

Trade and Innovate NL

June 2023

Kim Romeijn, Network Coördinator TINL

Results 2022

TRADE AND INNOVATE WITH THE DUTCH



Services TINL partners

TRADE AND
INNOVATE WITH
THE DUTCH

Tailored Advice

Guidance for clusters

Globaliser program

Export accelerator program



Regional vouchers

Enterprise Europe Network

Trade missions, studies &
trade fairs

International market entry
coaching



<http://www.tradeandinnovate.nl/>



[Linkedin.com/tradeandinnovatenl](https://www.linkedin.com/tradeandinnovatenl/)



Kim.romeijn@rvo.nl

*#Trade&
InnovateNL*

UNLOCKING BUSINESS OPPORTUNITIES IN THE U.S.

ROTTERDAM PARTNERS

Runoe Lenting-Jogi - Rotterdam Partners

8th June 2023 |



ROTTERDAM.
MAKE IT HAPPEN.

ROTTERDAM
PARTNERS

HER NAME IS

ROTTERDAM





WHO WE ARE ROTTERDAM PARTNERS

Rotterdam Partners is the official Destination Marketing Organisation & Investment Agency for the city of Rotterdam.

Focusing on the sustainable growth of the Rotterdam economy, we work hard every day on our two main objectives:

- **Positioning Rotterdam as an attractive city**
- **Showcasing Rotterdam Partners as an appealing organisation**

OUR MISSION

**WE DRIVE
SUSTAINABLE
GROWTH OF
THE ROTTERDAM
ECONOMY**

**CITY & DESTINATION
MARKETING**

**INVESTMENT & TRADE
PROMOTION**

TO ATTRACT

- visitors, congresses & corporate events
- businesses
- residents

**ROTTERDAM
EXPERIENCE
& HOSPITALITY**

**ADVICE, NETWORK
& STAKEHOLDER
MANAGEMENT**

TO CONNECT

- knowledge & expertise
- networks
- stakeholders

**WHAT WE DO
ROTTERDAM PARTNERS**

WHAT ARE WE DOING TRADE



**GO
INTERNATIONAL**



**INCOMING
DELEGATES**



**ECONOMIC
MISSIONS**



**GET YOU
CONNECTED**



**EVENTS AND
INTERNATIONALI
STION PROGRAM**



**TRADE RELATIONS
PROGRAM**



BEST CONNECTED GATEWAY TO EUROPE



**Gateway to Europe: #1 port
& best infrastructure in Europe**

**Superior accessibility: 2 airports
with direct flights to 300+ destinations**

**Great access to EU single market:
proximity to customers & suppliers**

**Logistics hub: reach all economic centres
in Europe within 24h**

**Digital gateway to Europe
as data hub with excellent connectivity**

**ROTTERDAM.
MAKE IT
HAPPEN.**

ROTTERDAM PARTNERS INTERNATIONAL TRADE & INVESTMENT

**WE CONNECT YOU
TO ROTTERDAM**
CONTACT US



RUNOE LENTING-JOGI

Business Manager Trade

+31 655 292 962

r.lenting-jogi@rotterdampartners.nl

www.rotterdampartners.nl/en

**ROTTERDAM
PARTNERS**

**THE WORLD IS
YOUR NEIGHBOUR...**

***AND WANTS TO DO
BUSINESS WITH YOU!***

The logo consists of a blue circle with a small orange dot inside, positioned to the left of the text.

**NL.IN
BUSINESS**

JUNE 2023

DID YOU KNOW....

- 98% all exporters are SMB's?
- They have less than 50 fte, **one location**, often are **familyrun businesses**.
- Your neighbour might be the next **miljonair**
- They often are the **size** of a local clothingshop
- Examples of their businessarea
 - **Custom made clothing**
 - **Dental product**
 - **Cathouses**
 - **Skateboards**
 - **Et cetera..**

But:

Relatively few SMB's are internationally active

Traditional barriers:

- DOUBT
- INSECURITY
- FEAR (LOSS, DAMAGE, PENALTIES)

But:

- Most business opportunities ...
- and most **CLIENTS AND BUSINESS PARTNERS...**

...are located outside the Dutch economy!

So:

International opportunities are waiting for YOU...
Why not start and expand your business abroad...?

Drivers to expand your business abroad



ONE STOP SHOP PLATFORM.

Platform for entrepreneurs with
borderless ambitions



NLinBusiness helps SMB's on their entrepreneurial journey.



One stop shop platform.

SERVICE PROVIDERS

We help entrepreneurs to get in touch with the right parties, both nationally and internationally.

NL BUSINESS HUBS

Hubs abroad support entrepreneurs on the spot and refer them to relevant partners.

EVENTS

Meeting experts by experience during networking events.

PUBLICATIONS

Market reports and Inspiring stories of Dutch entrepreneurs.

VIRTUAL BUSINESS GATEWAY NL

For foreign companies interested in the Netherlands

INTERNATIONAL BUSINESS ACADEMY

Brush up knowledge about doing business internationally with courses from the Academy

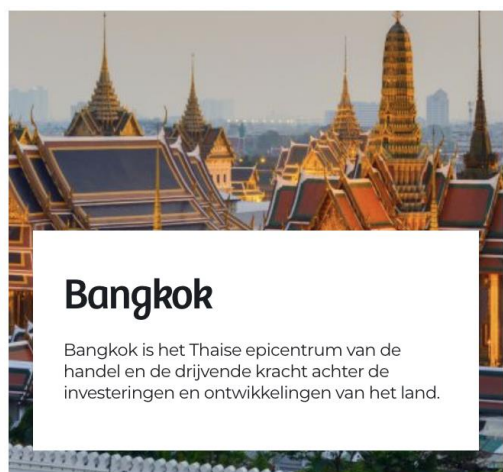
NL BUSINESS HUB NETWORK





Antwerpen

Antwerpen is de belangrijkste havenstad van België. Na Duitsland is België de belangrijkste handelspartner van Nederland.



Bangkok

Bangkok is het Thaise epicentrum van de handel en de drijvende kracht achter de investeringen en ontwikkelingen van het land.



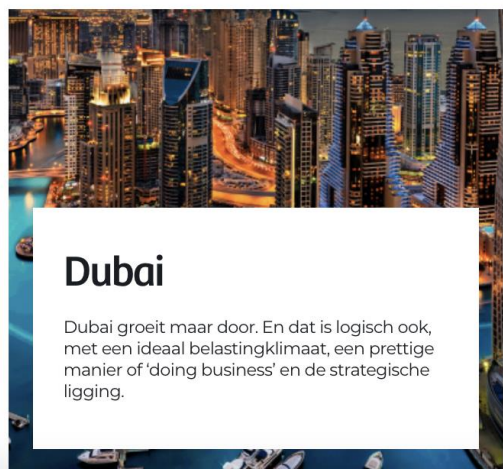
Boekarest

Boekarest ontwikkelt zich in een razendsnel tempo. Het is de hoofdstad en tevens het industriële en commerciële centrum van Roemenië.



Bogotá

De bevolking van Colombia is jong en ambitieus. Bogotá speelt een belangrijke rol in de internationale handel van het land.



Dubai

Dubai groeit maar door. En dat is logisch ook, met een ideaal belastingklimaat, een prettige manier of 'doing business' en de strategische ligging.



Guangzhou

Guangzhou is een moderne, ambitieuze industriestad in het zuiden van China, gelegen in de ambitieuze 'Pearl River Delta'.



Ho Chi Minh-Stad

De handel met Vietnam zit al jaren in de lift. Na Duitsland, zijn we zelfs de tweede grootste Europese handelspartner van de Vietnamezen.



Hongkong

Hongkong is een toonaangevende internationale zakenstad en één van de meest open economieën ter wereld.



Jakarta

Hoofdstad Jakarta is een dynamische stad in Indonesië met één van de grootste afzetmarkten van Zuidoost Azië. Groeit de komende jaren hard door!

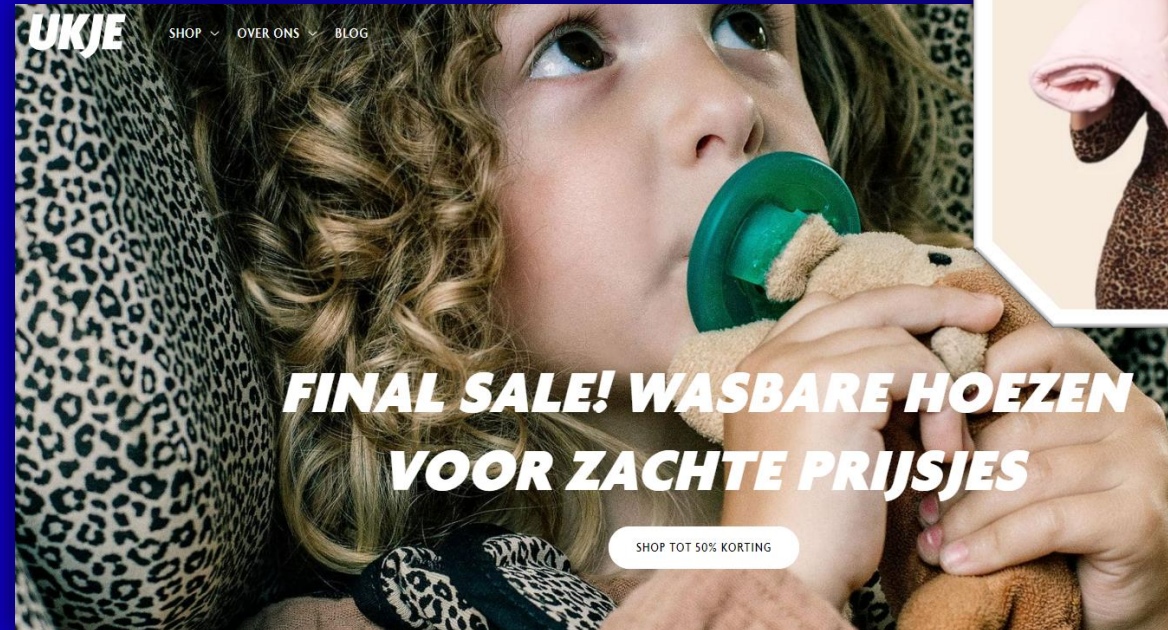
NL Business Hubs

- In a Cities of Opportunity
- Non-profit business organisation
- Soft landing for entrepreneurs
- Access to local community
- Market knowledge and opportunities
- Services
- Events
- Good collaboration with Consulate/Embassy
- In association with NLinBusiness

Your boots on the ground...

case

UKJE



SIFRA GEIJTENBEEK - Owner - E-Commerce

- Active in The Netherlands and Germany
- Wish to expand to **USA**
- Direct introductions by NLinBusinse:
 - **E-Commerce partners (o.a. AMAZON)**
 - **Commercial serviceproviders (B2B)**
 - Active **Dutch SMB's** (like SECRID)
 - **Now 40% revenue from USA!**

Questions we help you with in doing business in the USA.

- **INTRODUCTION** Can you put us in contact with Dutch business who recently set up their business in the US or who are already doing successful business in the USA?
- **WHERE TO GO** Which state is best for our company to set up our factory or sales office?
- **ENTRY** What is the best market entry strategy for our company?
- **LESSONS** “I don't know what I don't know” when it comes to doing business in the USA. Can you give tips?

Questions about doing business in the United States of America.

We receive two types of questions from Dutch SMEs:

- **Coaching Questions** | important to find out the “question behind the question”.
- **Targeted questions** for advice or referrals

Most questions are US wide or **focused on the following metropolitan regions:**

- New York/Boston
- San Francisco/Los Angeles
- Chicago/Midwest
- Houston/Austin
- Atlanta
- Washington/South East

FAQ by Dutch SMB's about doing business in the United States.

Coaching | 'deeper / specific questions'

- Can you help find clients /customers in the US?
- We are equally active in the US and have a few customers. Unfortunately, the growth does not yet continue as hoped. Can you help us with the right growth strategy in the US?
- What is the best market entry strategy for our company?
- Can you help with market research or competition research?
- Which state is best for us to settle in?
- We sell a fresh product X to retail in Europe. We will also be exporting it to the US and sourcing it in the US in due course. We want to open a sales office in the US. Should we be close to the retailer's headquarters or the source where the product is produced?
- How can we legally and fiscally bring our company to the US?
- We are in the process of drawing up a Sales & Marketing Plan for the American investor and we have a number of questions:
- Personnel costs, costs of setting up an entity, legal costs, etc.
- What other things should we take into account?
- "I don't know what I don't know" when it comes to doing business in the US. Can you give tips or can you spar with us?

Focussed questions

- Can you introduce me to an HR recruiter as I am looking for a sales representative at my company (sector x) in the US (or x state/city)?
- Can you put us in touch with Dutch people who have recently set up their business in the US or who are already doing successful business in the US to spar with?
- Which companies have just taken a similar step and are active in sector x?
- Which female / founder / NL business networks are there in city X? Can you introduce us?
- We want to import product X from the US to NL. Which full-service logistics service providers do you recommend?
- We want to export our product to the US, but our biggest competitor is an American company. The company will take legal action if they find out that we are going to export to the US. Can you put us in touch with a good lawyer in the US who can help us?
- What marketplaces are there in the US for baby business where our company can sell the products?

NL Business Hubs in USA.

- NL Business Hub in Chicago



- NL Business Hub in Houston/Austin
in progress



Feel free to reach out to us



Dirk de Bie
Manager External
Relations

Dirk@nlinbusiness.com
+31 6 11351694



Lise Hordijk
Manager International Business

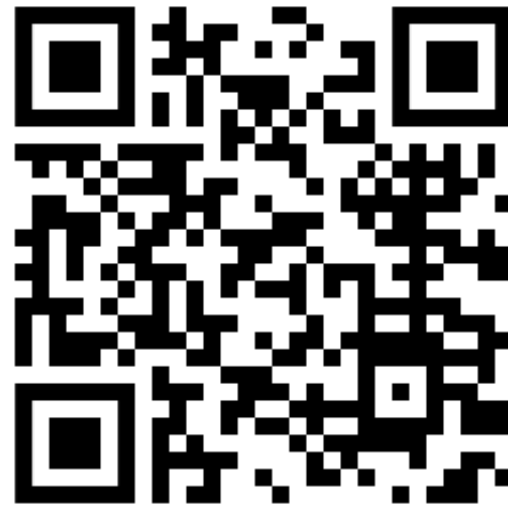
Lise@nlinbusiness.com
+31 6 22750580

CHECK OUT THESE QR-CODES!

Newsletter

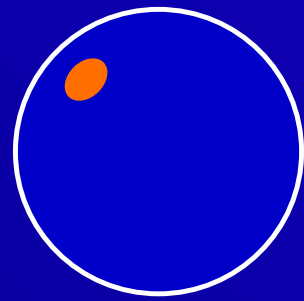


Virtual Gateway to
the Netherlands



LinkedIn





NL.IN.
BUSINESS

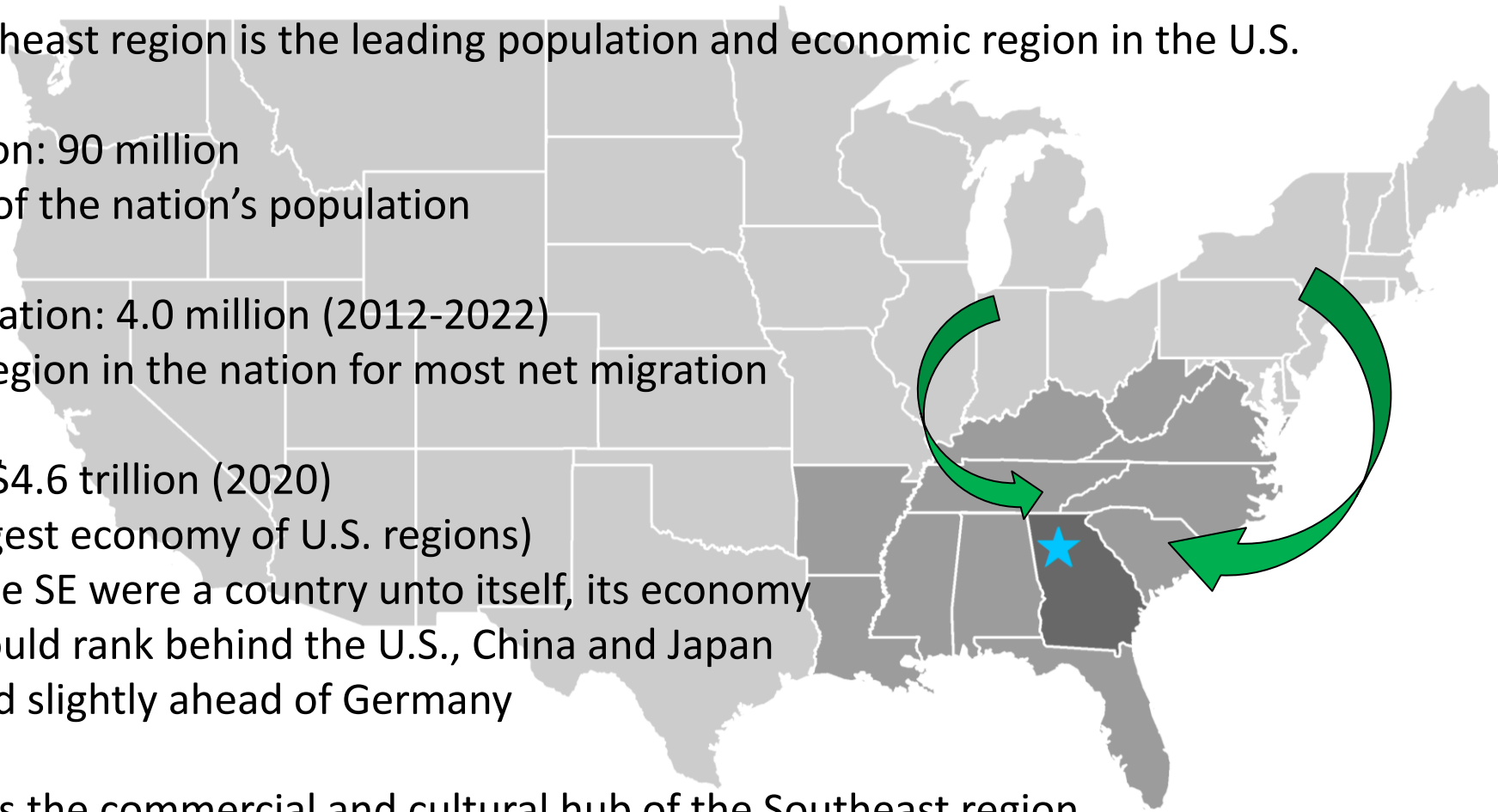


Success
Made in Atlanta

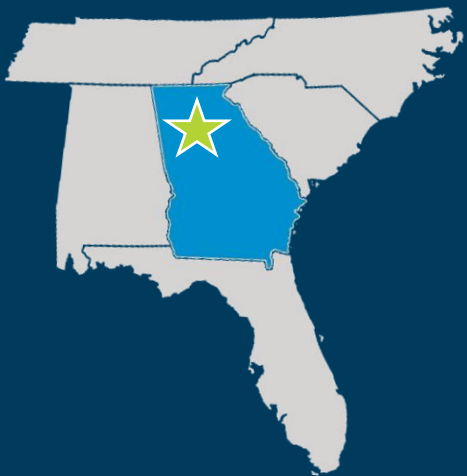


Southeast U.S.

- The Southeast region is the leading population and economic region in the U.S.
- Population: 90 million
 - 1/4 of the nation's population
- Net Migration: 4.0 million (2012-2022)
 - #1 region in the nation for most net migration
- GDP: US\$4.6 trillion (2020)
 - Largest economy of U.S. regions)
 - If the SE were a country unto itself, its economy would rank behind the U.S., China and Japan and slightly ahead of Germany
- Atlanta is the commercial and cultural hub of the Southeast region

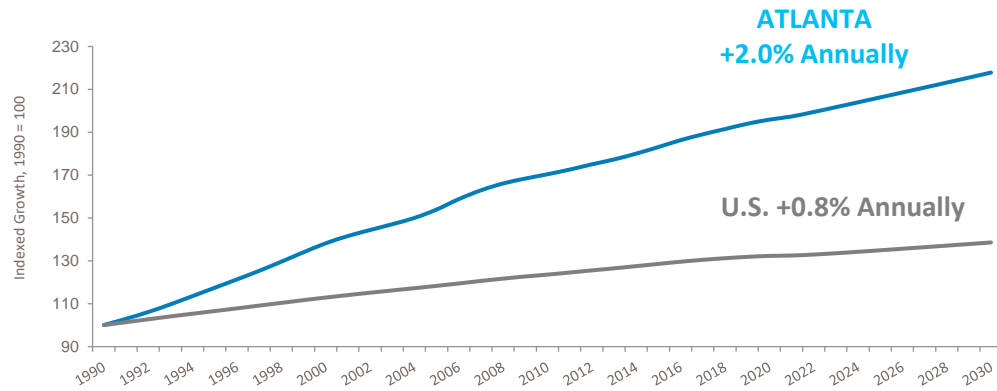


▶ Atlanta MSA



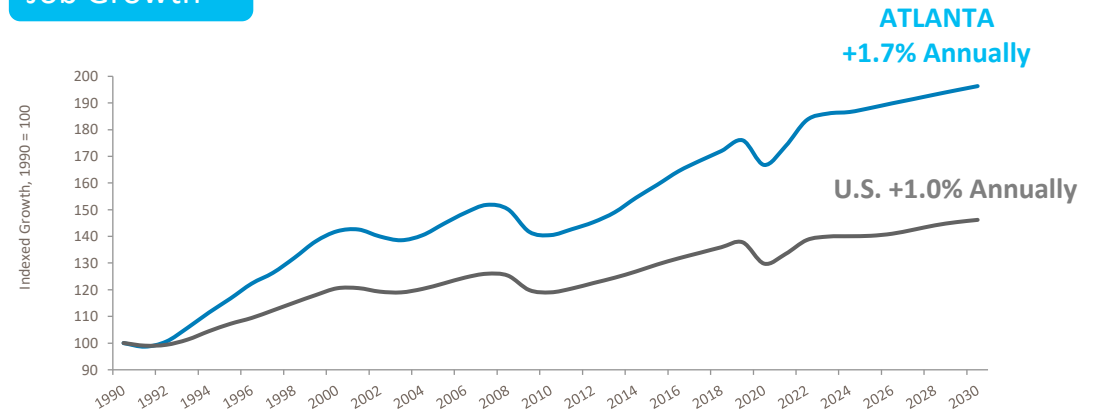
▶ Atlanta MSA

Population Growth



Source: IHS Markit, 2022

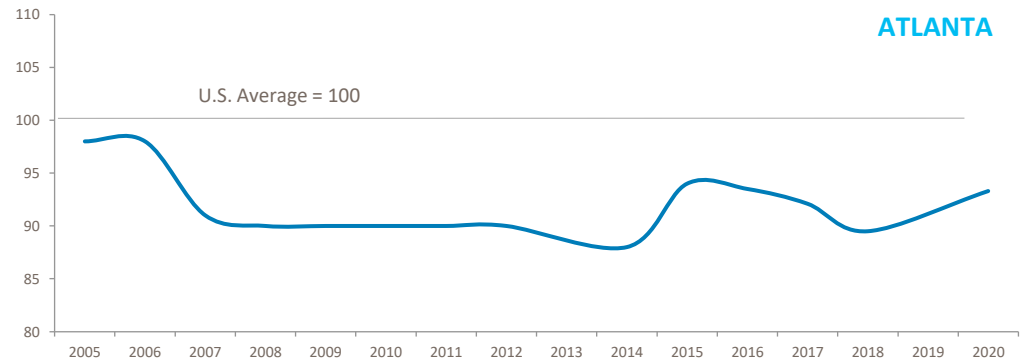
Job Growth



Source: IHS Markit, 2022

**Atlanta: Unusual combination --
Higher growth yet lower cost of business**

Cost of Doing Business



Source: Moody's Economy.com; Cost of Business History, 2005-2020 indices, November 2021

▶ Atlanta's Strengths



**Financial
Technology**

2/3

U.S. card payments
processed by Georgia
companies



**Cyber
Security**

200+

Information security
companies in Georgia



**IoT
Mobility**

#3

City to make the most
of emerging smart city
& IoT technologies



**Health
IT**

200+

Health IT companies
in Georgia



**Digital
Media**

#1

State for top grossing
feature film
production in 2017



**Supply
Chain**

#1

Location of the top
100 logistics IT
providers

▶ Atlanta's FORTUNE 500

FORTUNE 500



The Coca-Cola Company



► Inc. 5000 | Fastest-Growing Private Companies



New York	383
Los Angeles	292
Washington, DC	291
Atlanta	207
Chicago	203

Dallas	188
Miami	173
San Francisco	167
Boston	145
Phoenix	145

Austin	136
Philadelphia	131
Denver	96
San Diego	92
Houston	85

Tampa	79
Seattle	74
Minneapolis	74
Nashville	64
Baltimore	63

▶ Innovation Centers

- Accenture
- Anthem
- AT&T Drive Studio
- Avient
- BlackRock
- Boeing
- Chick-fil-A
- Deloitte
- Delta Air Lines
- Deluxe Corporation
- Elavon
- Emerson
- Emory Healthcare
- Envistacom
- EY
- Ford Motors*
- GM
- Georgia-Pacific
- Home Depot
- Honeywell
- Incomm
- Invesco
- Keysight Technologies
- KPMG
- Micron
- NCR
- Novelis
- Panasonic Automotive Systems
- Primerica
- Sage
- Shaw Industries
- Southwire
- thyssenKrupp Elevator Americas



▶ Accelerators, Incubators & Co-Working Spaces

- ATC Innovation Center
- ATDC
- Atlanta Tech Village
- Berthold Building
- Center for Civic Innovation
- Club e
- Comcast NBC Universal The FARM
- Curiosity Labs
- CyberLaunch
- Davinci
- Decatur Coworks
- Flashpoint at Georgia Tech
- Flatiron City
- GCMI (Global Center for Medical Innovation)
- IgniteHQ
- Industrious (5 locations)
- Intelligent Office (Sandy Springs & Roswell)
- Kollektive South
- NorthPoint Executive Suites (Alpharetta & Duluth)
- OHUB
- Points of Light
- Regus (47 locations)
- Roam (5 locations)
- Sandy Springs Innovation + Technology Center
- Sandbox ATL/The Garage
- Serendipity Labs (3 locations)
- SPACES (6 locations)
- Strongbox West
- Switchyards
- T3 West Midtown (announced)
- TechSquare Labs
- Techstars Atlanta
- The Atlanta Bridge Community
- The Flex Atlanta Design Center
- The Gathering Spot
- The Russell Center of Innovation & Entrepreneurship
- THRIVE Coworking (2 locations and 1 announced)
- Venture Lab at Georgia Tech
- WeWork (7 locations)
- Women's Entrepreneurship Initiative (WEI)



▶ Atlanta's Workforce



Population

6.3 million



Projected Avg Annual
Net Migration

35,100



Bachelor's Degree or
Higher

42%



Foreign-born

824,000



Women in Tech/Comm
Jobs

96,600



Millennials

30%



▶ Atlanta Diversity

- Atlanta has the **4th fastest growing** foreign-born population of the 20 largest metro areas.
- **3** metro Atlanta cities (Sandy Springs, Roswell & Johns Creek) rank among the **top 50 most diverse cities in America.** (WalletHub, April 2021)
- Gwinnett County, one of the region's 5-core counties, is the **4th most diverse county** in that nation. (Niche, 2022)
- Metro Atlanta is home to **3 firms** among the “Top 50 Companies for Diversity.” (DiversityInc., 2022)
- **ATL Action for Racial Equity:** 225+ metro Atlanta companies signed on to this initiative that leverages the region's business community to advance racial equity



▶ Top Ranking Universities



#1

Undergraduate Engineering – Industrial/Manufacturing



#1

African American Graduates with a Bachelor's Degree



EMORY UNIVERSITY

#2

Nursing School: Master's



Spelman College®

#1

Top Historically Black College/University

#1

Graduate Engineering – Industrial/Manufacturing/Systems

#2

Most Innovative School

#4

Graduate Public Health

#1

Most Mathematics & Statistics Bachelor's Degrees Awarded to African Americans

#1

Producer of Women & Minority Undergraduate Engineers

Enrollment: 39,800

#11

Top Performers on Social Mobility

Enrollment: 53,700

#22

Medical Schools: Research

Enrollment: 14,000

#7

Most Innovative School

Enrollment: 2,200

Air Service



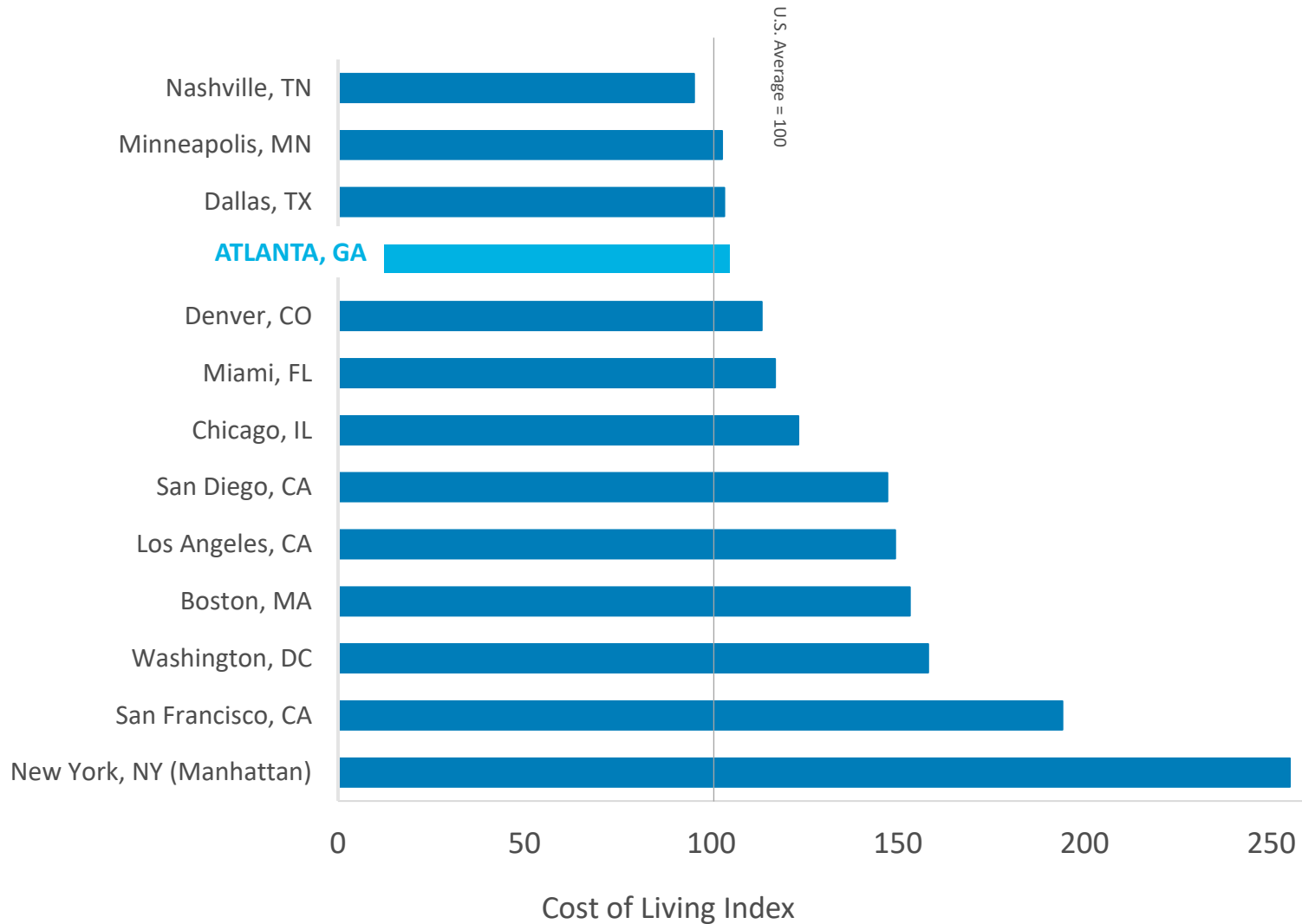
ATLANTA
MOST TRAVELED AIRPORT

15TH YEAR – MOST
EFFICIENT AIRPORT

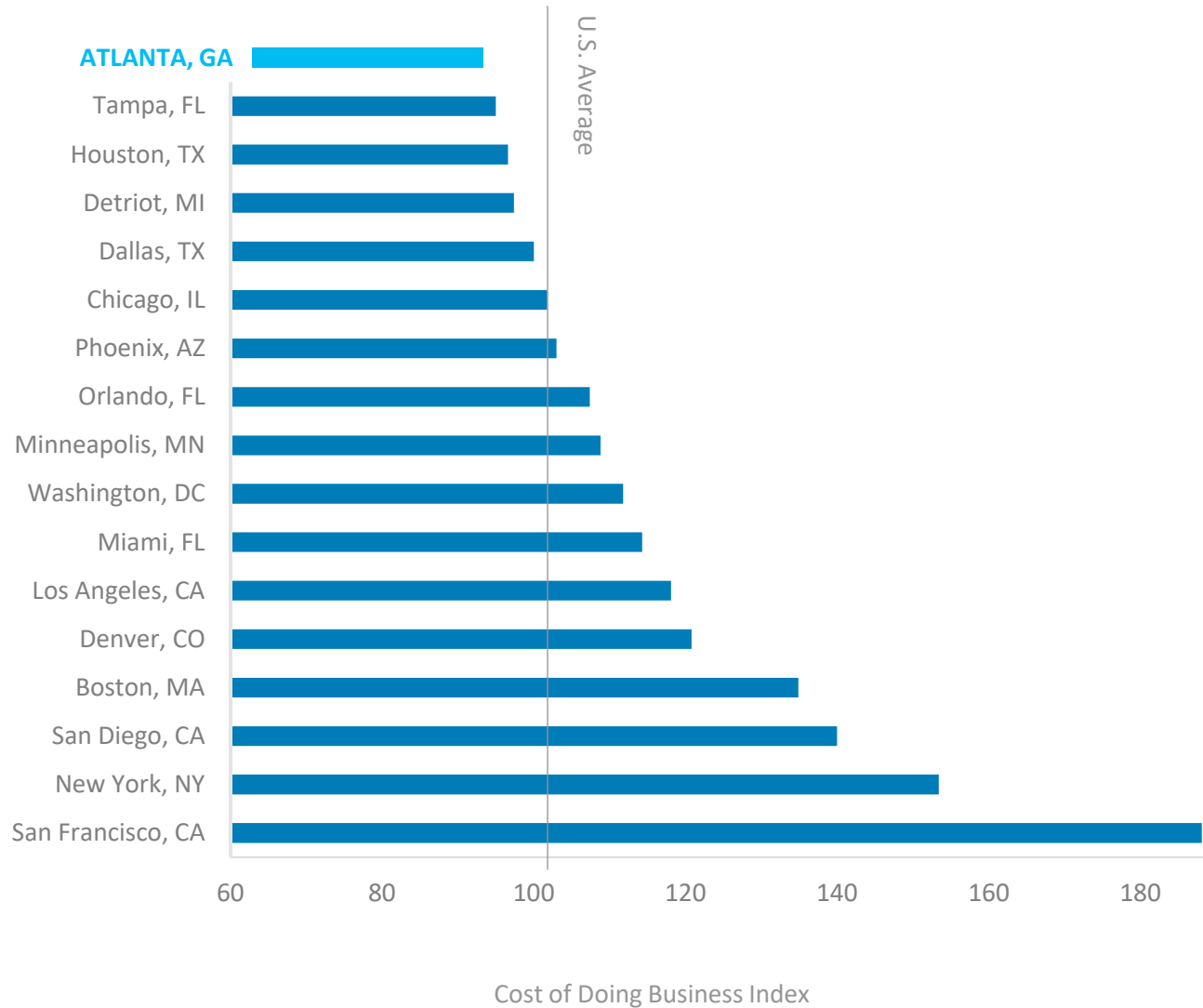
148

DAILY DOMESTIC NON-STOP
MARKETS SERVED

► Cost of Living



► Cost of Doing Business



▶ Business Friendly Environment

- Top rankings from *Area Development, Site Selection*
- Georgia has a AAA bond rating from all three agencies
- Fully-funded rainy day fund
- State corporate income tax of 5.75%
- Single factor apportionment based exclusively on gross receipts in Georgia
- Franchise tax rate – max \$5,000 annually
- Right-to-work and employment-at-will state



▶ Arts & Culture

#1

Most Livable City in North
America
(The Economist 2022)

#1

Best Place to Live
(Money.com 2022)

#3

Woodruff Arts Center is the 3rd largest
arts organization in the U.S.

150+

Performances/year at
The Fox Theatre



► Outdoors, Sports & Recreation

13

Professional sports teams

#1

Largest 10K running event in the world

#1

Sports facility -Mercedes-Benz Stadium
Site of FIFA World Cup 2026

#2

Metro area with magnificent
hiking trails (Marmot)





Grant Wainscott
Vice President, Ecosystems
gwainscott@macoc.com
+1.404.353.8069

Ellen Kraft
Senior Business Development Manager
ekraft@georgia.org
+49.89.51702740



Ohio's Economic
Development Corporation

Ohio: Your Place For Success

Created for EACC NL

June 2023

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One Firm, One State

JobsOhio is a private non-profit corporation designed to drive job creation and new capital investment in Ohio through business attraction, retention and expansion efforts.



SECTORS OF FOCUS

1. Advanced Manufacturing
2. Aerospace & Aviation
3. Automotive
4. Healthcare
5. Technology
6. Energy & Chemicals
7. Financial Services
8. Food & Agribusiness
9. Logistics & Distribution
- +1 Military & Federal Installations

CROSS SECTOR STRATEGIES

1. Automation, IOT, IIOT
2. Fintech
3. Health Tech
4. Carbon Fiber
5. Smart Mobility

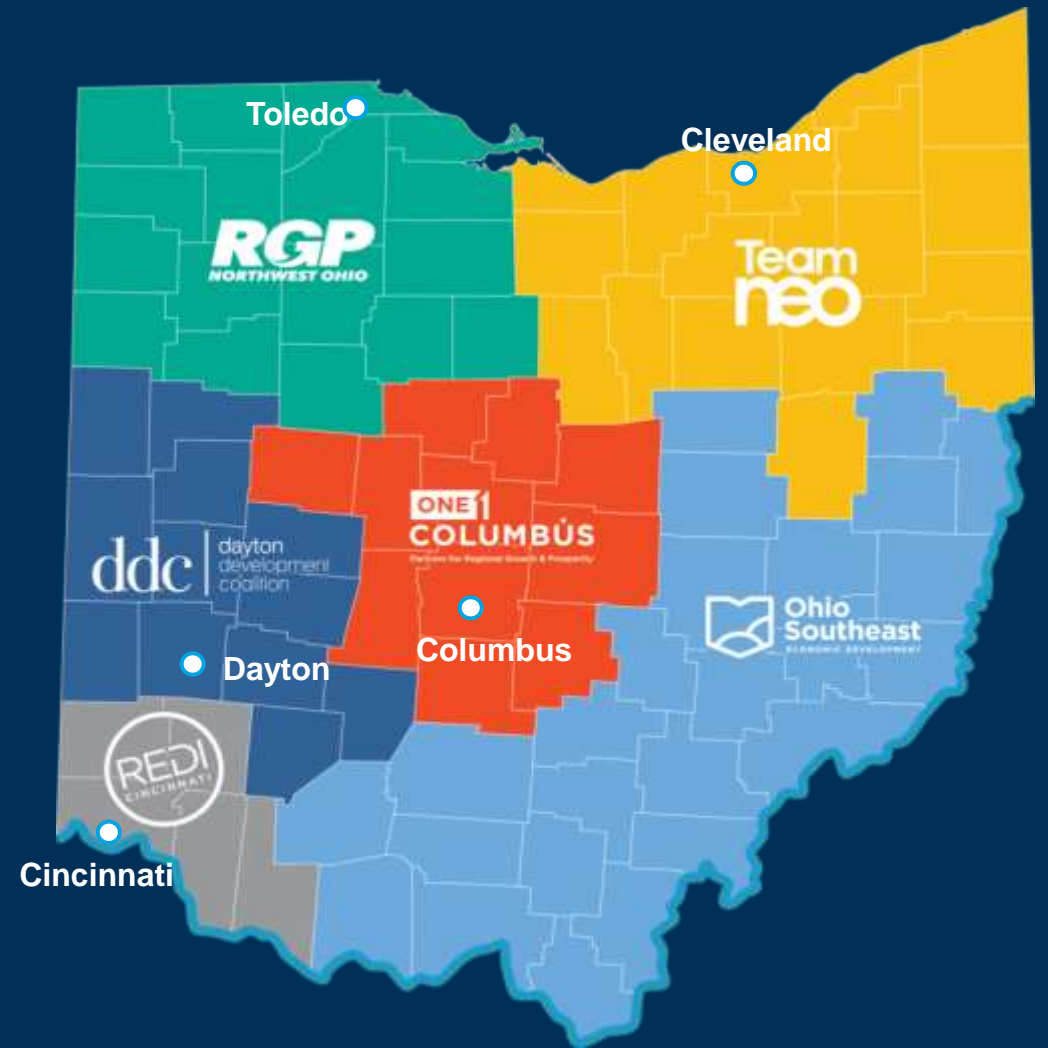
Ohio is one of the few states that has all 5 “Game Changers”

*identified by McKinsey Global Institute:
Shale Energy, Big Data Analytics, Advanced Manufacturing, Infrastructure, and Talent*

One Firm, One State

JobsOhio is a private non-profit corporation designed to drive job creation and new capital investment in Ohio through business attraction, retention and expansion efforts.

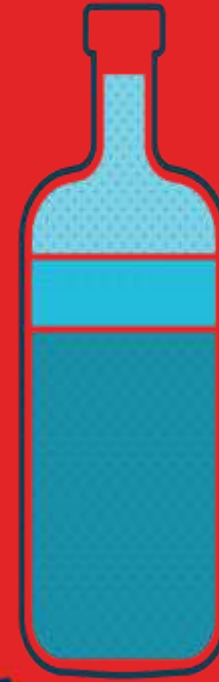
JobsOhio partners with six regional economic development organizations around the state to deliver economic development services.



JobsOhio Beverage System



Raise a glass.
RESPONSIBLY.



\$1.74B

Revenue FY 2022

\$317M

Net Profit

200%

Revenue Growth since 2017

\$489M

Profit Share to Ohio since 2013



NABCA #1
Best Licensee
Education Program &
Best Trade Partnership
Program





Manufacturing wages are
5%-10% lower
than US average

2nd

lowest effective tax on new
capital-intensive manufacturing

**Better
place to
operate**

Construction costs are
5.2% lower
than the regional average and
2.5% lower
than U.S. average

Industrial lease rate is
34% less than US
average

**Industry
concentration**

50+

Fortune 1000 companies

#3

business
climate

Foreign direct
investment
FDI

#1

glass product
manufacturing

plastics and
rubber
manufacturing

supplier state
to Boeing and
Airbus

#3

Producer of iron
& steel

**Availability
and quality
of labor**

#3

largest manufacturing
workforce in the U.S.

= 700 thousands

~120 thousands

Scientists, engineers,
technicians in materials and
chemical fields

10 thousands +

Engineering and engineering
technician graduates per year



Ohio's Strong Logistics Infrastructure



Extensive interstate system, within 600mi/1,000 km of 60% of U.S. and Canadian populations.



9 commercial ports on Lake Erie and multiple terminals along the Ohio River. The only Midwest state with direct shipping route to Europe for both container and heavy goods.



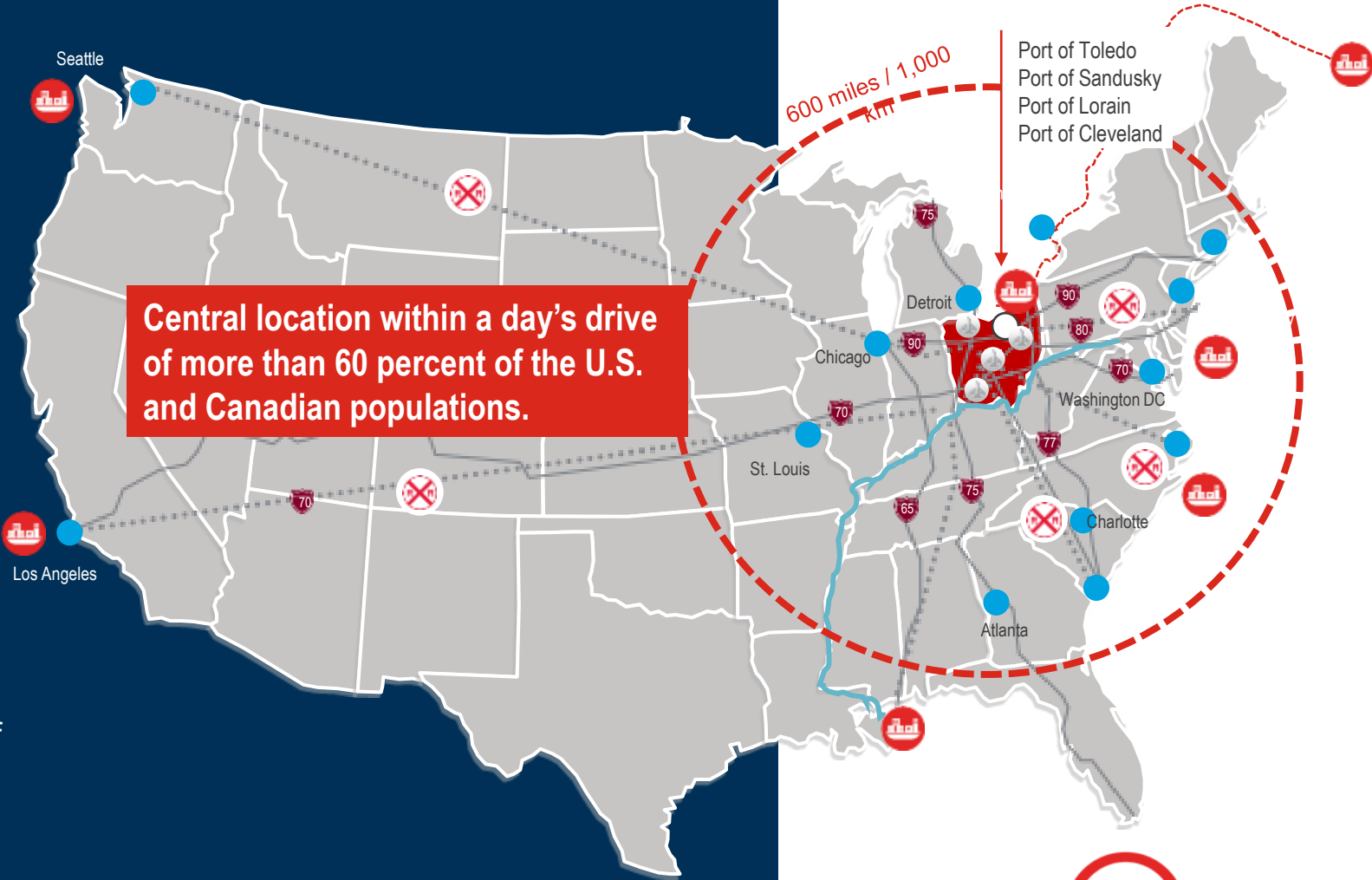
Ohio ranks 5th largest in number of freight railroads and 3rd in total rail miles in the U.S.



6 commercial airports plus CVG in Kentucky and 91 general aviation airports.



Largest presence of foreign trade zones in the Midwest.



Ohio's National Rankings

Moving Up

Econ Dev Projects Site Selection Mag Governor's Cup	#2 in USA 2 YEARS IN A ROW
Best States for Business Chief Executive Magazine	#7 in USA UP FROM #41 in 2011
Labor Productivity Growth Rate	#1 in Midwest Since 2013
Access to Capital CNBC Best States for Business (2022)	#3 in USA
Quality of Life Forbes Magazine 2019	#2 in USA

- 
- ✓ Cost-effective talent
 - ✓ Strategic location and leading infrastructure
 - ✓ Lower corporate, capital gains, and other taxes
 - ✓ Robust state innovation strategy and R&D



54 Fortune 1000 Companies Call Ohio Home

25

Fortune 500 Headquarters

#5

In U.S.
Fortune 1000 Headquarters

Industry	# of Companies
Manufacturing	22
Finance and Insurance	11
Retail Trade	10
Wholesale Trade	4
Healthcare	2
Utilities	2
Communications	1
Mining, Quarrying, and Oil and Gas Extraction	1
Real Estate	1



Manufacturing in Ohio

Industry average wage lowest among competitor states

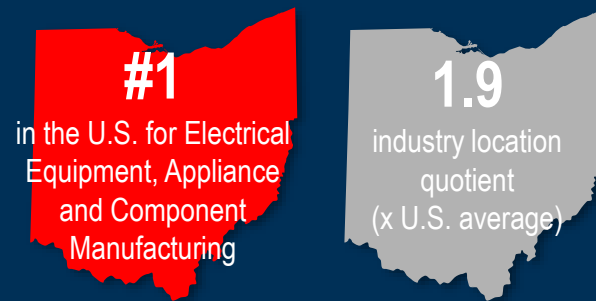
Glass Product



Plastic Product



Electrical Equipment, Appliance and Component



Select Manufacturers in Ohio:

OWENS CORNING

FG

INTIGRAL
innovating
integrating
making glass

LIBBEY

PILKINGTON
NSG Group Flat Glass Business

Injection Molding:

Berry

CENTURY CONTAINER

IAC PLASTICS
A Division of INNOVIA

TW

Newell Rubbermaid

Revere Plastics Systems, LLC.

Blow Molding:

amcor

GRAHAM PACKAGING COMPANY

Plastipak

SILGAN
CORPORATION

GE

PIP
PREFORMED
LINE PRODUCTS

GRAFTech
International

EATON

NACCO Industries, Inc.

Whirlpool
CORPORATION

EMERSON

Tax rules comparison – Ohio and 17 peer states

Tax Type	OH	AL	CA	FL	GA	IL	IN	KY	MI	NY	NC	PA	SC	TN	TX	VA	WI	WV
PROPERTY TAX																		
Personal Property	No	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	No	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes
SALES AND USE TAX																		
Incentives For Data Centers	Yes	Yes	No	Yes	Yes	Yes	No	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No
INDIVIDUAL INCOME TAX																		
Business Income Preference	Yes	No	No	N/A	No	No	No	No	No	No	No	No	Yes	N/A	N/A	No	No	No
BUSINESS TAXES																		
Single-factor Sales	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	No	Yes	Yes
Market-based Sourcing	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	No	No	Yes	Yes
Throwback Rule	No	No	Yes	No	No	Yes	No	Yes	No	No	No	No	No	Yes	No	No	Yes	No

 OHIO HAS THE COMPETITIVE ADVANTAGE

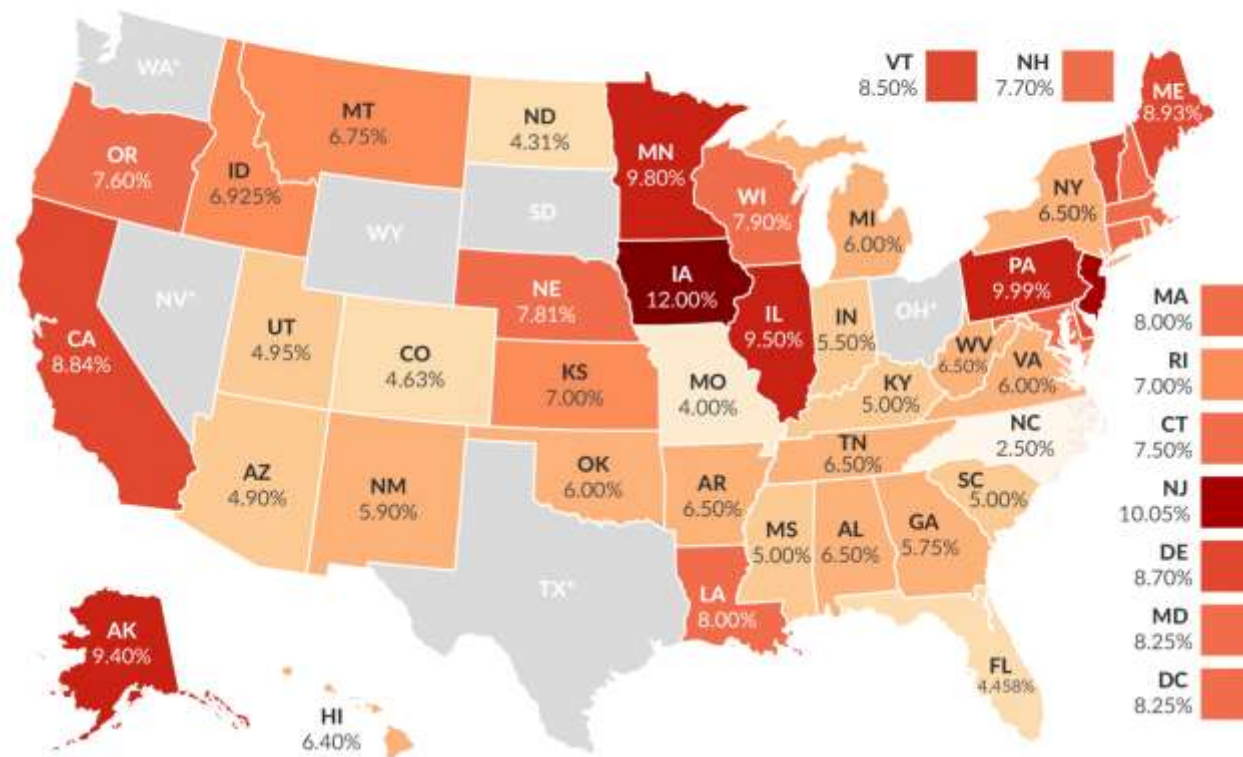


Corporate Income Tax Rates

Benchmark

How High are Corporate Income Tax Rates in Your State?

Top Marginal Corporate Income Tax Rates as of January 1, 2020



Note: (*) Nevada, Ohio, Texas, and Washington do not have a corporate income tax but do have a gross receipts tax with rates not strictly comparable to corporate income tax rates. Delaware and Oregon have gross receipts taxes in addition to corporate income taxes, as do several states like Pennsylvania, Virginia, and West Virginia, which permit gross receipts taxes at the local (but not state) level. Florida's corporate income tax rate will return to 5.5% for tax years beginning on or after Jan. 1, 2022. Georgia's corporate income tax rate will revert to 6% on January 1, 2026. The state could see a drop to 5.5% in 2020, pending legislative approval. Illinois' rate includes two separate corporate income taxes, one at a 7% rate and one at a 2.5% rate. Indiana's rate will change to 5.25% on July 1, 2020. The rate is scheduled to decrease to 4.9% by 2022. Mississippi continues to phase out the 3 percent bracket by increasing the exemption by \$1,000 a year. This year, the exemption is \$3,000. By the start of 2022, the 3 percent bracket will be fully eliminated. New Hampshire's rate is 7.9% for tax periods ending before Dec. 31, 2019. In New Jersey, the rates indicated apply to a corporation's entire net income rather than just income over the threshold. A temporary surcharge is in effect, bringing the rate to 10.5 percent for businesses with income over \$1 million. In addition to regular income taxes, many states impose other taxes on corporations such as gross receipts taxes and franchise taxes. Some states also impose an alternative minimum tax and special rates on financial institutions.

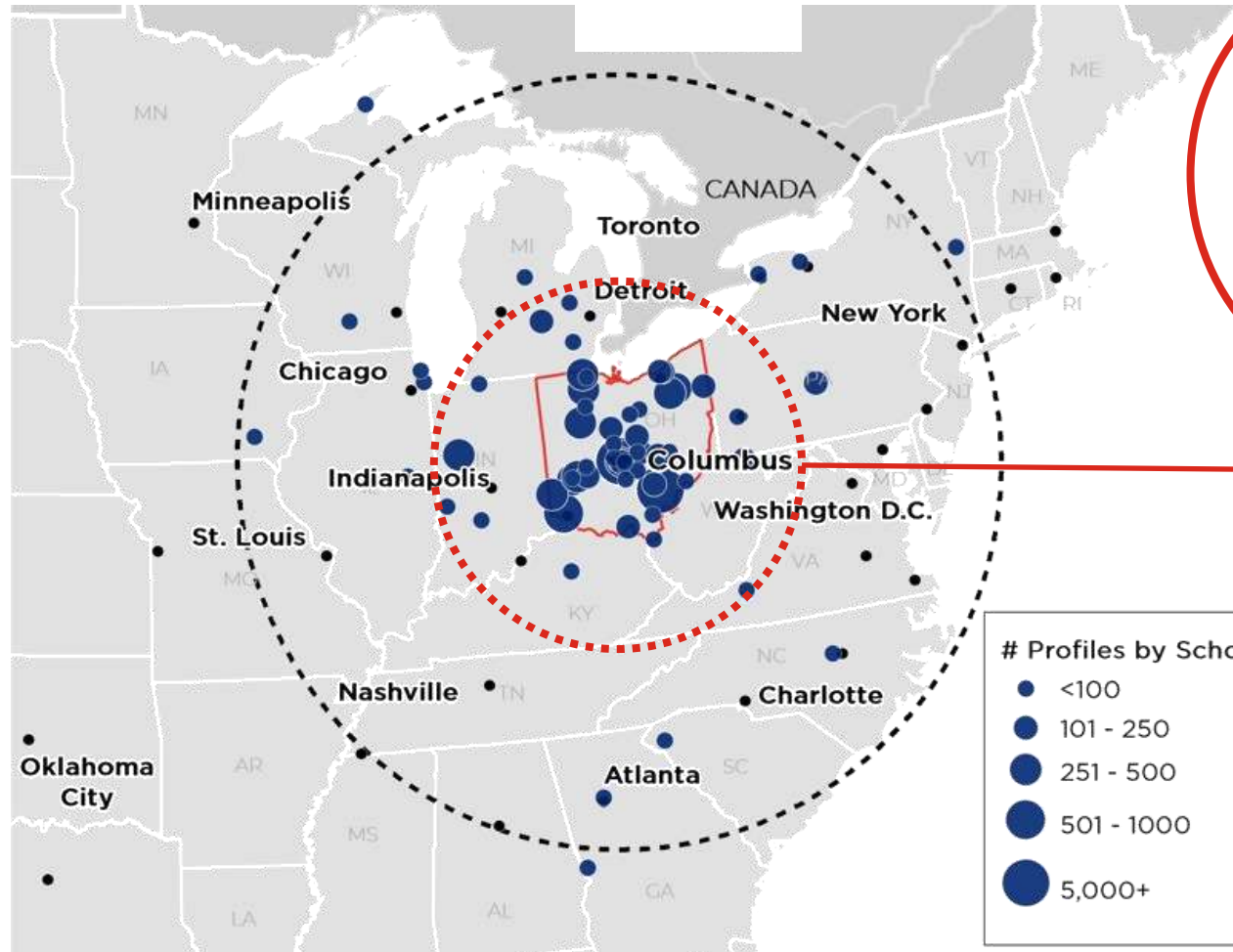
Sources: Tax Foundation; state tax statutes, forms, and instructions; Bloomberg Tax



The nation's top engineering talent chooses the Midwest

Geographical Advantage for Talent Recruitment

Attracting and retaining engineering graduates at scale



Within
90 Min.
Drive

Detroit,
Indianapolis, Louisville
& Pittsburgh

28,160

Tech, industry 4.0 &
life sciences
degree completions

Numerous Top Engineering Programs within Close Proximity

Sources: LinkedIn, 2019.



Innovation Strategy

Goal: To be the most Innovative State in the Midwest

- Three-pronged strategy
- Experienced team with deep private sector & economic development credentials

JobsOhio Innovation Strategy

R&D Center Grants

Supports Industries of the Future

- \$635M+ Investment (all sources)
- 25 Companies, 1,280+ New Jobs

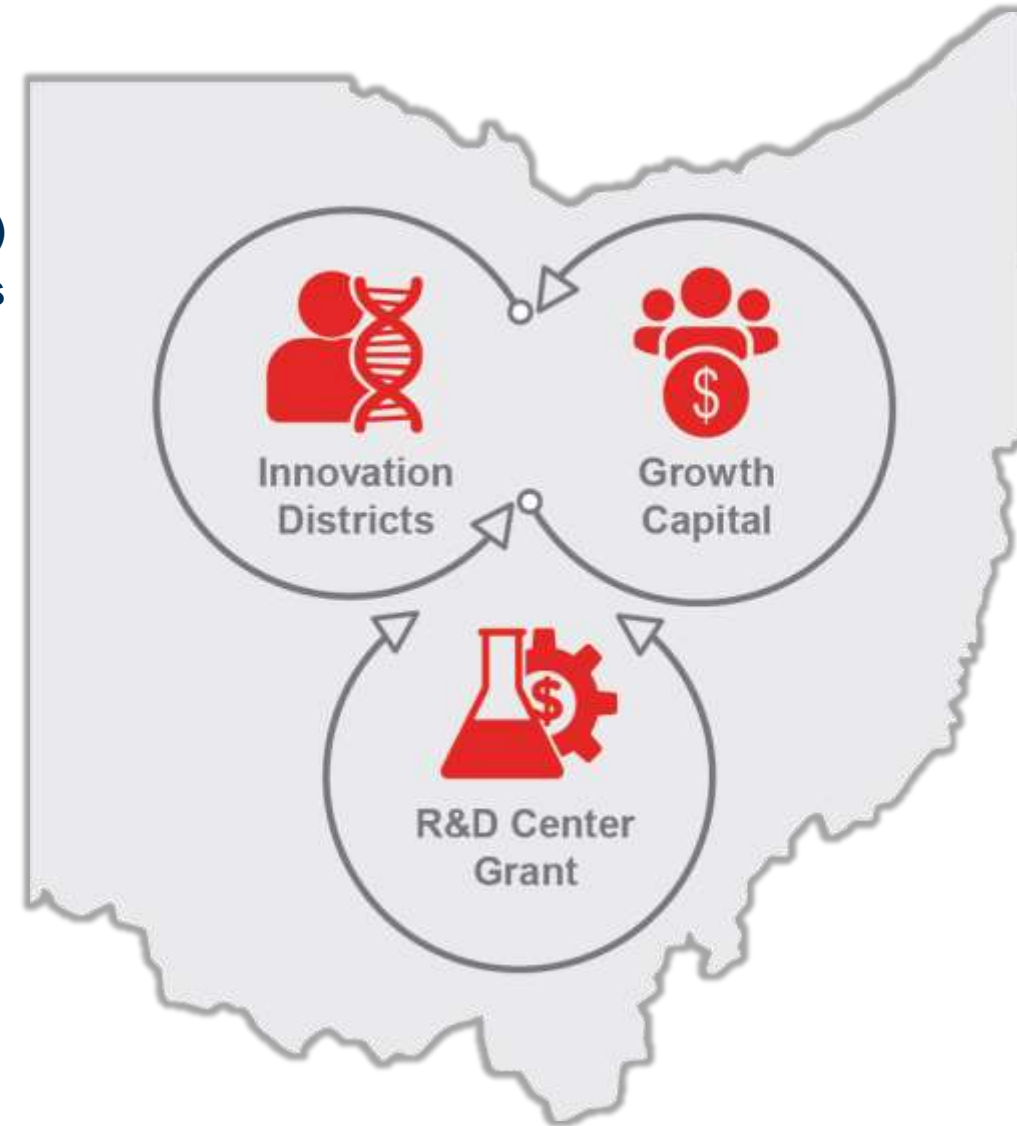
Growth Capital Fund

- \$102M JobsOhio Investment
- 65 Portfolio Companies aligned w/ Sector Strategies
- 6 Successful Exits

Innovation Districts

Cincinnati, Cleveland, & Columbus Innovation Districts

- \$300M JobsOhio Investment
- 60K+ New Jobs
- 47.5K+ STEM Degrees
- \$9B Economic Impact





JobsOhio R&D Center Grants

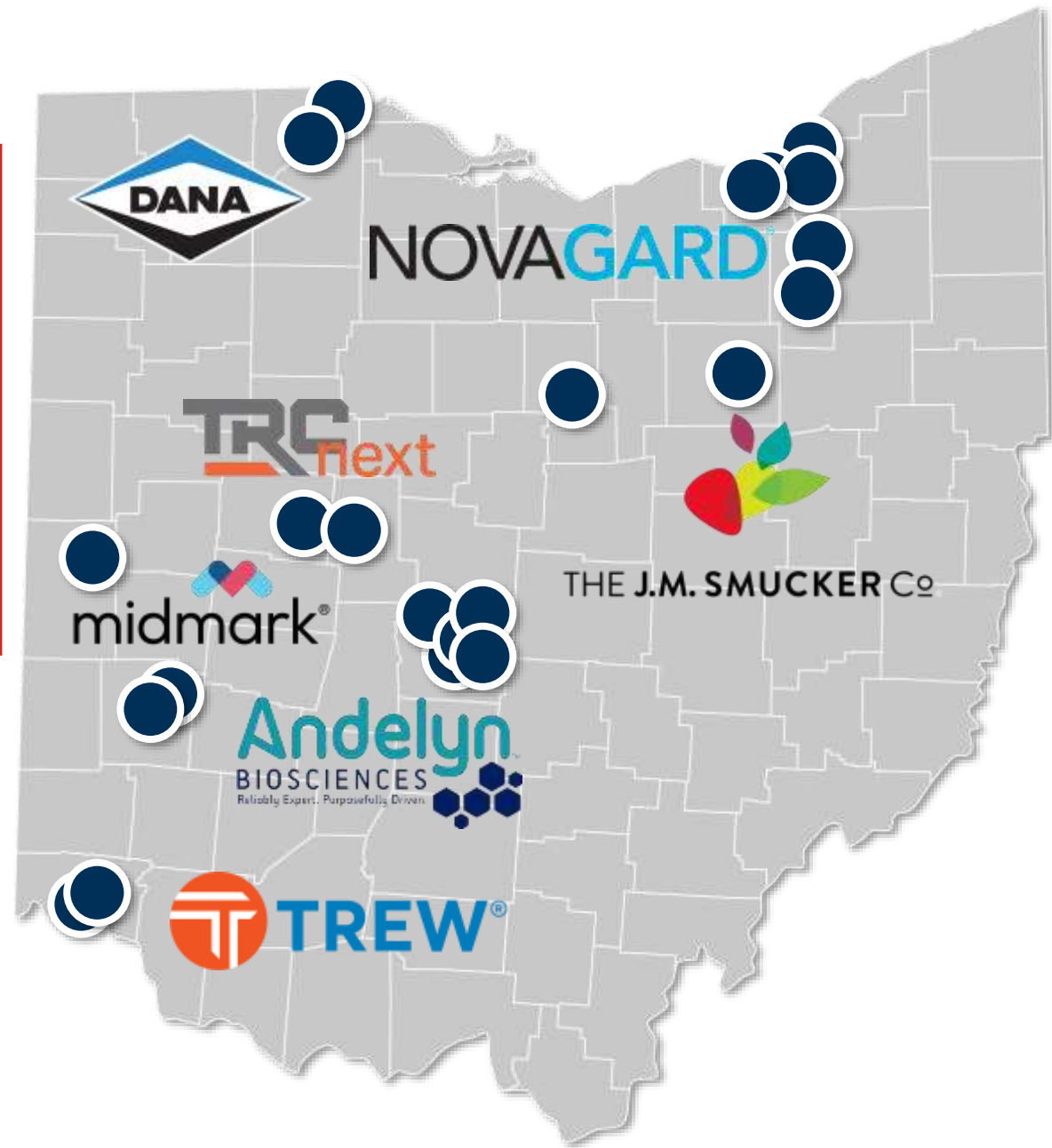
- Supports Industries of the Future
- \$72M JobsOhio Commitment
- 1,280+ New Jobs



\$635M+
Investment

(All Sources)

25
Companies





**4 Bedroom,
3 Bath Home**
near Dublin, Ohio



VS.

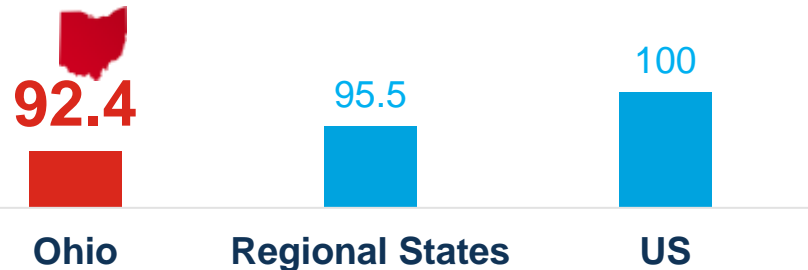


**1 Bedroom,
1 Bath (60 m2)**
New York City



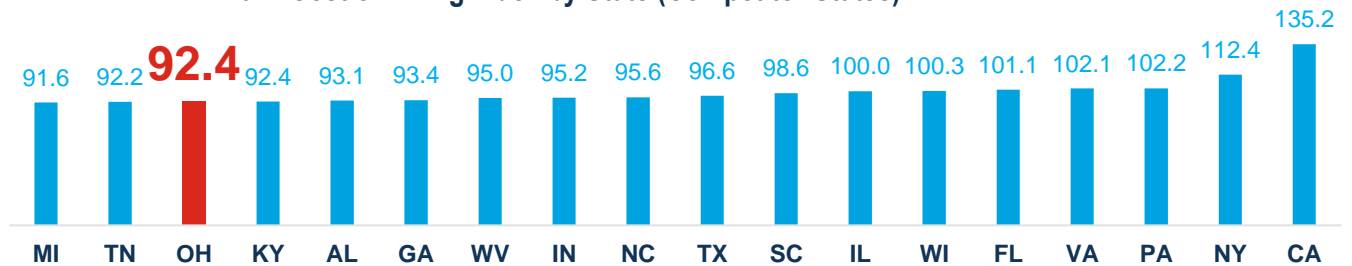
**~\$500,000
Property
Comparison**

**1 Bedroom,
1 Bath (60 m2)**
San Francisco



Source: Lightcast, Council for Community and Economic Research | Regional States: IL, IN, KY, MI, OH, PA, WV

2021 Cost of Living Index by State (Competitor States)



18 Competitor States: AL, CA, FL, GA, IL, IN, KY, MI, NC, NY, OH, PA, SC, TN, TX, VA, WI, WV.




State level Services and Incentives



Research Support
Everything about Ohio and competing states to inform the decision-making process



Assistance with permits and Introduction to service providers



Customized Site selection services
ensure clients choose the optimal position



Customized State-Level Incentive Packages
on a situation specific basis

State Tax Credits

Low - Interest Loans

Grants




Talent acquisition services
(for select strategic projects)

Talent Attraction

Talent Sourcing










CLIENT SPECIFIC
Single point of contact

Pre-screening talent

Training



Foreign investment in Ohio has grown dramatically

	Country	Ohio Jobs (2021)	% of international employment	Project Wins
1		73K	27%	~180
2		36K	13%	~80
3		28K	11%	~40
4		25K	9%	~60
5	 *	22K	8%	~30
6		17K	7%	~30
7		12K	5%	~10
8		7K	2%	~20
9		5K	2%	~20

>1,100 employers from 47 countries

>270,000 Ohio jobs directly supported

~6.5% of all Ohio jobs



*a politico-economic union and formal international intergovernmental cooperation of three neighboring states in western Europe: Belgium, the Netherlands, and Luxembourg.
 This document is not a public record and its content should not be reprinted in any other document. Ohio Revised Code 149.43(A)(1)(bb) and 187.04(C)(1) and (2)

Select Investment in Ohio from Benelux



22,000 Ohioans are employed by companies from the Benelux, 13,000 by companies from The Netherlands



+3,000 employees across 7 locations throughout the state



Chemical company
~1,300 employees across 11 facilities



Brewing company
~900 employees mainly concentrated in Columbus



E-commerce
500 employees in Columbus



Healthcare and Consumer Lifestyle
500 employees in Northeast Ohio



PVC systems
~500 employees in the Cincinnati area



Paints and performance coatings
~400 employees across multiple locations in Central and Northeast Ohio



Polymer manufacturer
350 employees concentrated in Southeast Ohio



Design, engineering and management consulting
350 employees in Toledo, Ohio



Dedicated support team



Alina Harastasanu
Director, European Business Development,
JobsOhio
Columbus, OH
Harastasanu@jobsOhio.com



Sieb Hoogstra
Ohio Representation in the
Benelux
Brussels
hoogstra@consultant.jobsOhio.com



Vick Verhaeghe
Ohio Representation in the
Benelux
Brussels
verhaeghe@consultant.jobsOhio.com

Appendix

Federal Level Incentives - examples

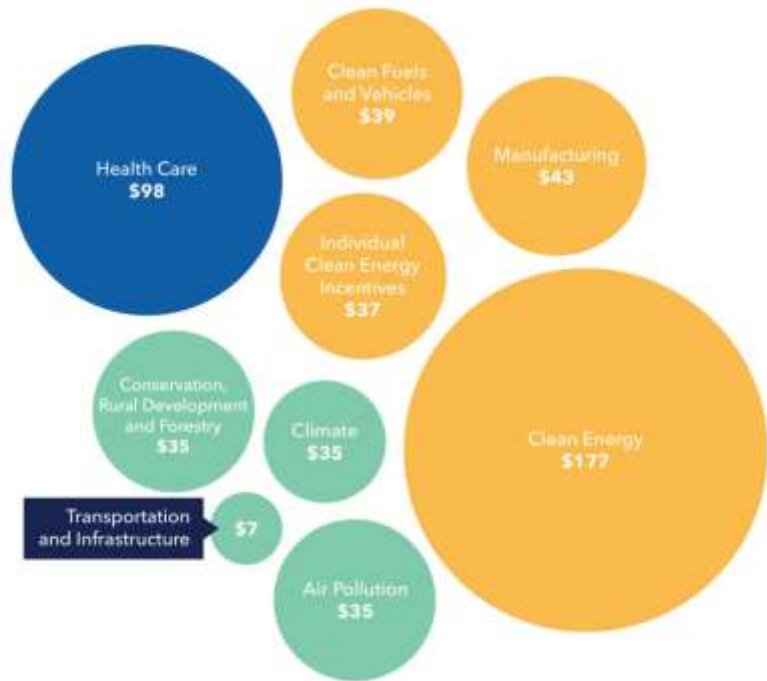


Federal incentives – IRA, BIL

Spending and Tax Cuts

Figures in billions over 10 years from 2022-2031

● Health Care ● Energy ● Climate



What's in the \$550 Billion Bipartisan Infrastructure Law



SUPPLYCHAINBRAIN

Source: The Council of State Governments



Federal incentives – DOE/ EERE

EERE is the Energy Efficiency and Renewable Energy arm of the United States Department of Energy (DOE).



CLICK [HERE](#) FOR ALL EERE FUNDING OPPORTUNITIES

EERE's portfolio of programs are designed to achieve these objectives by:

- Providing technical assistance, information, and policy analysis to help governments, businesses, and individuals make informed decisions about adopting energy-efficient and renewable energy technologies;
- **Conducting research and development (R&D) to bring new energy-efficient and renewable energy technologies to market;**
- **Investing in early-stage companies through its Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) programs; and**
- **Supporting the deployment of energy efficient and renewable energy technologies through financial assistance programs.**



JobsOhio

Federal incentives

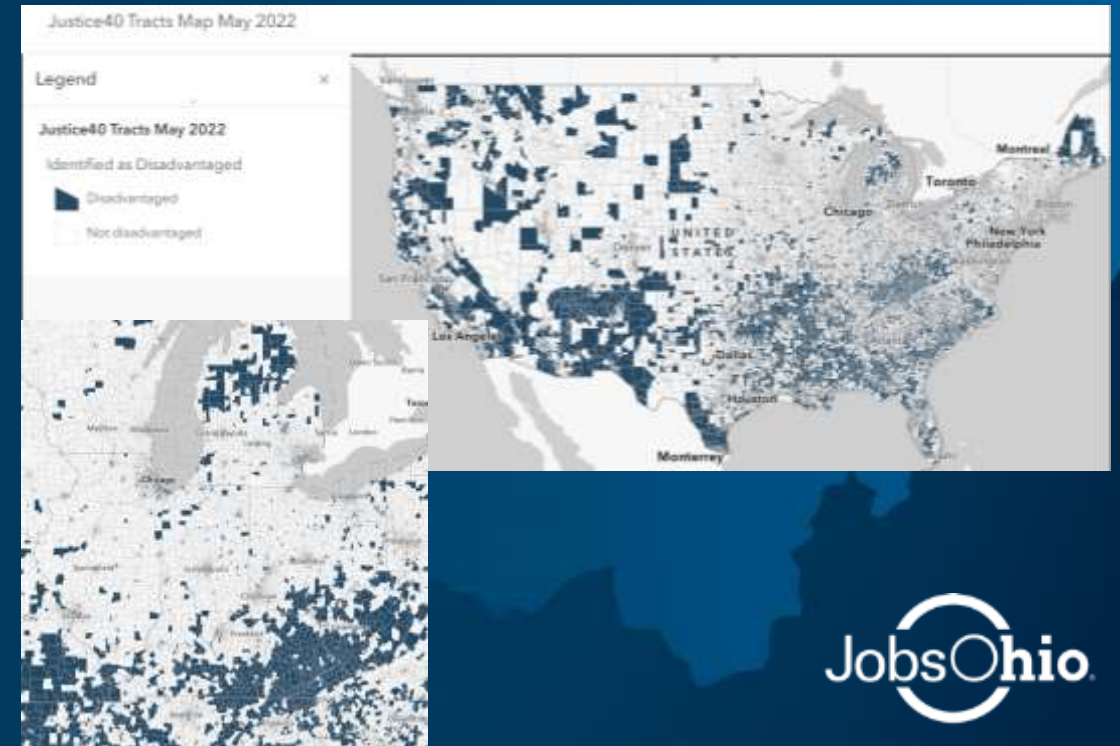
Energy Community Tax Credit Bonus (DOE)

The Inflation Reduction Act provided \$10 billion in new funding for the Qualifying Advanced Energy Project Credit program. Congress required that at least \$4 billion be reserved for projects in communities with closed coal mines or retired coal-fired power plants



Justice40

40 percent of the overall benefits of certain Federal investments flow to disadvantaged communities that are marginalized, underserved, and overburdened by pollution.

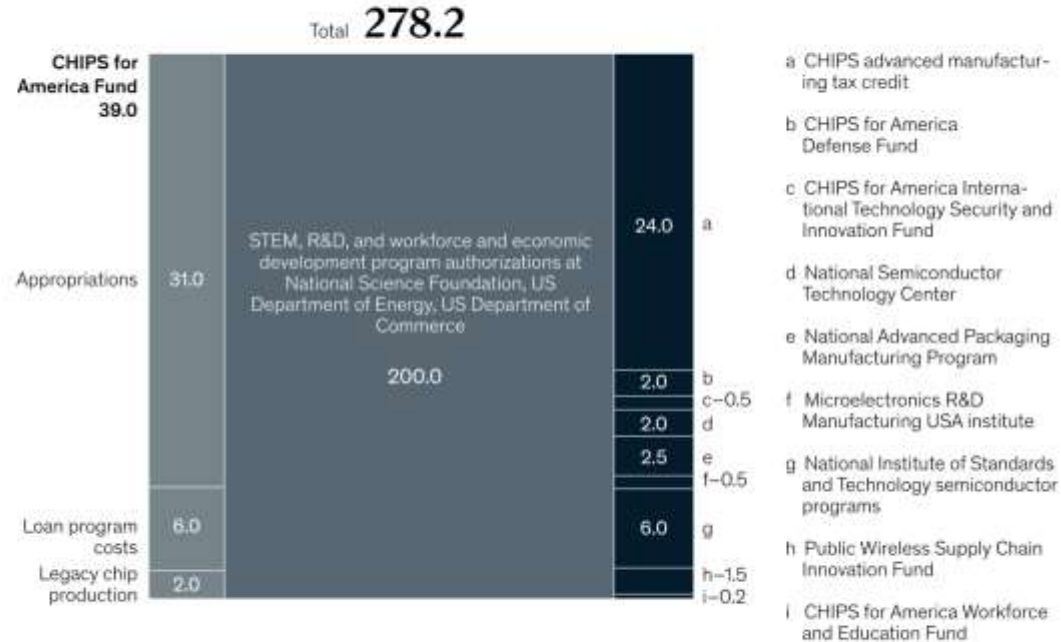


CHIPS Act

By the numbers: The CHIPS Act directs \$280 billion in spending over the next ten years. The majority—\$200 billion—is for scientific R&D and commercialization. Some \$52.7 billion is for semiconductor manufacturing, R&D, and workforce development, with another \$24 billion worth of tax credits for chip production. There is \$3 billion slated for programs aimed at leading-edge technology and wireless supply chains.

The CHIPS and Science Act of 2022 directs \$280 billion in spending over the next ten years, with the bulk for scientific R&D.

CHIPS and Science Act funding for 2022–26, \$ billion



Source: Creating Helpful Incentives to Produce Semiconductors (CHIPS) and Science Act of 2022; H.R. 4346, 117th Cong. (2022)

McKinsey & Company

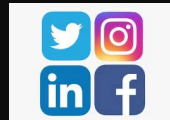
[Intel Breaks Ground in Ohio](#)



the Netherlands is for America the gateway to Europe

- Anja Elverding
- Senior Manager Supply Chain Solutions
North America NDL/HIDC
- US Representative Port of Rotterdam

- Sales Director DFDS BU Continent
DFDS anjelve@dfds.com
+31 6 57274461



HIDC Introduction

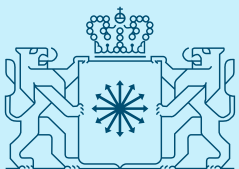
Holland International Distribution Council, (NDL Nederland Distributieland) is partner of "Invest in Holland".

Private nonprofit organization representing 300 members.

Founded by the Dutch logistics industry in 1987.

Mission:

To promote the Netherlands abroad as the "Gateway to Europe" with the objective to attract economic activities for the logistics sector.



Holland
International
Distribution
Council

Port of Rotterdam
Schiphol
Amsterdam Airport
ect Europe Container Terminals
AIRFRANCE KLM
Martinair CARGO

Logistics Infrastructure

Deloitte. pwc
JLL tempo team
ABN-AMRO

Facilitators

FedEx ups
DHL EXCELLENCE. SIMPLY DELIVERED.
DFDS

Logistics Service Providers

I amsterdam
venlo GEMEENTE TILBURG
City of Rotterdam

Regions

The Netherlands unique selling points



Efficient logistics services empowered by
innovation and collaboration



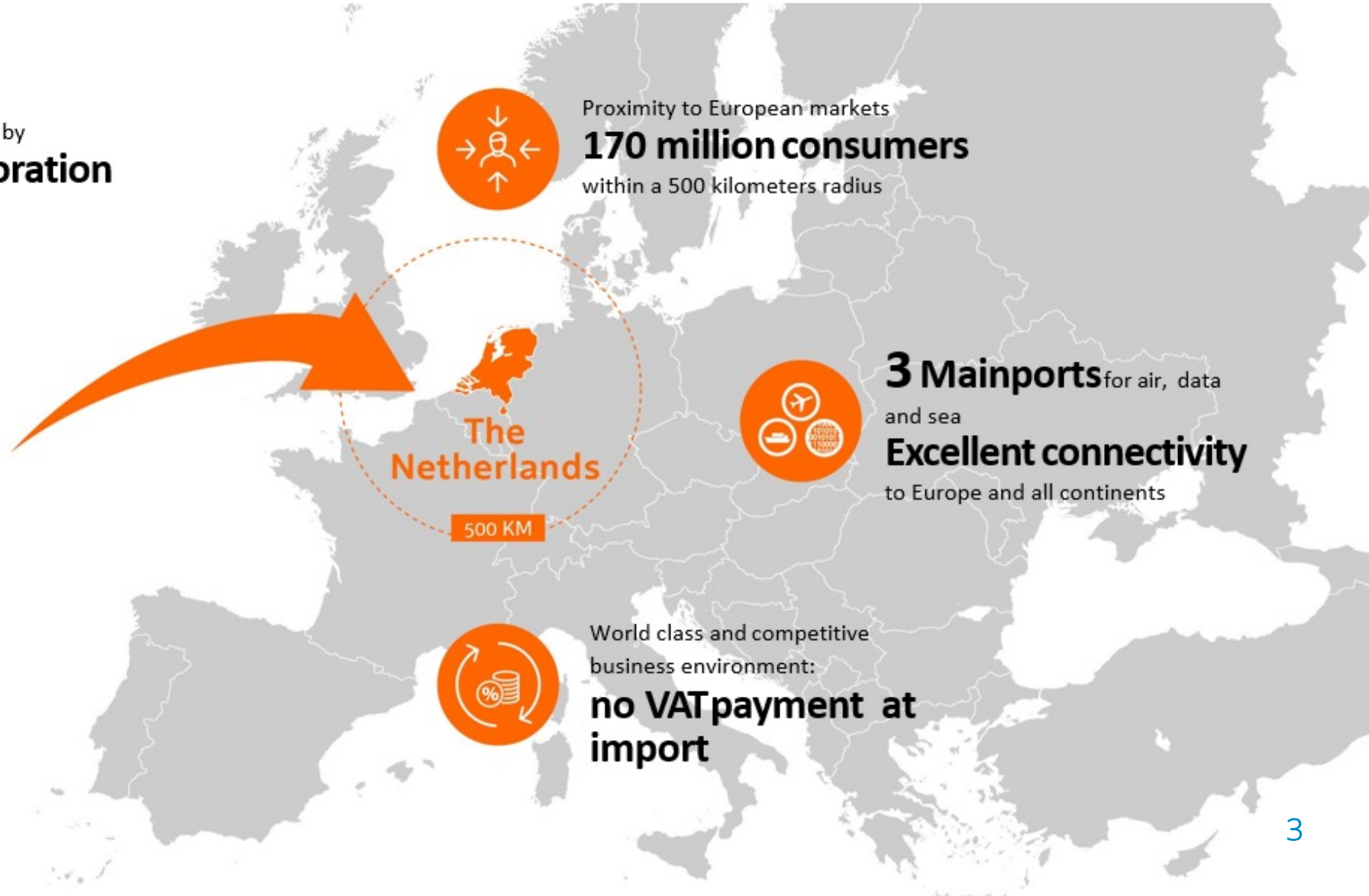
#1 Entry point
in Europe for overseas products



Strong logistics sector
#1 logistics hub
in Europe

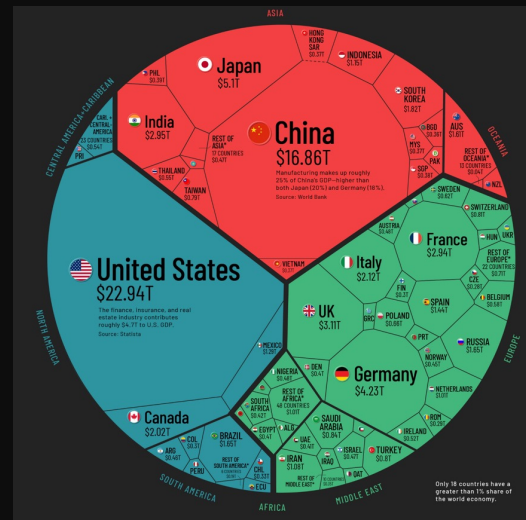


Competitive cost
for labour, real estate and transport



What is it about the United States ...

- Nr 1 world economy \$22.94T 329m pop
 - Strategic partner (NATO, VN, 14-eyes alliance)
 - Yes we can mentality!
 - 24/7 Business driven
 - 50 States – most important export country for the EU and the Netherlands
-



But what are the
biggest cultural
differences,
between the
Americans and
Europeans . . .

- Freedom - is the essence of America
- NL = act normal / VS = be exceptional. Don't be modest, it's normal to brag and talk about your education, sports medals or won opportunities and successes with clients in the US.
- 2weeks notice/no fall back/no federal system/24-7 no vacation, it's all about targets
- Networking is invented in the US, either is during a game of golf, sailing trip or just having cocktails before/after work. Americans love to expand theirs & your network.

Bloopers . . . And what can we learn from the Americans

- Having 2 jobs, work 24 hours is completely normal, so don't mention your 3-week vacation out of office reply.
- Americans think big and are extremely result orientated, so respond directly and offer short-term solutions. Time is money!
- No kissing – instead BIG hugs!
- Make America great again . . .



And Why is “Going to America” a unique experience . . . ?



Expanding your business to the US

How to optimize international payments and create competitive benefits when doing business with the US.



Ebury

- Financial attention points

Practical information *on* International payments, FX *and* Trade finance

Cross-border payments

- Unexpected costs
- Time delays
- Screening checks
- VAT

Foreign Exchange

- USD conversion costs
- Explicit market risks (rate)
- Implicit competitive advantage (price)

Local bank account

- Advantage of a local IBAN
- Compliance obstacles
- Selling online (Amazon)

Trade Finance

- Accelerate growth
- Prefund imports
- Funding seasonal gaps



● How can Ebury help?

- We help you manage and prevent risks
- We help you get the benefits



Payments and collections

Transact in 130+ currencies around the globe. Pay and get paid quickly and securely with an Ebury account in your name. Hold, manage or send funds when you want in a few clicks.

Ebury



Business lending

Scale your business with unsecured credit lines for financing international goods and services. Improve your working capital cycle by extending your credit terms using our 150-day financing.



FX risk management

Protect your business from exchange rate fluctuations with tailored risk-management solutions in more than 60 currencies and optimise your profit margins.

Ebury

Claude Depussylaan 25, 1082MD Amsterdam

+31 (0) 64 64 22 756 | duco.royaards@ebury.com | ebury.com

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Get in touch with our experts to discuss the needs of your business and how Ebury can help you.

Email us at duco.royaards@ebury.com

Visit our website ebury.com



EACC - June 2023
Amsterdam/Rotterdam

Hilde Cevaal
US Entry Requirements and Work Visa



VisaVersa

- Founded in 2000 in Dordrecht, partners in US and UK.
- Specialist in visa and work permits for US, Netherlands, UK, Australia and New Zealand
- Almost 25 years of experience with many different types of visa applications
- Clients range from small/mid-size companies to multinationals.



Alphabet soup

US Visa types

- Non-Immigrant Visa Categories (Alphabet soup)
 - Tourist/Business (ESTA, B1, B2)
 - Work (E, H, L, O, etc.)
- Immigrant Visa Categories (Green card)
 - Family
 - Work
 - Lottery



Business Travel

Business Travel : ESTA / B1

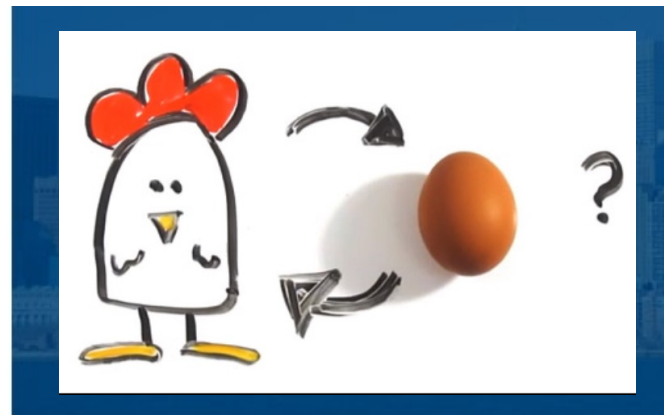
- Apply online for ESTA (\$21)
- In specific cases a B1/B2 visa is necessary:
 - Nationality
 - Visit to certain countries (Iraq, etc.)
 - Criminal convictions
 - Prior entry or visa refusal,
 - Commercial business work activities



Business Travel

Permitted activities

- Grey area. Setting up a US business is allowed, but working in the business is not allowed
- Not getting paid in the US does not automatically mean that you are not working in the US
- The number of trips and duration of your stay are crucial. Living and working in the US is not allowed
- Be careful with Social Media! Make sure your LinkedIn profile matches your visa status



Work Visa - The Chicken and the Egg

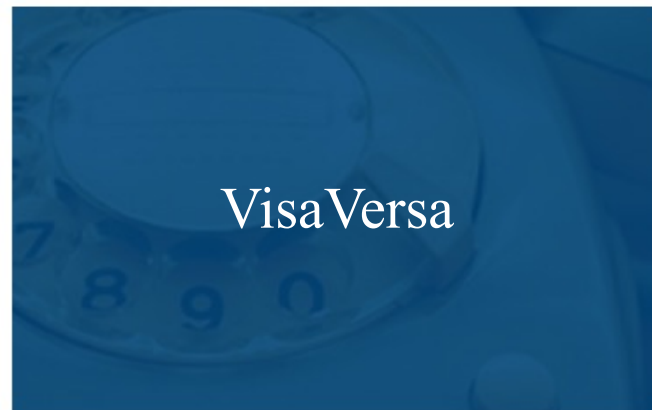
- The business in the US must be real and active before you can apply for a visa
- This means: US branch with office, US employees, clients etc.
- USCIS is traditional: Virtual/home offices, functional (sales) manager positions are problematic
- Processing times are long (6-12 months). Travel is possible but be aware of the risks



Recent Developments

Post Covid

- Number of applications versus number of USCIS and US Consulate employees.
- Requests for Evidence and denial rates are going up
- Wait times at US consulate in Amsterdam considerably longer than other countries. Alternatives not always possible.
- Good news: Work permits for certain spouses no longer necessary



Contact

VisaVersa

Oranjepark 5

3311LP Dordrecht

www.visaversa.com

info@visaversa.com

+31 (0)78-7518450