

BRIGHT BRABANT

A satellite night view of Europe, showing city lights and geographical features. A red dot is placed in Belgium, with a thin white line extending upwards from it towards the sun, which is visible as a bright arc on the horizon. The background is a deep blue space filled with stars.

**Beyond boundaries, Brabant's
solutions to global challenges**

WHY BRABANT

5 reasons for establishing in Brabant

Vibrant city of Breda. The city has been voted best city centre in the Netherlands, with plenty of pavement cafes, trendy restaurants and excellent shopping.

Brabant is a prime location in the Netherlands, offering rapid and direct access to key markets in Europe and the rest of the world. The region offers great international access, is the #1 region in R&D spending and 54% of patents in the Netherlands originate from Brabant. These are only a few reasons how Brabant can help you accomplish what you do best: doing business.

1. Easy international access

Brabant's central location means it's a perfect springboard into the European market. The major European economies – Germany, France, UK and the Benelux – are all within a day's reach, while major points of access such as the Port of Rotterdam, Amsterdam Schiphol Airport and Port of Moerdijk offer an outstanding in- and outbound infrastructure. You will find easy access to 170 million Europeans within 500 km of Brabant's central location.

2. Innovation leader

Brabant is the most intensive region in the Netherlands when it comes to R&D and one of the most innovative regions in Europe. A restless spirit of innovation runs throughout Brabant, and the numbers back this up. Brabant accounts for 30% of all private R&D spending in the Netherlands and more than 50% of all Dutch patent applications. Next to that, with over 34,000 people engaged in R&D activities, Brabant can provide the required brainpower thanks to its bright people and numerous research and educational institutes.

3. Available brainpower

The share of highly educated people in Brabant amounts to approximately 40%. The region is responsible for more than 50% of all patent applications in the Netherlands, done by more than 16,000 researchers in total. With a growing number of graduates each year, Brabant can offer you great brainpower.

4. Strong OEM base

Brabant is home to global leaders. Leading companies,

institutes and campuses all work together each day for a better tomorrow. Our prominent business environment includes, amongst others, Atos, IBM, SAP, Thermo Fisher and Microsoft.

5. Quality of life

Life is good in Brabant. And that's not only because of its warm and welcoming people, but also because of its excellent facilities: you are close to everything that makes life easier and more enjoyable, such as leading international schools, beautiful nature and leisure parks, a vibrant nightlife and cuisine and lively cities. ●

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The Efteling has grown into one of the largest amusement parks in Europe, attracting over 5 million visitors annually.

