

0- IT in the Netherlands Past- Current – Future

1- Disclaimer This short analysis is a personal view,

2 past & tradition

It's still common to hint at a rich past: we conquered and mastered the water, were global players on spices, coffee, thee and so on

Since centuries this country had a tradition with shipbuilding, after the industrial revolution coalmines and all kinds of manufacturing were added.

Leap to the 70's of last century –

coalmines were closed due to cheap oil imports and huge gas reserves in the North

Assembly of cars and the national car manufacturer sort of collapsed
Shipyards – well that was going bad as well, due to cheap labor elsewhere

3- The Dutch Transformation

But we also had electronics manufacturing:
Philips – more than light bulbs only
and IBM Sperry/Remington
and a number of scientific institutes working with universities

So from the early 80's we went from Production to services and that went well with the further expansion of services (non industries) like banking

4- The Dutch markets WHERE are they

IT was based in Amsterdam, Eindhoven (industry) and Delft (University)
Today there are far more hotspots in this country.
First and very important – this is a small country.
If we NOW decided to get a taxi and ask the driver to show us ALL IT hotspots of the country, we'll be back here in Rotterdam before dinner.

The hotspots are of course in and close to the cities that already had some early-IcT industries, like Amsterdam and Eindhoven.

And we now have Rotterdam of course, Groningen where in the early 80's part of the National Telecoms operator was moved to, we have Twente with a highly regarded Technical University, and Wageningen with its famous agriculture University.

Are those 7 places where you should focus on?

Remember, this country is so small, we can visit all those cities and universities on 1 day.

Lesson: DONT FOCUS ON THE WESTERN PART – THERE'S MORE TO EXPLORE

5- Current National Issues

may be no surprise but we have some serious issues in this country where IT can help

- healthcare
- farming/agro/livestock
- water management
- energy – smart grids
- traffic/mobility
-
- -Export versus Import -
- **Dutch Disease – too much depending on selling natural resources and investing too little in new industries**

6- The Dutch markets – Known vs Unknown

We consider ourselves to have an excellent IT infrastructure

We are almost the starting point of the internet

We host 2 of the biggest Internet Exchanges

Name 1 global Datacenter, Telecomprovider or Network operator not present in this county

BUT

The exact size of the market is unknown,

What is known that banks, chambers of commerce, even the national statistical bureau are using different definitions.

That explains why there are a lot of numbers.

61* telecommunications

62* support activities in the field of Information Technology

63* Information service activities

Now my research and consultancy bit:

What we offer is:

- few enterprise sized companies
- large number of SME's
- and SoHo /Freelance companies

Most of them too small NOT to be forced to work with other companies

Industry organizations: there are many, simply too many, it's part of our culture

7- The Dutch markets Dark Clouds

Impact of Internet bubble (2001~2003) and Bankingcrisis (2007 ~ onwards)

Everyone is looking for next big thing, a new Facebook

Clash of generations

Competition from Barcelona, Berlin, USA (Sun, Culture, Money)

8- The Dutch market – Sunny side

- New generations

- High tech agriculture/farming
- High tech Accountancy
- High tech music, arts

*-Cooperation, working together, SoHo , flexibility, the word Partner, Partnering is HOT!

9- Dutch Market trends to remember

nonchalant, careless behavior

BUT

some serious accidents changed our behavior

Diginotar

- *- results: IS27001 and ISAE3402
- *-more focus on security
- *-NL wants to be cybersecurity hotspot

10-Dutch market still open for debate:

+/+ tech infra

+/- education

+/- permanent education (crisis, money, age)

-/- international focus

Amsterdam, AMSix is the center of the universe when talking about Internet and IT.

11- Resume

Dutch market is, well interesting the least

Small country

Opportunities, as long as you remember that NL is more than Amsterdam and Rotterdam

niches and business opportunities are to be found at smaller companies,

Less predictable; maybe

Willingness to work together; sure

12- Advice

Finding partners in this country.

What is our USP: Internet, everything is done online,

1.000 B2B Internet providers and ~~+100 datacenters~~ – they are the best starting point for knowing Dutch IT landscape

188 DC's

