

Opportunities in The Nordics & Baltics



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2017 Business Opportunities in The Nordics

The markets

Three initiatives

Embassy support

Business development

Nordics – market challenges & opportunities

General market challenges

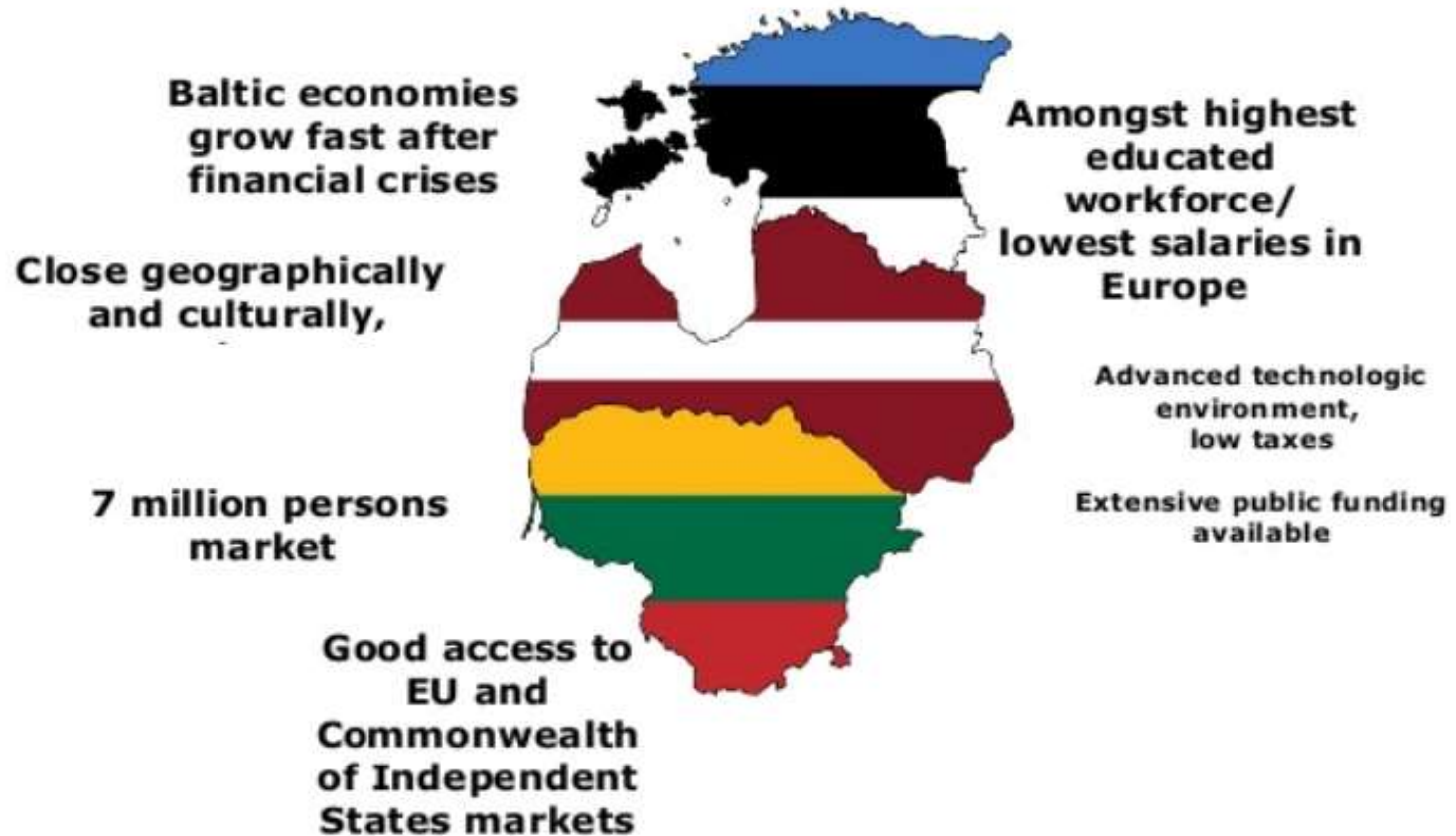
- Nordic firms do not change suppliers easily
- Without local partner - tough to enter
- Long term cooperation is the key to success

General market opportunities

- Highly receptive to new advanced technologies
- Strong demand for advanced technologies and products/services
- Green opportunities
- Rapid developments in smart grid, bioenergy, cyber-security & e-health
- E-business,



The Baltics – close and growing



Nordic ambition towards sustainability

Europe's fastest growing cities are in the north

By 2020:

- Stockholm 11%
- Copenhagen 10,3%
- Oslo 7,9%.

NB Amsterdam 5%.

Goals:

- Sweden: reduce energy use homes by 20% in 2020, 50% in 2050 (comp. to 1995)
- Denmark: positioning as green economy-country. Now more than 40% renewable energy. Aim: by 2035 100%
- Latvia: 38% renewable energy (biomass), 2nd after Sweden. 12 mln m2 in buildings need to be more sustainable (now only 6% does now)



Denmark

Denmark

- “Retrofitting”, decrease 10% electricity usage, 20% heat consumption by 2025
- 40% renewable energy, 100% in 2035.

Nordhavn

3,000 residents and 7,000 workplaces

Top 5 most sustainable building

Copenhagen International School

Sweden

1. Årstafältet, Stockholm

- 6000 apartments
- 1000 working spaces
- City park
- Preschools for 1800 children
- 2-3 elementary schools

2. Malmo

- Hyllie testing ground for sustainable technology

3. Goteborg

- 400 years (2021)
- 250.000 people more in 2035
- Investments 800-100 billion SEK





Norway

- From 2017 buildings 'passivhusnivå'
- ENOVA gives **subsidy** to make existing buildings more energy-friendly
- 2020: wish to design only **zero emission** buildings, oil heating in houses forbidden

3 initiatives

Cooperation circular products & services

with Finland, Denmark and Sweden.
Cooperation on new materials,
energy saving processes

Events

Building Green Trade Fair
Copenhagen (nov 2017)

Information

Projects, tenders



Role of Embassies

We

- Provide market information
- Have a **network** with government agencies, companies and chambers of commerce to assist you in **finding business partners**, and **promote** the Dutch commercial interests, expertise and knowledge
- Advise you on access to **finance**
- Look after **interests of companies** (unfair competition)

NB: Events & activities!



REGIONAL BUSINESS DEVELOPMENT

SCANDINAVISCH EN BALTISCHE MARKTEN



The role of RBD

- Facilitates multi-lateral collaboration between the **embassies**, the **business leads** in the Nordic-Baltic region and companies & knowledge institutions in **The Netherlands**
- Offers **detailed information** about the opportunities and projects in the region
- Broad **network** in the Netherlands, USPs of Dutch products/services
- **Financial** advice (loans, EU funding, regional funding organisations etc)
- **Cross-border** project initiation, development and structuring (public private partnerships etc)

What can the RBD do for you?

- Pro-actively searches for the **business leads** in the Nordic-Baltic region and presents the opportunities
- Orders market scans and project mapping to identify potential
- Develops the promising opportunities into **concrete project plans** including the financing suggestions
- Collects and distributes info regarding the **USPs** and innovational developments of Dutch companies/institutions
- Regional Business Development team is part of the embassy network



Please get in touch with us!



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