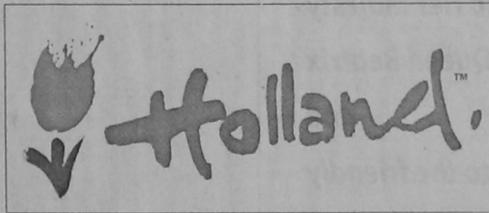
tors are true pioneers in international business. These sectors include:

Automotive	Infrastructure
Creative Industry	Life Sciences and Health / Biotechnology
Embedded Software and Nano Technology	Maritime
Energy	Polymers
Environmental Technology	Transport and Logistics
Food and Flowers	Water
High Tech Materials	

into trade relations with and export to the European Union (www.cbi.nl).



Dutch dairy products are world favourite



Small facts and tall figures about the Netherlands

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• We have the largest percentage of part-time workers (4 out of 10) in the EU

• We are one of the most densely populated countries in the world with some 480 people per sq. km, (but Bangladesh has approx. 1100 people per sq. km)

• We are the tallest people in Europe

• Amsterdam Airport lies 4.5 meters below sea level

• The highest point in the Netherlands is only 330 meters above sea level, and we call it a mountain

• The city of Amsterdam has over 1200 bridges

• Approx. 30% of all babies in NL is delivered at home

• We have approx. 1000 working (wooden) wind-

mills

• Nearly every Dutch person has one bicycle (and many have more than one) and we have approx. 15000 km of dedicated cycle paths

• We always have a coalition government of a minimum of 3 parties and we are a country of compromises and negotiated solutions which we call the 'polder model'

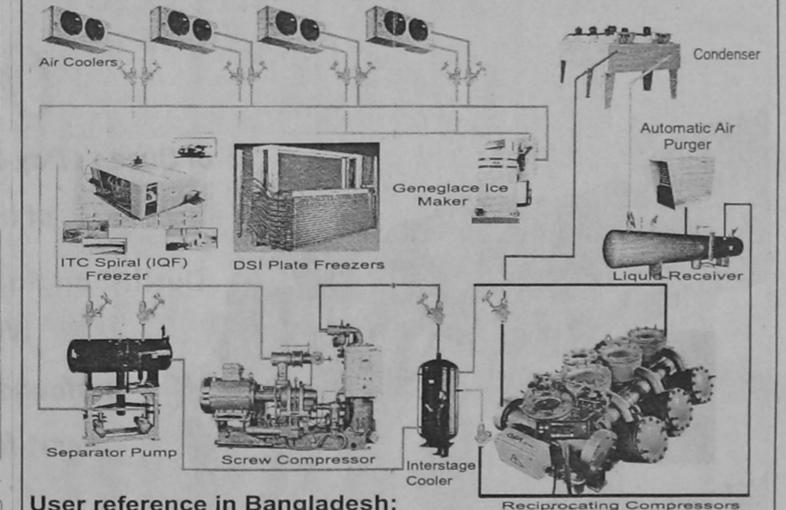
• We are the best quitters when it comes to giving up smoking. Thirty percent of the population has given up smoking (EU average is 21%)

And finally.....

• We seem to have the average highest IQ in Europe (but we share that distinction with the Germans)

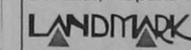
Our Heartiest Felicitations to Her Majesty Queen Beatrix on the Occasion of Her Birthday

Grasso Refrigeration System, Holland INDUSTRIAL REFRIGERATION FOR FISH PROCESSING, BEVERAGE, ICE PLANT, COLD STORAGE & CHILLER UNIT ETC



User reference in Bangladesh:

Atlas Sea Food Ltd., Apex Foods Ltd., Amam Sea Food Ind. Ltd., Aqua Sea Foods, BD Sea Food Ltd., Beximco Foods Ltd., Bionic Seafood Exports Ltd., Bagerhat Sea Food Ind. Ltd., Coastal Sea Foods Ltd., Chowdhury & Co. Ltd., Euroasia Food Processing (BD) Ltd., Fish Preservers Ltd., Fresh Foods Ltd., Golden Harvest Agro Industries Ltd., Gemini Sea Food Ltd., Jahanabad Sea Foods Ltd., Jalalabad Frozen Foods Ltd., Kuliarchar Cold storage Ltd., Lockpur Fish Processing Co. Ltd., Organic Shrimps Export Ltd., Meenhar Sea Foods Ltd., National Sea Food Ind. Ltd., Purbani Traders Ltd., Southern Foods Ltd., Sar & Co. Ltd., Rupsha Fish and Allied Ind. Ltd., Transcom Beverages Ltd., Etc.



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Our warmest felicitations to Her Majesty Queen Beatrix and to the friendly people of the Netherlands on their National Day

Dutch-Bangla Chamber of Commerce & Industry (DBCCI)

A common floor and strong partner for its member companies

For your membership and business information in the Netherlands please contact at our following address:

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