

BRICs OR TRICGs?

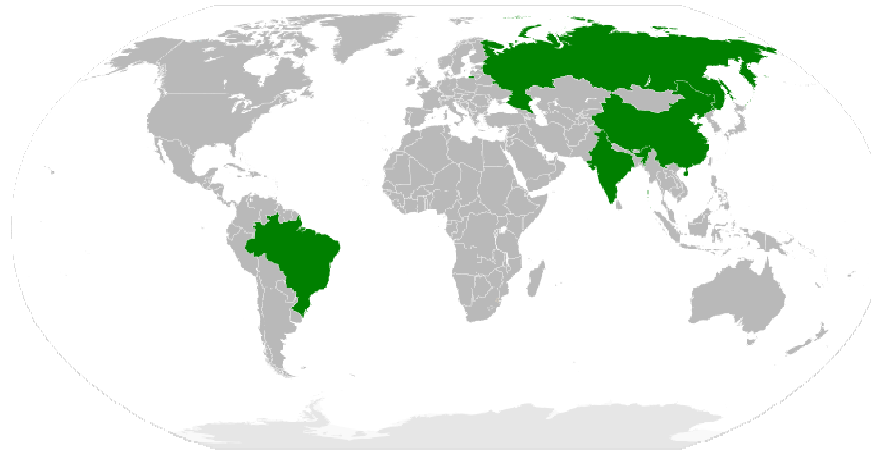
***Netherlands Foreign
Investment Agency***

Mr. Bas C.M. Pulles, Commissioner for Foreign Investments
Netherlands Foreign Investment Agency
The Hague, 15 April 2010

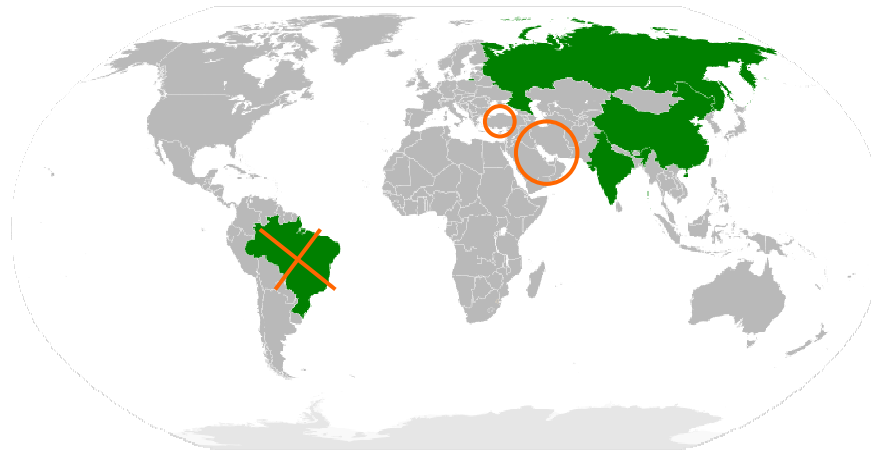


Pioneers in international business

BRICs or TRICGs?



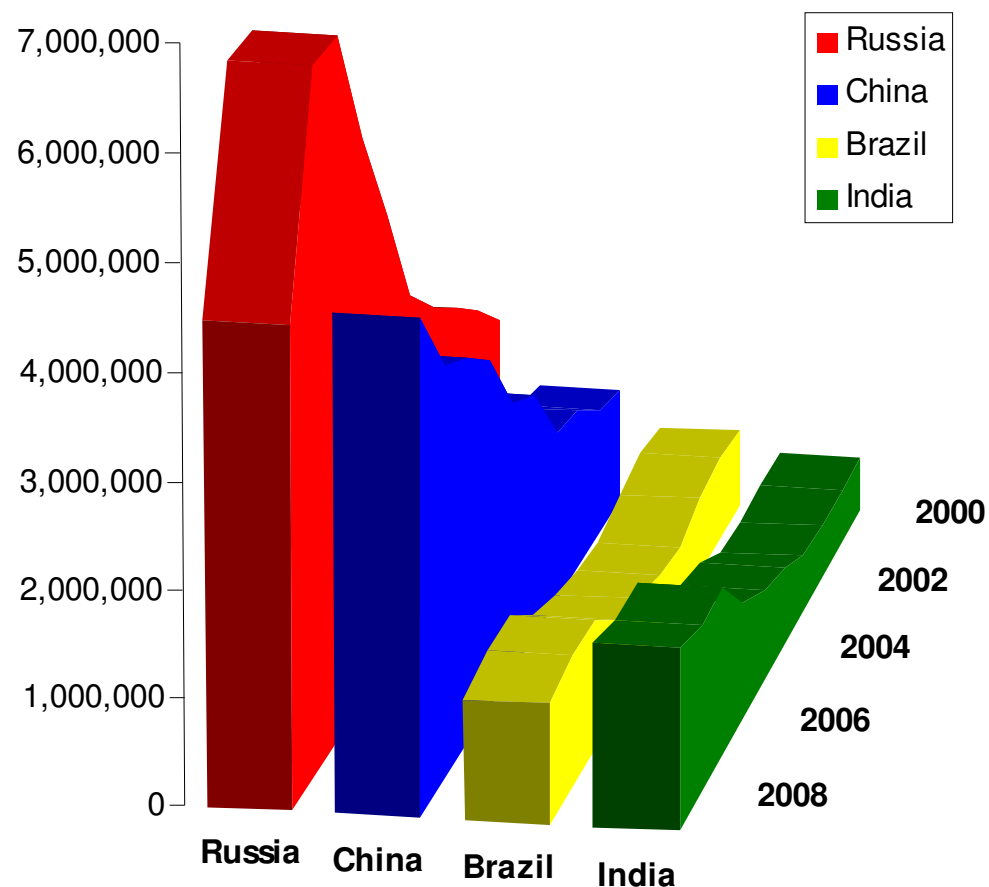
Brazil
Russia
India
China



Turkey
Russia
India
China
Gulf Region

NL export to BRIC countries

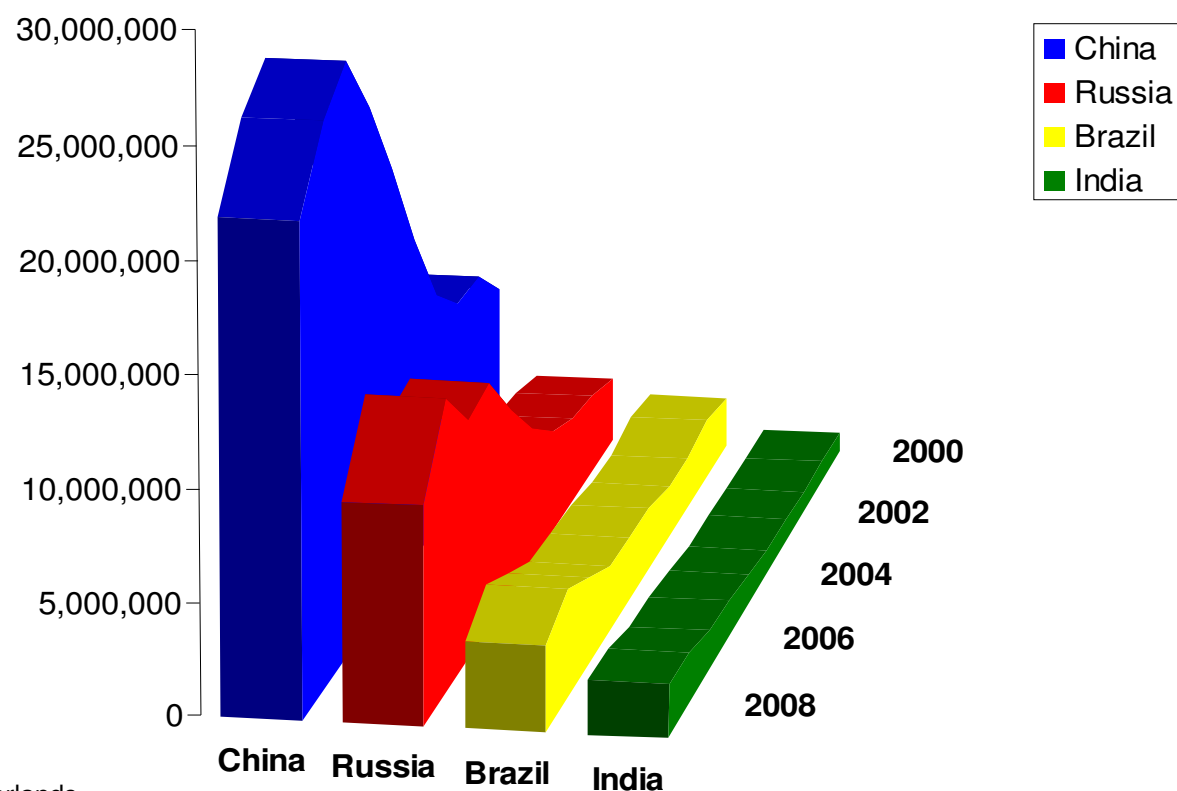
export value x 1,000 euro - over 2000-2009 period (2009 = estimate)



Source: Statistics Netherlands

Import from BRIC countries to NL

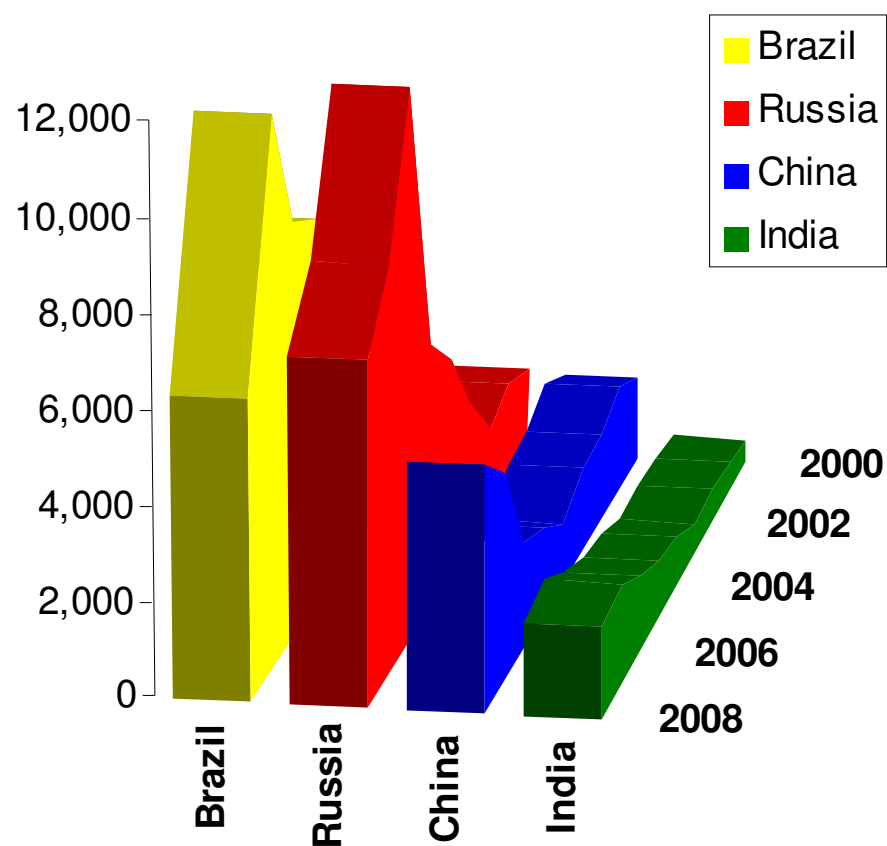
import value x 1,000 euro - over 2000-2009 period (2009 = estimate)



Source: Statistics Netherlands

Outbound NL FDI to BRIC countries

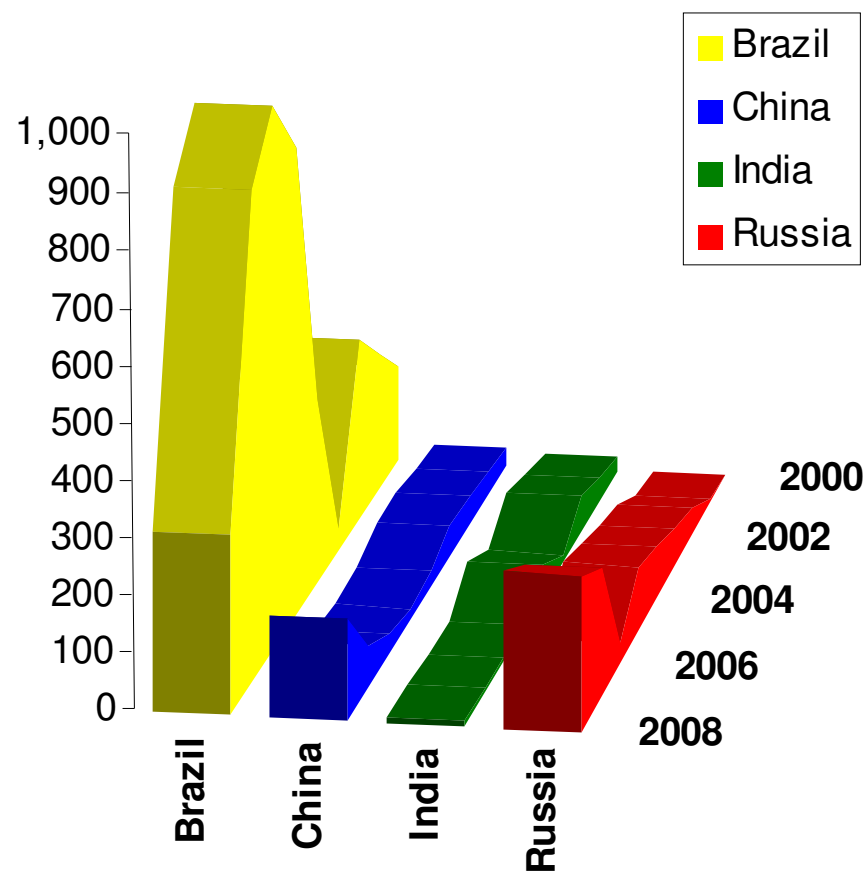
stocks x mln euro - over 2000-2008 period



Source: Netherlands National Bank (DNB)

Inbound FDI from BRIC countries to NL

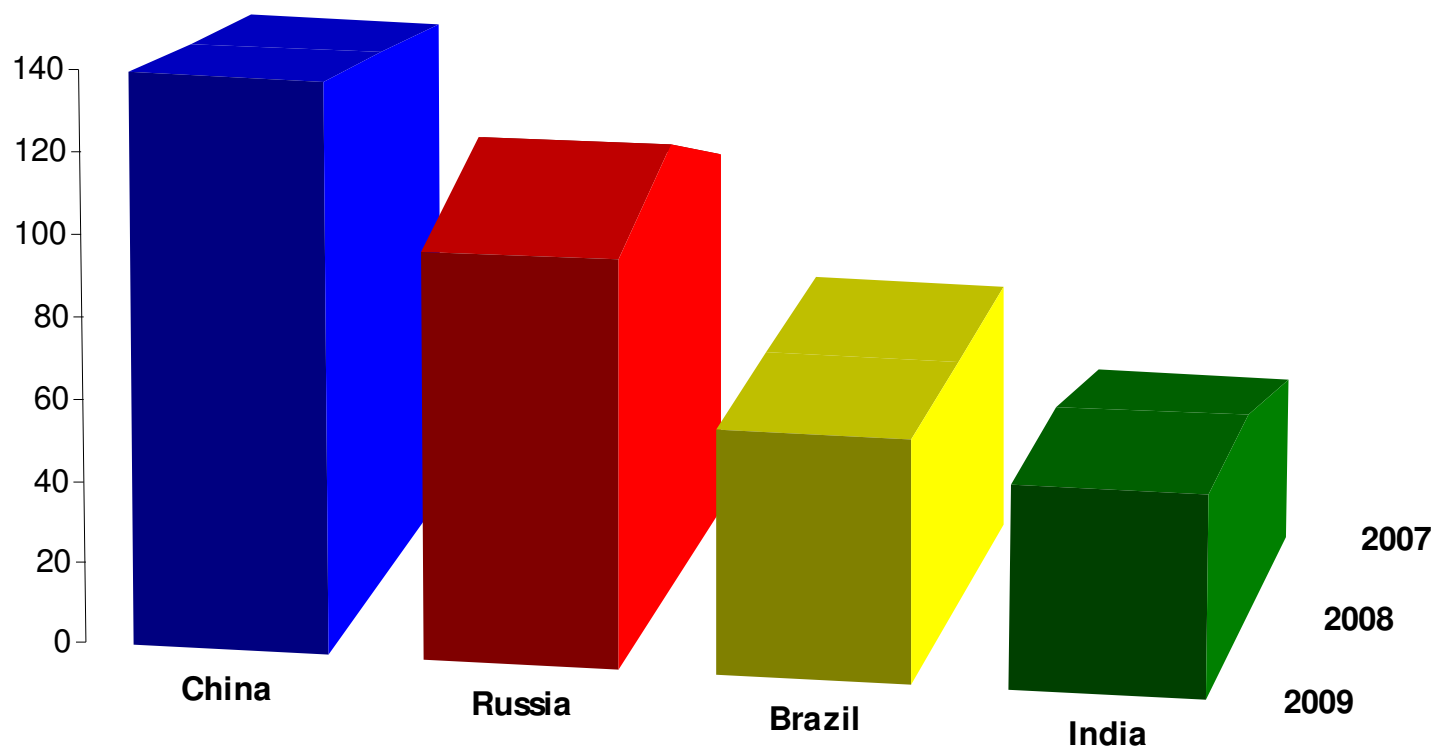
stocks x mln euro - over 2000-2008 period



Source: Netherlands National Bank (DNB)

Inbound tourism from BRIC countries to NL

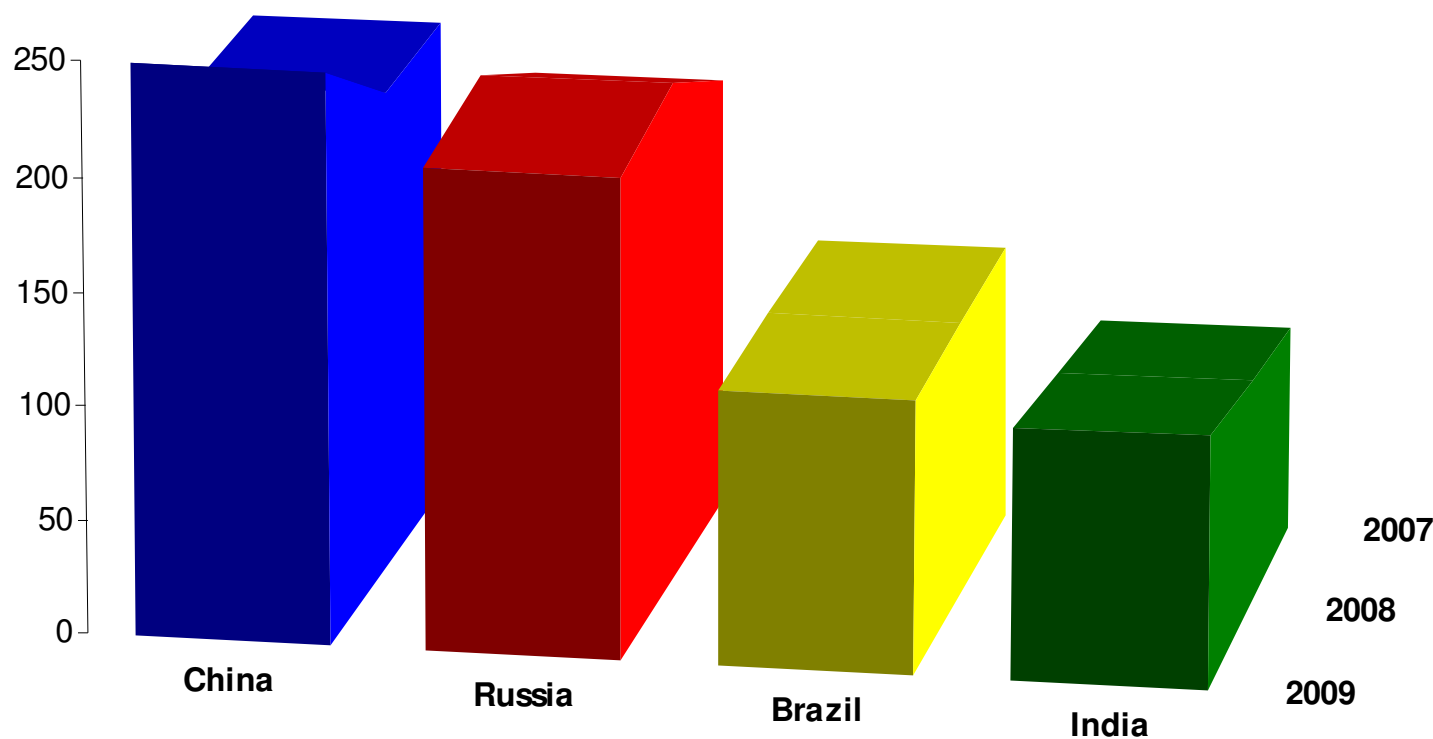
guests x 1,000 (all accommodations)



Source: Netherlands Board of Tourism & Conventions

Inbound tourism from BRIC countries to NL

nights x 1,000 (all accommodations)



Source: Netherlands Board of Tourism & Conventions

Take China

- Traditionally export driven growth replaced by:
 - autonomous market growth / national consumption
 - moving up the value chain / innovation & sustainability
 - strategic investments abroad (resources, knowledge, branding)

- Bilateral economic policy
 - trade promotion
 - technological cooperation
 - government to government programmes
 - investment promotion



Pioneers in international business

Emerging Markets

China



India





Pioneers in international business

Emerging Markets

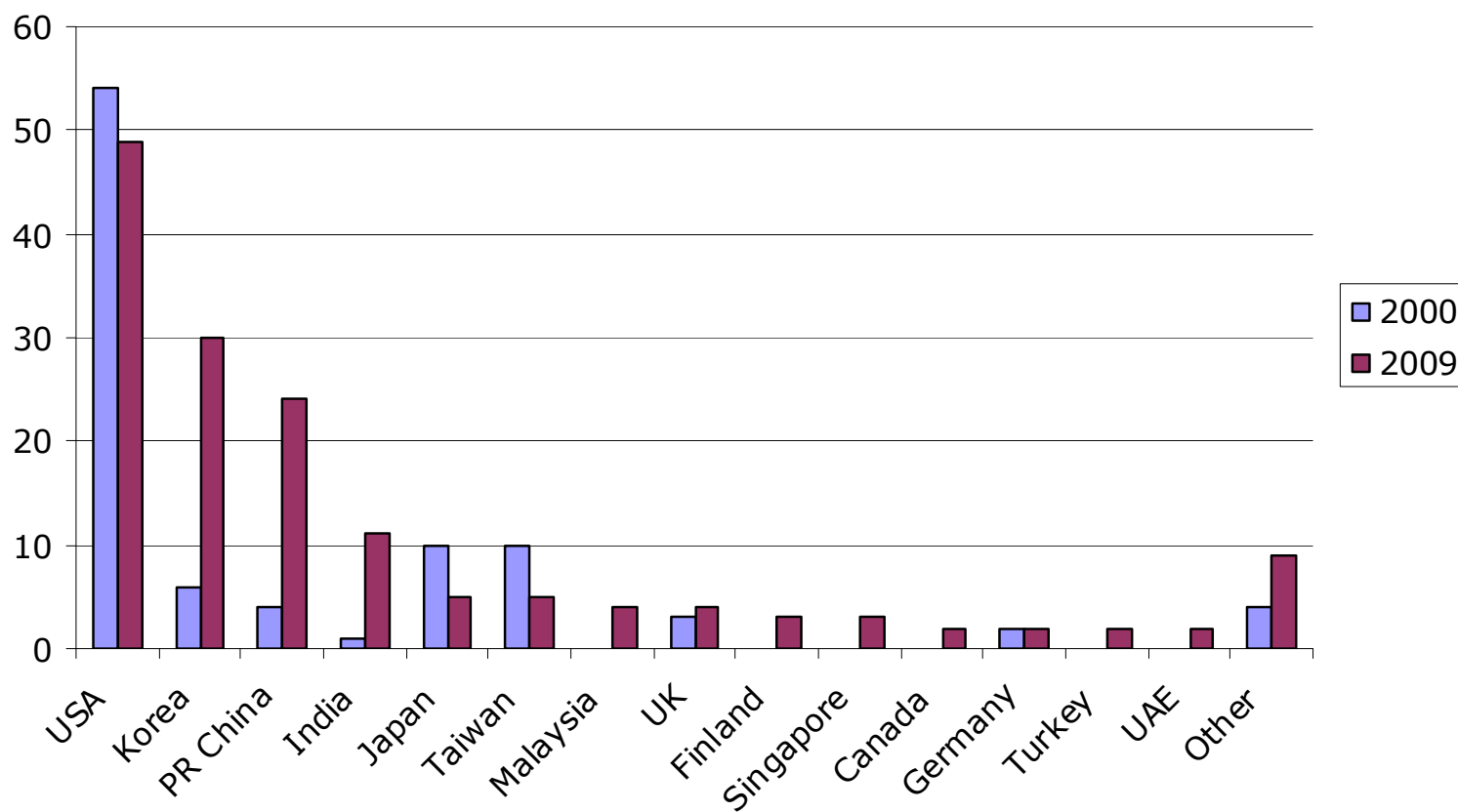
Brazil



Russia



NFIA results 2000 vs 2009 by country of origin



Why the Netherlands

- Gateway to Europe
 - Mainports and physical infrastructure
 - Efficient customs operations
 - Logistics services and financial services
 - Acceptable business costs and favorable fiscal climate
 - Open and internationally oriented economy
- But also
 - Innovation
 - Sustainability
 - Digital infrastructure

Soft factors

- Visa and work permits

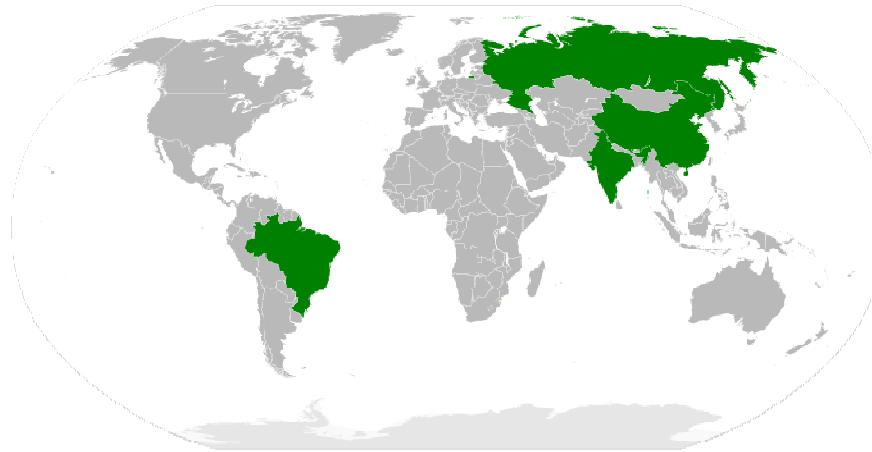


Soft factors

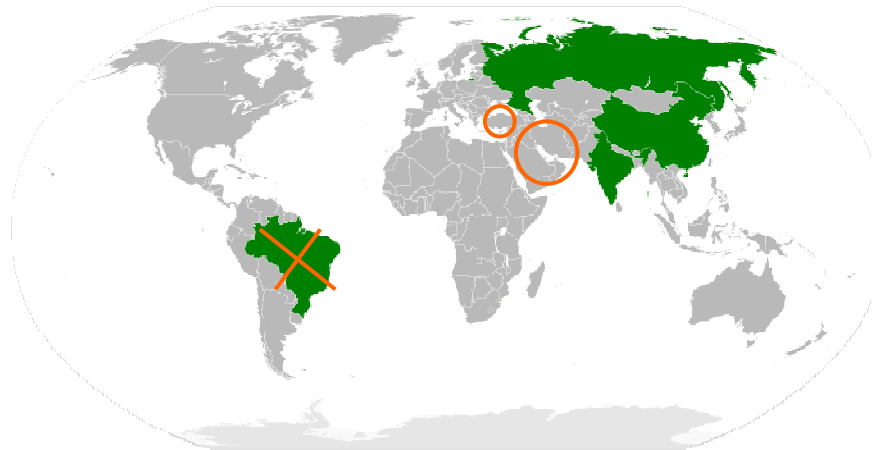
- Cultural identity



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China



Turkey
Russia
India
China
Gulf Region