

Export Promotion

Economic Information Service

This section of the Ministry of Economic Affairs is the official Government office for trade promotion. It has the general task of analyzing markets abroad, in concert with the Dutch Foreign Service, to develop export opportunities. Such trade opportunities are published in its periodical Economische Voorlichting along with other trade and marketing information. It also participates in trade fairs and coordinates the flow of commercial information among itself, the Council for Trade Promotion, and the Dutch Foreign Service.

Netherlands Council for Trade Promotion

The Council is financed on a 50-50 basis by the Government and private industry. Almost all Dutch export promotional organizations cooperate with the Council. It has control of Government subsidies for trade promotion.

Market Analysis

The Council provides systematic analyses of foreign markets. This research is based on trade statistics developed by the Netherlands Government and on data obtained in the course of market exploration trips by Council personnel and representatives of member industries to foreign countries.

Trade Fairs

The Council assists the Government in providing Dutch representation at Foreign trade fairs and exhibitions. Participation in trade fairs is subsidized, in part or in full, by the Dutch Government. A mobile trade fair has recently been initiated.

Trade Missions

The Government sponsors several industrial trade missions annually. These are organized by the Council. High Government officials often head these missions.