Making Choices in a Globalized World

Frank Heemskerk, minister for Foreign Trade, 13 October 2008
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1. Combining Trade Promotion, Innovation and attracting FDI
2. Holland Branding
3. Increasing focus, joining efforts
4. CSR as a competitive edge
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Combining Trade Promotion,
Innovation
and attracting FDI
Three reasons to invest in the Netherlands

• strategic location

• international business environment and friendly fiscal climate

• quality of life
Extra effort in priority countries
Emphasis on sectors of excellence
Successful public private partnership
Joining Private en Public Forces
CSR is for Successful Companies
Conclusions

Our choices:

• Use synergies between trade, investments and innovation
• Effective Country Branding
• Focus on countries and sectors of excellence and join public and private efforts
• Stay ahead on CSR!

And your choices?