

Defence Attaché to: The Netherlands

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1. What are the current growth areas in the regional defence industry?

- Cyber security and information analysis
- Training awareness & education
- Maintenance (from ships, to real estate and everything in between)

The above has been extracted from the Defence Vision 2035 paper, set-up by the Dutch Ministry of Defence in 2020. It is worth noting that although the overall priorities will remain, an updated version of this paper is due given the fact that The Netherlands has a new administration (sworn in January 2022) and considering the situation in Ukraine.

2. Are there any cultural or regulatory protocols unique to doing business in the region?

The Netherlands is a very pragmatic, business-friendly and open country. They will always look for the best price-quality solution. Defence procurement recently gained momentum given the current situation in eastern Europe. That being said, this also means there is a renewed focus from parliament on Defence (spending) and therefore the political landscape needs to be taken in to consideration as well. This especially applies to planning, updating or amending of spending priorities and timing.

3. What are your five top tips for anyone looking to enter this regional market?

It ties in with the above mentioned:

1. Being pragmatic (keep an eye on the price-quality balance),
2. Being aware of the bigger picture (The Netherlands is a small country, heavily depending on bigger Defence partnerships such as NATO and EU defence cooperation),
3. Being aware of politics (procurement procedures can take years, given the amount of money involved as well as the political sensitivity),
4. Being aware of history (NL MOD is still recovering from years of spending cuts, meaning there is substantial backlog to work on)
5. To team up with Dutch stakeholders where appropriate can be an advantage in some bids.

Further reading:

- [Netherlands Defence Vision 2035 \(EN\)](#)
- [Netherlands Defence Industries news site](#)