



# Creative Industries

The Netherlands



# **1** Global  
"AD MECCA"  
— Advertising Age

  
**1,300**  
FASHION DESIGNERS

**3**RD  
LARGEST  
Exporter of  
TV Formats Globally

# Holland: The Creative Capital of Europe

**Renowned internationally for its entrepreneurial spirit and out-of-the-box thinking, the Netherlands is Europe's creative epicenter and an excellent place to grow your business.**

## **A Hub for Creative Talent**

The Netherlands' innovative culture and high quality of life attracts creative minds from all over the map, making it one of the world's most multicultural hubs for creative talent. Schools like Design Academy Eindhoven, Amsterdam Fashion Institute and Arnhem Academy of Art & Design are also churning out some of the best and brightest creative talent.

## **Where Major Brands Bring Ideas to Life**

With its strong base of creative, multilingual talent, competitive international business climate and resources to support innovation, the Netherlands is an ideal environment to bring ideas to life. That's why big names in fashion, advertising, entertainment and media continue to choose Holland for a multitude of operations—from headquarters and marketing and sales to logistics and distribution.



### DID YOU KNOW...

*Global brands like Nike, Coca-Cola, Adidas and Heineken rely on ad campaigns created in Holland.*



Chicago-based entertainment company Gracenote opened an office in Amsterdam in 2004 and later expanded to establish European headquarters there, thanks to availability of skilled workers fluent in both English and Swedish.



“**Amsterdam is extremely well-suited as a hub for international business.**”

Blanca Guzman  
Director of International Content Acquisition  
Gracenote

# Thriving Creative Industries

**Whether it is fashion, advertising, entertainment or media, the Netherlands is making a name for itself as a hotspot for creative industries.**

## ***Fashion and Apparel Gateway to Europe***

Home to more than 1,300 fashion designers, top design schools, Amsterdam International Fashion Week and some of the industry's most iconic brands, the Netherlands is rapidly developing into the fashion and apparel gateway to Europe. With the entire supply chain represented—from high-quality design and production to sales and marketing, retail and distribution—there's no better place than the Netherlands to launch your international fashion expansion.

## ***A Global Ad Mecca***

Lauded as a global “ad mecca” by Advertising Age, Amsterdam has attracted some of the most cutting-edge agencies in the industry, including Wieden+Kennedy, Anomaly, AKQA, Wave Studios and Frog Design—not to mention some of the world's top creative talent.

## ***Entertainment and Media***

With strengths in film and music and 15,000 professionals working in radio and TV, the Netherlands fosters a dynamic entertainment and media industry, including some of the world's largest independent production companies, state-of-the-art post-production houses, a top-ten recorded music market and one of the fastest-growing markets for music streaming services.



When TOMS decided to bring its EMEA headquarters to Europe in 2012, the California-based footwear company found a home in Amsterdam, where fashion, social innovation and creativity collide.

“

***TOMS is in the business to help improve lives. We found that the Netherlands is really leading the conversation on social enterprise. Amsterdam in particular is a hub for social innovation and sustainability, as well as creativity and fashion.”***

Allie Tsavdarides  
Head of Marketing and  
Communications  
TOMS EMEA

## DID YOU KNOW...

*Known as the “Denim Capital of Europe,” Amsterdam is home to the highest density of denim brands and the only Jean School in the world.*



## How We Can Help

***The Netherlands Foreign Investment Agency (NFIA) stands ready to help companies big and small at every stage of establishing or expanding operations here.***

***Free, confidential services offered by NFIA include:***

- Organizing fact-finding missions
- Arranging meetings with relevant partners
- Providing personalized guidance and counsel on tax, government and permit procedures
- Exploring location options and business solutions

***Visit our website to set-up a meeting with an NFIA representative near you.***



Netherlands Foreign Investment Agency

[www.investinholland.com](http://www.investinholland.com)