



# **BUSINESS CLIMATE SURVEY FOR SWEDISH COMPANIES IN THE NETHERLANDS 2022**

**A REPORT FROM TEAM SWEDEN IN THE NETHERLANDS**

## **KEY CONTRIBUTORS TO THIS REPORT**

### **Swedish Chamber of Commerce in the Netherlands**

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### **Business Sweden**

### **Embassy of Sweden in the Netherlands**



# FOREWORD

The Dutch market has always been very important to Swedish companies and continues to be so. It is Sweden's seventh-largest export market and third-largest import market at SEK 162 billion in total 2021. The Netherlands is an attractive market for Swedish companies with its logistically strategic location and high degree of digitalisation, technology, innovation, and sustainability. It is also an interesting test market for onward expansion to other countries in Europe. The Dutch business climate bears clear resemblances to that of Sweden. Swedish companies and products enjoy a great reputation for innovation, tech, quality, as well as sustainability, among consumers.

Team Sweden in the Netherlands (the Embassy of Sweden, the Swedish Chamber of Commerce, and Business Sweden) have conducted the second Business Climate Survey among Swedish companies in the Netherlands. The findings are presented in this report. This survey was carried out between March and April 2022. The ongoing Russian aggression on Ukraine is likely to have influenced the answers.

The Business Climate Survey was conducted globally for the first time in 2020. In total, the Swedish Business Climate Survey was conducted by Team Sweden in 21 countries in 2022 and for the Netherlands, this was the second year. Conducting the Business Climate Survey regularly enables us to track and analyse changes over time. The purpose of the Business Climate Report is to increase the understanding of Swedish companies' performance in the Netherlands and deepen our appreciation of the opportunities and challenges that the Dutch market poses. In addition, it may serve as reference material in bilateral trade dialogues between Sweden and the Netherlands.

It is with great joy and pride, that Team Sweden continues to support Swedish companies in the Dutch market. While the trade relationship between our two countries is very strong, no effort should be spared to deepen it even further. We would like to extend our most sincere thanks to the participating companies and respondents who have contributed to this report.



**H.E. Mr. Johannes Oljelund**  
The Ambassador of Sweden



**Johan Uhlin**  
Chairman of the Swedish Chamber of Commerce



**Tomas Korseman**  
Business Sweden  
Trade & Invest  
Commissioner Benelux

# EXECUTIVE SUMMARY



## Profitability

**89%**

of the responding companies reported 2021 as profitable.



## Economic outlook

**75%**

of the companies reported that they believe their turnover will increase in the coming 12 months compared to the previous 12 months.



## Advantages of the Dutch market

1. Physical infrastructure
2. Personal safety
3. Legal security



**36**

out of 86 asked companies answered the Business Climate Survey conducted in the Netherlands. Making it a 42% answer rate.



## Investments

**50%**

reported that they will increase their investments in the Netherlands the coming 12 months.



## Business Climate in the Netherlands

**84%**

of the respondents reported the Dutch business climate in 2021 as very good or good.



## Swedish Brand

**66%**

of respondents consider that the "Swedish Brand" contributes positively to their business.



## Top 3 success factors according to respondents

1. Sustainability
2. Service dev. /adaption
3. Customer feedback



## Acting Sustainable

**83%**

of the respondents believe that their customers consider environmental aspects in their purchasing decisions.

# ABOUT THE SURVEY

## A successful second Business Climate Survey

2022 is the second year of the Business Climate Survey in the Netherlands, a Team Sweden project, based upon the new unique partnership created by Business Sweden and Swedish Chambers International, the association of Swedish Chambers of Commerce abroad.

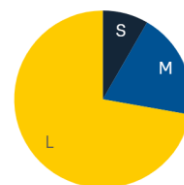
The Business Climate Survey provides insights into the economic outlook in the Netherlands as well as specific factors that allow Swedish companies to succeed in the Netherlands. For the second consecutive year, Team Sweden carried out a survey to understand how Swedish companies, actively operating in the Netherlands, perceive the market conditions and the economic prospects of their business. More than just a broad overview, the survey aims to show differences between industries, company size, and company age.

How are the Swedish companies established in the Netherlands experiencing the Dutch business climate? The report provides valuable insights into the economic outlook in the Netherlands including key facts about the market and success factors for Swedish companies in the Netherlands. The Business Climate Survey will be conducted worldwide on a regular basis in the future in order to track and analyse market conditions and the performance of Swedish companies over the years.

This year, the survey was distributed to a select sample of 86 local executives representing Swedish firms, 36 of which provided answers making it a 42 per cent answer rate. The answers were collected between March 30th and April 25nd. It should be noted that the size and industry composition of our respondents are not representative of the overall Dutch business landscape. Any of the statistics presented in this report are solely indicative of our respondents' experience in the Dutch market.

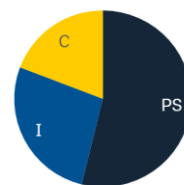
Around 72 per cent of the respondents represent large companies, 19 per cent medium-sized companies, and 8 per cent represented small companies. 19 per cent of the respondents were from the industrial sector, 39 per cent from the professional services sector, and 14 per cent from the consumer product sector. The remaining percentage, 28 per cent, represented other sectors. The majority, 76 per cent, of the participants were mature companies having operated in the Netherlands for more than twenty years. 12 per cent were experienced companies that entered the market between 2009 and 2014 and the remaining 12 per cent were newcomers with only a few years of experience in the market.

### SIZE OF COMPANIES



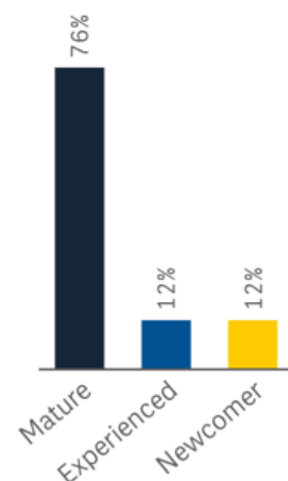
NOTE: Global employees. Large >1000. Medium 250-1000. Small 0-249.

### MAIN INDUSTRY



NOTE: 19% Industrial. 39% Professional services. 14% Consumer.

### AGE OF COMPANIES



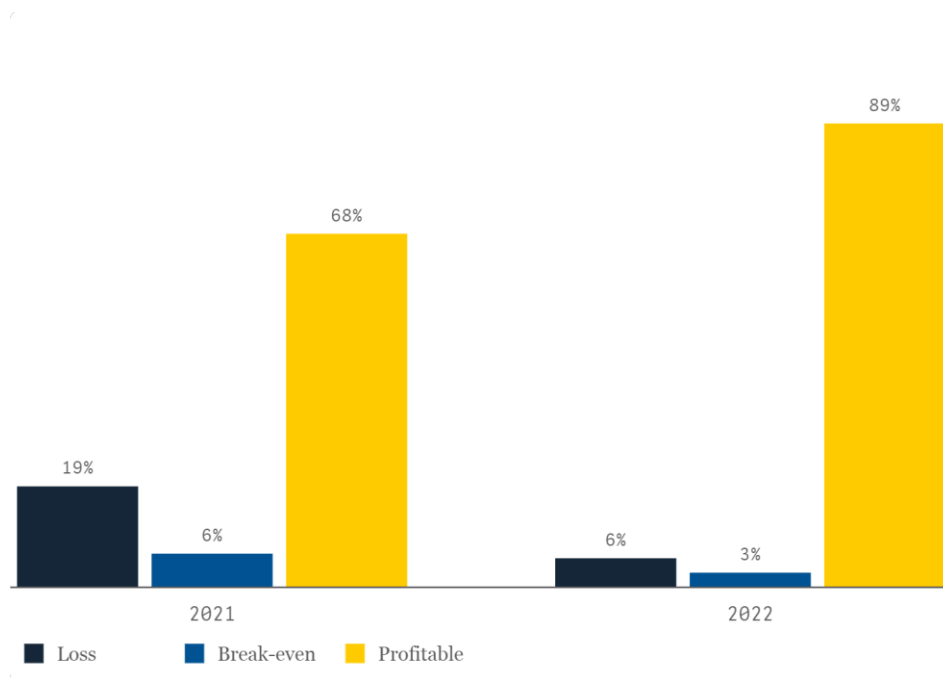
NOTE: Mature (<2000). Experienced (2001-2015). Newcomer (2016-)

# ECONOMIC OUTLOOK

## A very profitable year

Following 2020, a year where the majority of the respondents described their financial performance as profitable, 2021 was even more profitable. In fact, 89 per cent of the companies answering the survey perceived 2021 as a profitable year. Furthermore, this year 6 per cent of the respondents answered that they made a loss, which in comparison to last year was 19 per cent.. However, half of the newcomer companies answered that they made a loss during 2021. Company size (small, medium, large) does not seem to significantly impact these results.

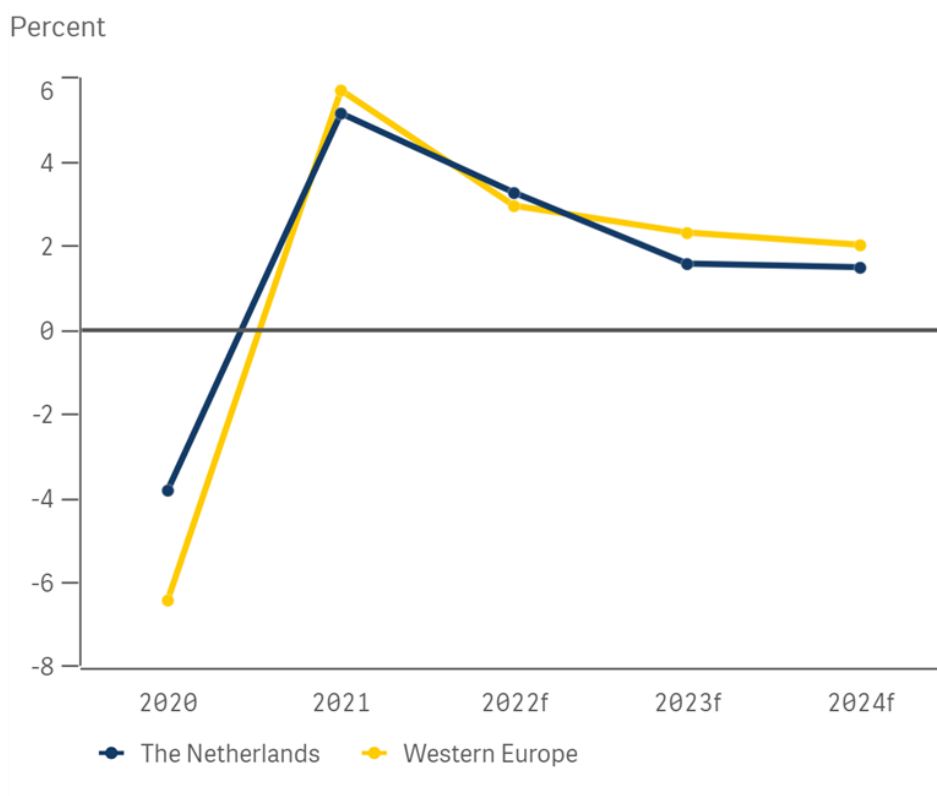
### HOW WOULD YOU DESCRIBE YOUR COMPANY'S FINANCIAL PERFORMANCE IN THE NETHERLANDS IN 2021?



NOTE: The number of respondents for this question was 36. "Don't know/Not applicable" responses are included but not shown in figure.

SOURCE: Business Climate Survey for Swedish companies in the Netherlands 2022.

## PROJECTED GDP GROWTH IN THE NETHERLANDS?



SOURCE: Oxford Economics, GDP, real, annual growth. Last update: 20 April 2022.

The Dutch economy has steadily been growing over the past years with a slight decline in 2019. Compared to other Western European countries, Dutch GDP has almost exactly followed the average European growth level until 2020, when the COVID-19 outbreak clearly made an impact on the GDP as seen in the graph. The Netherlands had a drop by -3,8 per cent during 2020 compared to -6,7 per cent for Western Europe.

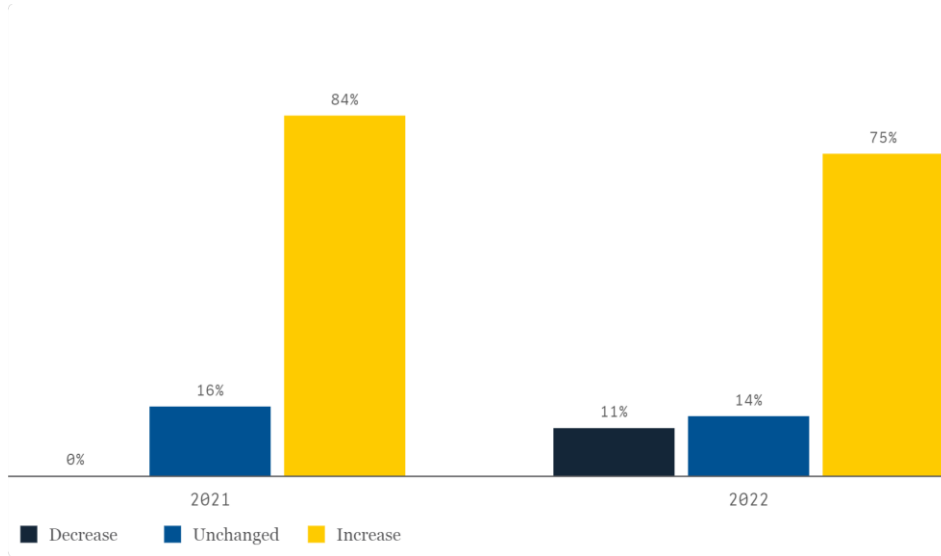
In 2021, the GDP for the Netherlands was almost at the same level compared to other Western European countries and had high growth from 2020's -3,8 per cent to 2021's 4,8 per cent.

However, if we look ahead, Western Europe and the Netherlands seem to have a bounce-back during 2022 and are projected to reach an approximate 4 per cent GDP Growth in 2022. The GDP Growth for the Netherlands in 2022 is expected to be slightly higher than other Western European countries (Oxford Economics, 2022-04-20).

► **The GDP Growth for the Netherlands in 2022 is expected to be lower than 2021, but slightly higher than other Western European countries**



## COMPARED TO THE DEVELOPMENT IN THE PAST 12 MONTHS, WHAT ARE YOUR TURNOVER EXPECTATIONS FOR THE COMING 12 MONTHS IN THE NETHERLANDS?



NOTE: Decrease and increase represent aggregations of slight / significant development changes. The number of respondents for this questions was 36. "Don't know / Not applicable" responses are included but not shown in figure.

SOURCE: Business Climate Survey for Swedish companies in the Netherlands 2022.

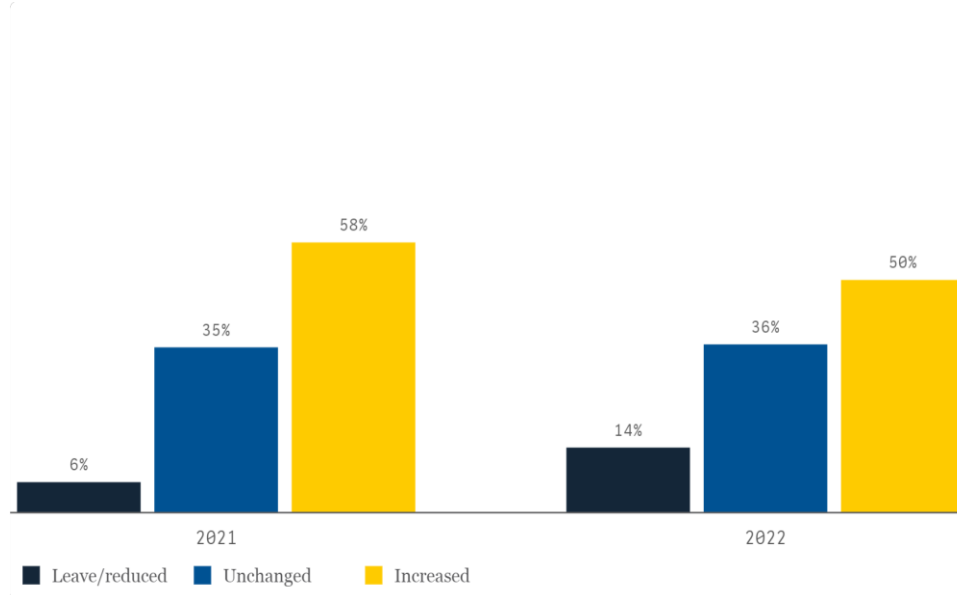
When we asked about the outlook in last year's survey, the majority of the respondents had an optimistic view and expected turnover to increase significantly. In fact, last year 84 per cent of the respondents mentioned that they will increase their turnover.

In comparison with this year's expectations for the coming 12 months, companies still have a positive view and 75 per cent of the respondents answered that their turnover will increase, which is 9 per cent less than the previous year. This year, 11 per cent of the companies tend to decrease their turnover compared with the 0 per cent decrease the previous year.

Looking deeper into the answers, we can see thatn and experienced companies are more optimistic than mature companies. All of the newcomers and experienced companies answer that their turnover will increase, compared to mature companies where only 64 per cent answered their turnover will increase.

## WHAT ARE YOUR COMPANY'S INVESTMENT PLANS FOR THE COMING 12 MONTHS IN THE NETHERLANDS COMPARED TO THE PAST 12 MONTHS?

INVESTMENTS WILL BE...



NOTE: Reduced and increased represent aggregation of slight/ significant development changes. The number of respondents of this question was 36. "Don't know / Not applicable" responses are included but not shown in figure.

SOURCE: Business Climate Survey for Swedish companies in the Netherlands 2022.

## Swedish companies still have optimistic investment plans

In last year's survey, respondents showed a diverse attitude towards investment with 58 per cent planning an increase in investments and 35 per cent having unchanged plans of investing. This year the investment appetite has slightly decreased: 50 per cent of the respondents have plans to increase investments and 14 per cent of the companies will leave the market or reduce their investments. Of the 50 per cent that indicate plans to increase investments, small companies seem to be most eager. In fact, all small company respondents stated that they will increase their investments in the coming 12 months. The vast majority of the retail sector, 60 per cent, plan to leave the market or reduce their investments.

# THE MARKET

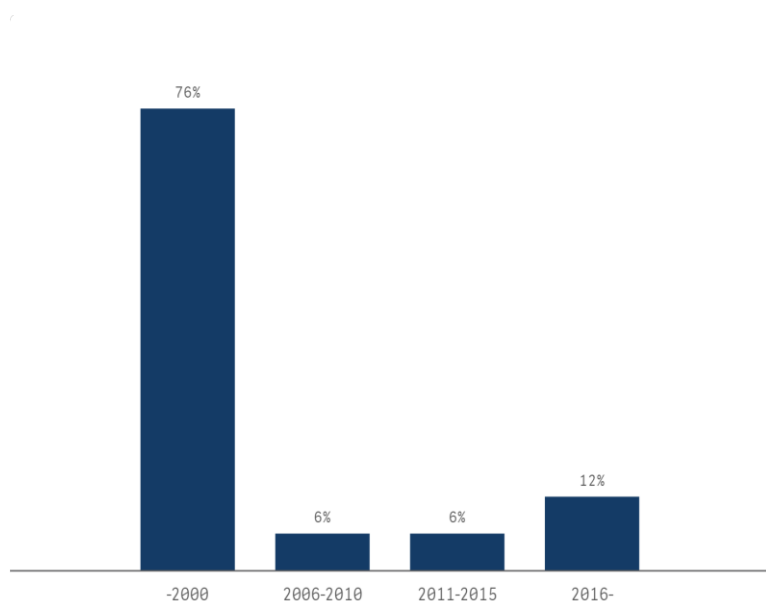
## The Netherlands remains an attractive market to enter

The Netherlands is the most competitive economy according to the WEF Competitiveness Index in Europe and one of the best countries for doing business in according to Forbes. A growing number of foreign businesses decide to set up a business in the Netherlands. There are plenty of reasons for this: the advanced IT infrastructure and logistics, the supportive corporate tax structure and the strategic geographic location, which makes it ideally situated for businesses that want to expand their activities across Europe (KVK).

With a strategic location accessing over 170 million consumers within 500 km, the possibilities are endless. In addition to the physical connectivity, the Netherlands is also ranked among the highest in digital connectivity (ec.europa.eu) enabling business online or in-person even easier.

Having a highly connected society opens up for greater collaboration and it is thought to be one of the reasons why the Netherlands is ranked in the top six among countries according to the Global Innovation Index 2021. The Netherlands has the highest quality of life and the highest proficiency in English (EF English Proficiency Index 2021).

### IN WHAT YEAR DID YOUR COMPANY ESTABLISH OPERATIONS IN THE NETHERLANDS?

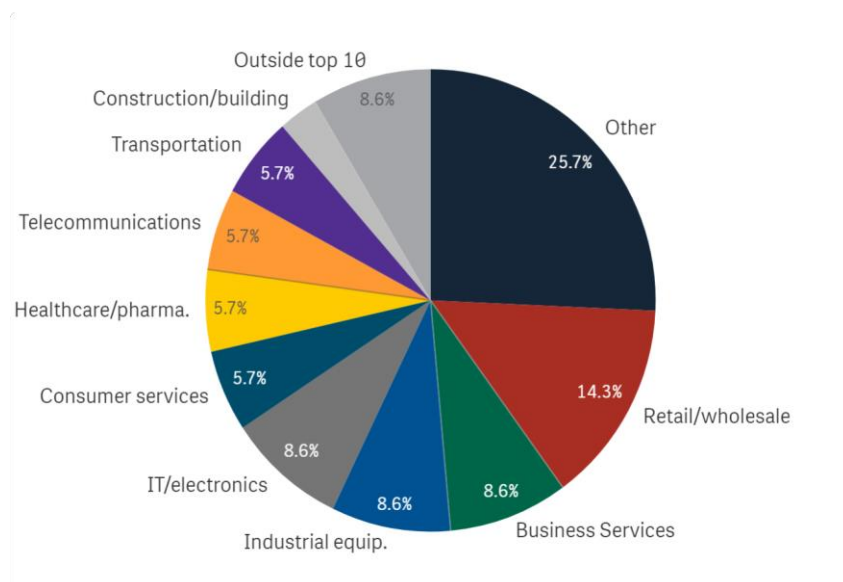


NOTE: The number of respondents for this question was 36, "Don't know/Not applicable" responses are included but not shown in figure.

SOURCE: Business Climate Survey for Swedish companies in the Netherlands 2022.

Respondents in our survey are active across a wide range of industries, with the largest share operating within retail/wholesale, business service, industrial equipment and IT/electronics.

### WHAT IS YOUR COMPANY'S MAIN INDUSTRY IN THE NETHERLANDS?



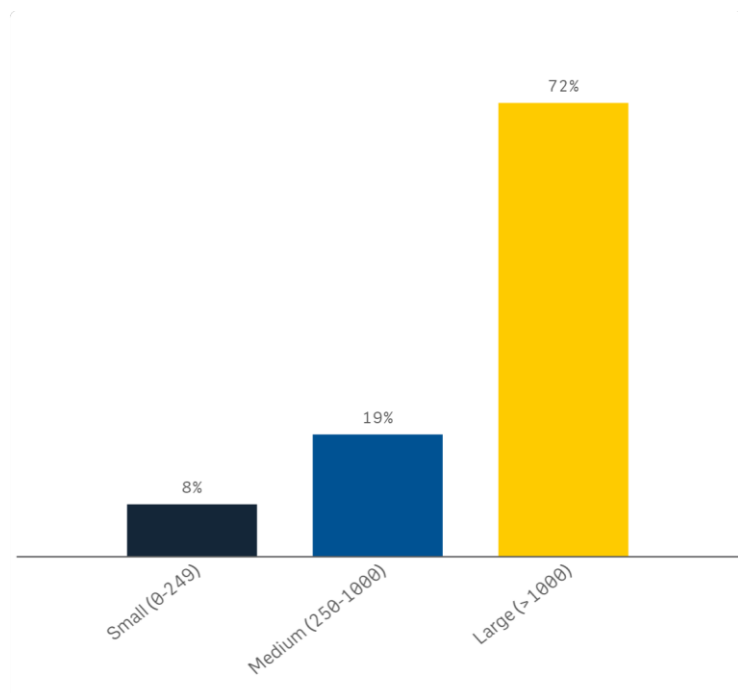
NOTE: The number of respondents for this question was 35. "Don't know/Not applicable" responses are included but not shown in figure.

SOURCE: Business Climate Survey for Swedish companies in the Netherlands 2022.

The majority of the companies that participated in the survey have between 0-and 249 local employees. Companies having a local workforce between 250- and 1000 employees represent 11 per cent of the survey answers. 8 per cent of the survey answers comes from small companies.

Looking at the number of employees on a global level, 72 per cent of the respondents answered that they have more than 1,000 employees. 19 per cent of the companies answered that they are a medium company, with 250-1,000 employees globally. The remaining 8 per cent answered that they have 249 or fewer employees globally.

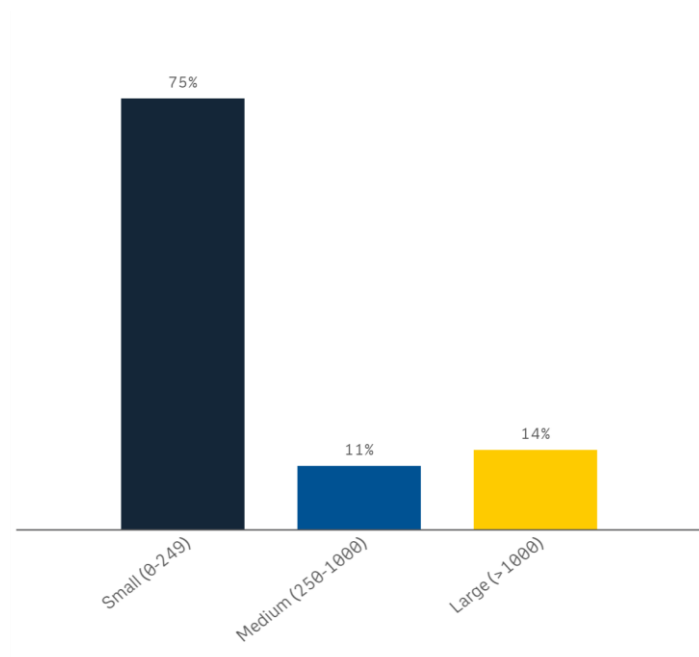
**PLEASE ESTIMATE: A) THE GLOBAL NUMBER OF EMPLOYEES (FULL-TIME RESOURCES) IN YOUR COMPANY IN 2022.**



NOTE: The number of respondents for this question was 36. "Don't know/Not applicable" responses are included but not shown in figure.

SOURCE: Business Climate Survey for Swedish companies in the Netherlands 2022.

**PLEASE ESTIMATE: B) THE LOCAL NUMBER OF EMPLOYEES (FULL-TIME RESOURCES) IN YOUR COMPANY IN 2022.**



NOTE: The number of respondents for this question was 36. "Don't know/Not applicable" responses are included but not shown in figure.

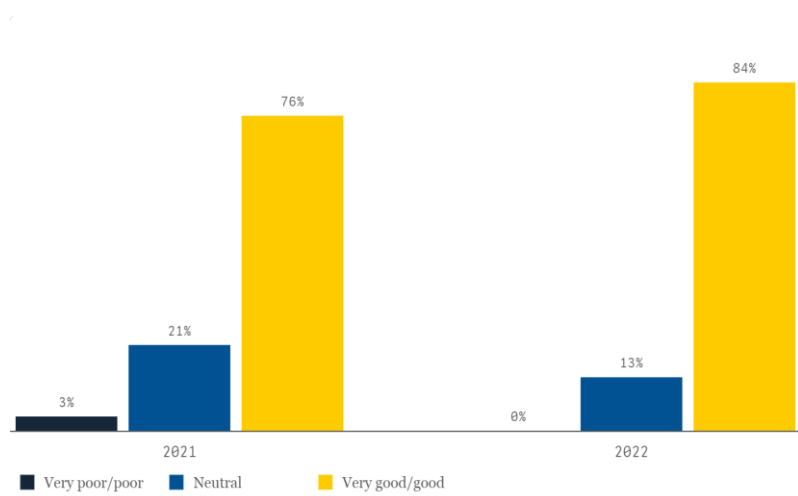
SOURCE: Business Climate Survey for Swedish companies in the Netherlands 2022.

## A positive view on the Dutch business climate

Previous year, the year that the Business Climate Survey was launched for the first time in the Netherlands, the vast majority (76 per cent) of the respondents found the Dutch business climate very good or good. The most positive companies were the industrial sector that report a 100 per cent confidence in the Dutch business climate. Breaking down the data by age, the majority of companies giving a positive response are experienced companies.

Looking at this year's figures, we can see that 84 per cent of the responding companies perceive the business climate as very good or good. Followed by the remaining 13 per cent who describe the Business Climate in the Netherlands as neutral. In fact, this year none of the respondents perceived the business climate as very poor or poor. The most positive main industry of the Dutch business climate this year is professional services followed by the industrial sector. However, 50 per cent of the consumer industry perceives the business climate in the Netherlands as neutral. Furthermore, breaking down the answers by age, all the newcomers and experienced companies perceive the Dutch business climate as very good or good, followed by 76 per cent of the mature companies giving a positive response.

### HOW DO YOU PERCEIVE THE CURRENT BUSINESS CLIMATE IN THE NETHERLANDS?



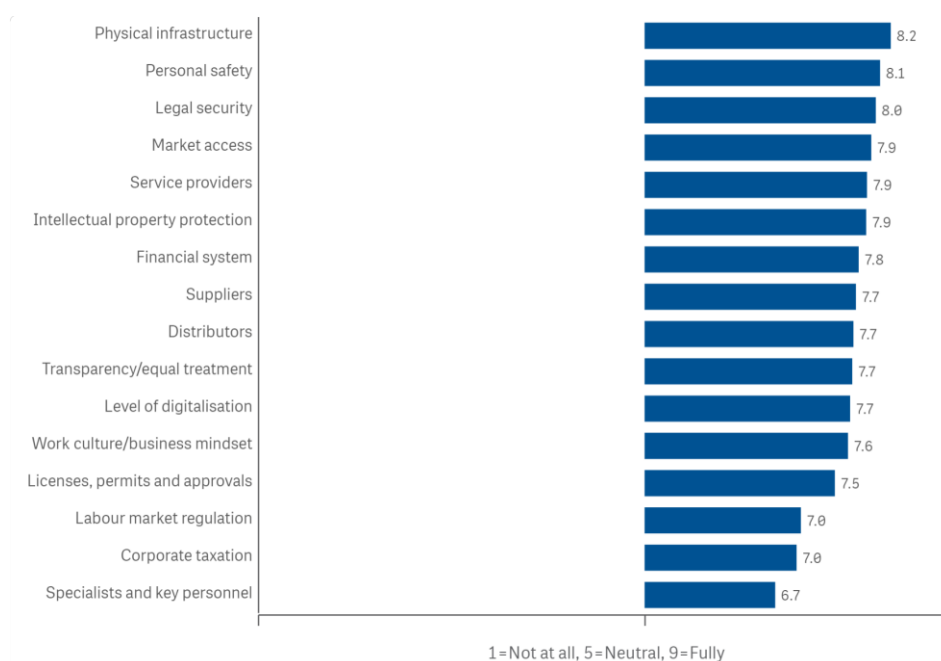
NOTE: The number of respondents for this question was 31. "Don't know/Not applicable" responses are included but not shown in figure.

SOURCE: Business Climate Survey for Swedish companies in the Netherlands 2022.

## Swedish companies in the Netherlands rank physical infrastructure highest

There are a number of factors that determine whether or not the business environment is conducive to success. We asked Swedish companies in the Netherlands to evaluate to which degree certain factors met their needs in the Dutch market. In 2021, the highest ranked factors were personal safety, followed by work culture/business mindset and physical infrastructure. This year, on average, respondents gave the highest score to physical infrastructure followed by personal safety and legal security. Companies did not seem to find anything particularly bad, but trailing on the lower end of the scores we find labour market regulations, corporate taxation and specialists and key personnel.

### PLEASE RATE FROM 1-9 HOW THE BELOW CONDITIONS MEET THE NEEDS OF YOUR COMPANY'S BUSINESS IN THE NETHERLANDS?



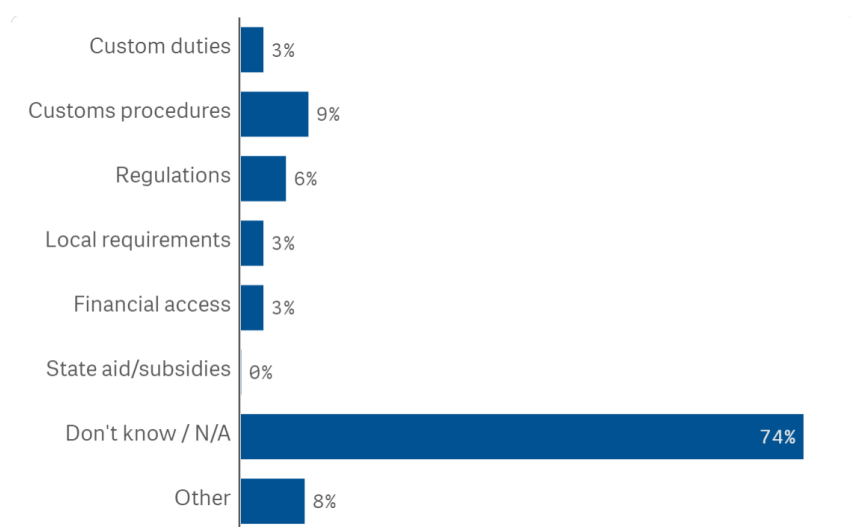
NOTE: The number of respondents for this question was 36. "Don't know/Not applicable" responses are included but not shown in figure.

SOURCE: Business Climate Survey for Swedish companies in the Netherlands 2022.

## Swedish companies do not encounter issues with trade barriers

A clear majority of the respondents (74 per cent) have not encountered any issues with trade barriers or are not aware of any taking place. Meanwhile, among the respondents that have encountered trade barriers with a noticeably negative impact on business, custom procedures stand out as the most common one.

### HAS YOUR COMPANY IN THE PAST YEAR ENCOUNTERED TRADE BARRIERS IN THE NETHERLANDS WITH A NOTICEABLY NEGATIVE IMPACT ON OPERATIONS, IN ANY OF THE FOLLOWING AREAS?



NOTE: The number of respondents for this question was 36.

SOURCE: Business Climate Survey for Swedish companies in the Netherlands 2022.

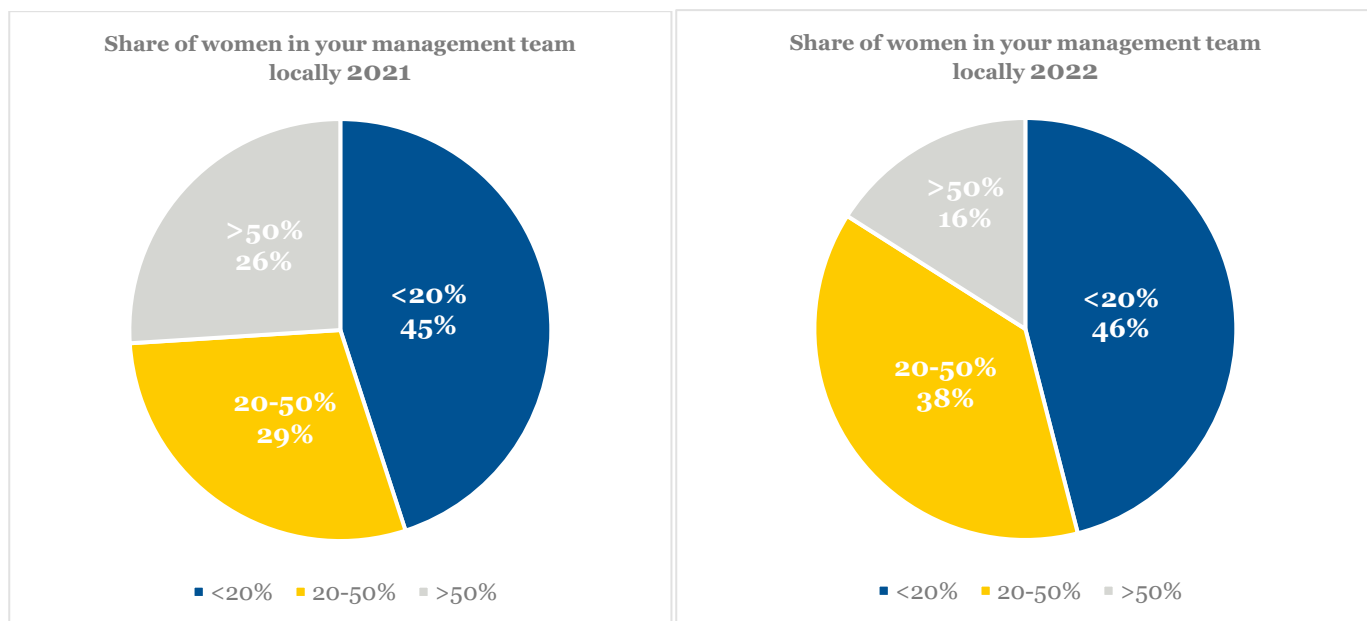


## Still a long way to go for equal management teams

Sweden has for the last 10 years maintained its leading position in gender equality in the EU and the Netherlands a 3rd place according to the Gender Equality Index 2021. Could it possibly be that Swedish companies have brought more Swedish gender equality to their subsidiaries in the Netherlands? We therefore asked the respondents to answer what the share of women in their management team locally is.

Previous year, in 2021, the results showed that many of the Swedish companies in the Netherlands still have a long way to go to reach gender balance, with 45 per cent of the companies having less than 20 per cent women in their management teams. Furthermore, 29 per cent of companies said to have a share between 20-50 per cent and only 26 per cent with more than half the management team being women.

This year in 2022, according to the respondents, the Netherlands still has a long way for equal management teams. However, positively, the 20-50 per cent share of women in the management teams has increased from the previous year's 29 per cent to 38 per cent this year. Unfortunately, companies with more than half of their management team being women have decreased from 26 per cent to 16 per cent. The biggest share, <20 per cent share of women in the management team, almost remains the same with a small increase from 45 per cent to 46 per cent.



NOTE: The number of respondents for this question was 36.

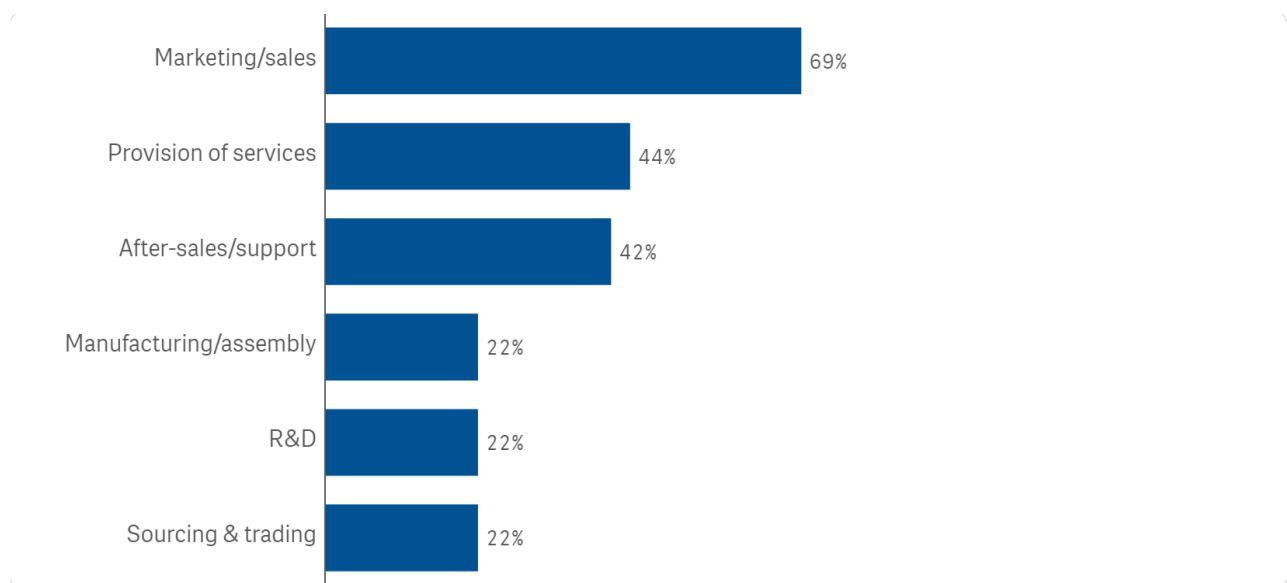
SOURCE: Business Climate Survey for Swedish companies in the Netherlands 2022.

# HOW SWEDISH COMPANIES SUCCEED IN THE NETHERLANDS

## Swedish firms use the Dutch business ecosystem for sales and marketing

When asked to describe what kind of operations the companies are involved in on the Dutch market, a majority, 69 per cent, indicated sales and marketing activities. 44 per cent of the companies in our sample have provision of services and 42 per cent perform after-sales and support activities in the Netherlands.

### WHAT OPERATIONS DO YOU CARRY OUT IN THE NETHERLANDS?



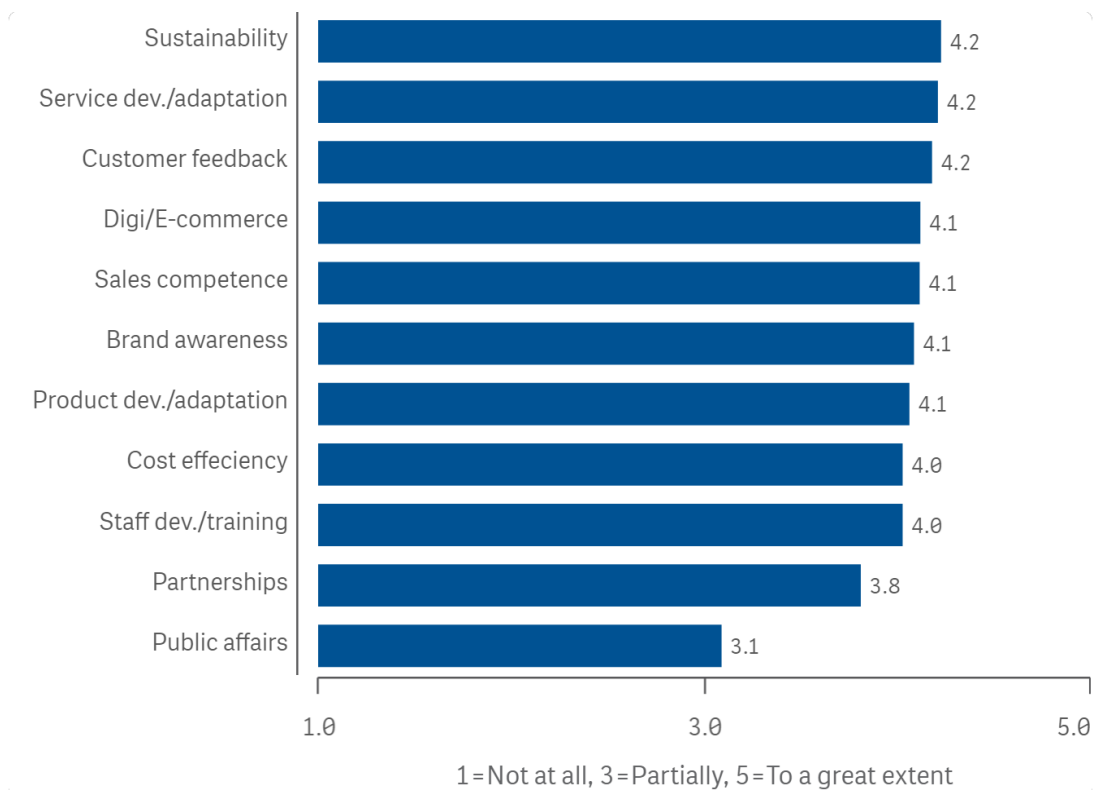
NOTE: The number of respondents for this question was 36. "Don't know/Not applicable" responses are included but not shown in figure.

SOURCE: Business Climate Survey for Swedish companies in the Netherlands 2022.

## Competitiveness driven by sustainability

There are several factors contributing to the strengthening of the competitiveness of Swedish companies on the Dutch market. The most important areas for maintaining competitiveness are sustainability, service development/adaptation, partnerships and public affairs were considered less important by Swedish companies in the Dutch market.

### TO DATE, WHICH OF THE FOLLOWING AREAS HAVE BEEN IMPORTANT IN MAINTAINING COMPETITIVENESS IN THE NETHERLANDS?



NOTE: The number of respondents for this question was 36.

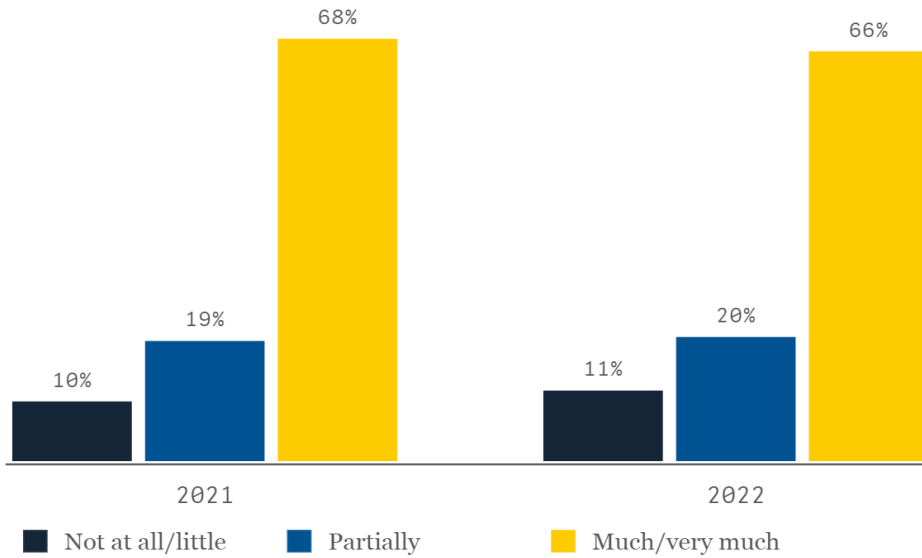
SOURCE: Business Climate Survey for Swedish companies in the Netherlands 2022.

## The Swedish brand contributes positively to Swedish companies in the Netherlands

The Dutch have a very positive view of Sweden and strongly associate the country with high quality in terms of services, management, goods, technical know-how, innovation and sustainability. When shopping either in-store or online, you can be sure to browse through a number of Swedish food and beverages products. Sweden's reputation has been largely stable for a long time and goes hand in hand with the high degree of trust placed in the Nordic countries generally. The survey distinctly confirms this picture as it is clearly expressed that the brand image of Sweden contributes positively to Swedish business in the Netherlands.

This year, 66 per cent of the participating companies think that the Swedish brand has a positive impact on their business, whereas only 11 per cent mean it has none to little impact on their business success. 20 per cent answered that the Swedish brand partially contributes positively to their business. This means that in total 86 per cent of the respondents think that the Swedish brand contributes partially or much/very positively to their business success. Breaking down the data by company size, 71 per cent of the medium and 68 per cent of the large companies mentioned that the brand image of Sweden contributes positively to their business in the Netherlands. Furthermore, all of the newcomers answered that the Swedish brand contributes much or very much to their business in the Netherlands, which makes them the most positive category when looking to the age of the answering companies. In fact, 33 per cent of the small companies answering the survey, were least positive and stated that the Swedish brand has not at all or little contributed to their business in the Netherlands.

**TO WHAT EXTENT WOULD YOU ESTIMATE THAT THE “SWEDISH BRAND” CONTRIBUTES TO YOUR BUSINESS IN THE NETHERLANDS?**



NOTE: The number of respondents for this question was 35. “Don’t know/Not applicable” responses are included but not shown in figure.  
 SOURCE: Business Climate Survey for Swedish companies in the Netherlands 2022.

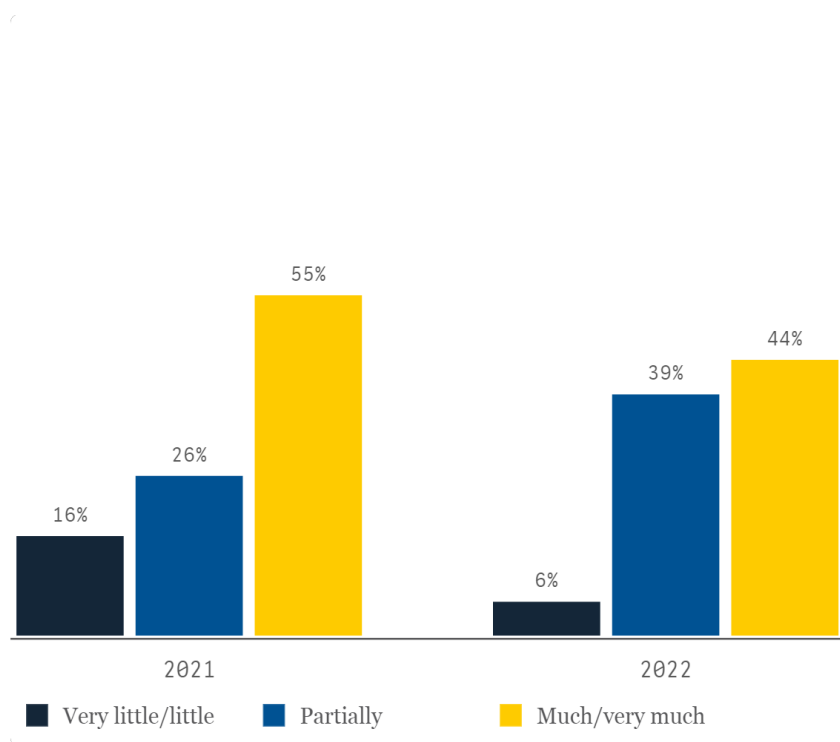
# ACTING SUSTAINABLY

## Purchasing decisions are driven by sustainable considerations

Swedish companies operating in the Netherlands find that their customer base is becoming more aware of sustainable and environmental impact. Last year, 55 per cent of the respondents felt that the environmental impact drives the majority of the customers' purchase decision. 26 per cent of the respondents said that it partially drives the purchasing decision, and 16 per cent felt that it did not affect the customers' purchasing decision.

This year, 44 per cent of the respondents find that the environmental impact drives the majority of the customers' purchase decisions. This means a decrease of 11 percentage points compared to last year. However, companies stating that customers partially consider environmental aspects of products in their purchasing decision have increased from previous years 26 per cent to 39 per cent in 2022. 86 per cent of the Industrial companies reported that sustainability drives their customers' purchasing decisions much or very much.

### IN YOUR VIEW, TO WHAT EXTENT DO CUSTOMERS IN YOUR INDUSTRY IN THE NETHERLANDS CONSIDER ENVIRONMENTAL ASPECTS OF A PRODUCT OR SERVICE IN THEIR PURCHASING DECISION?



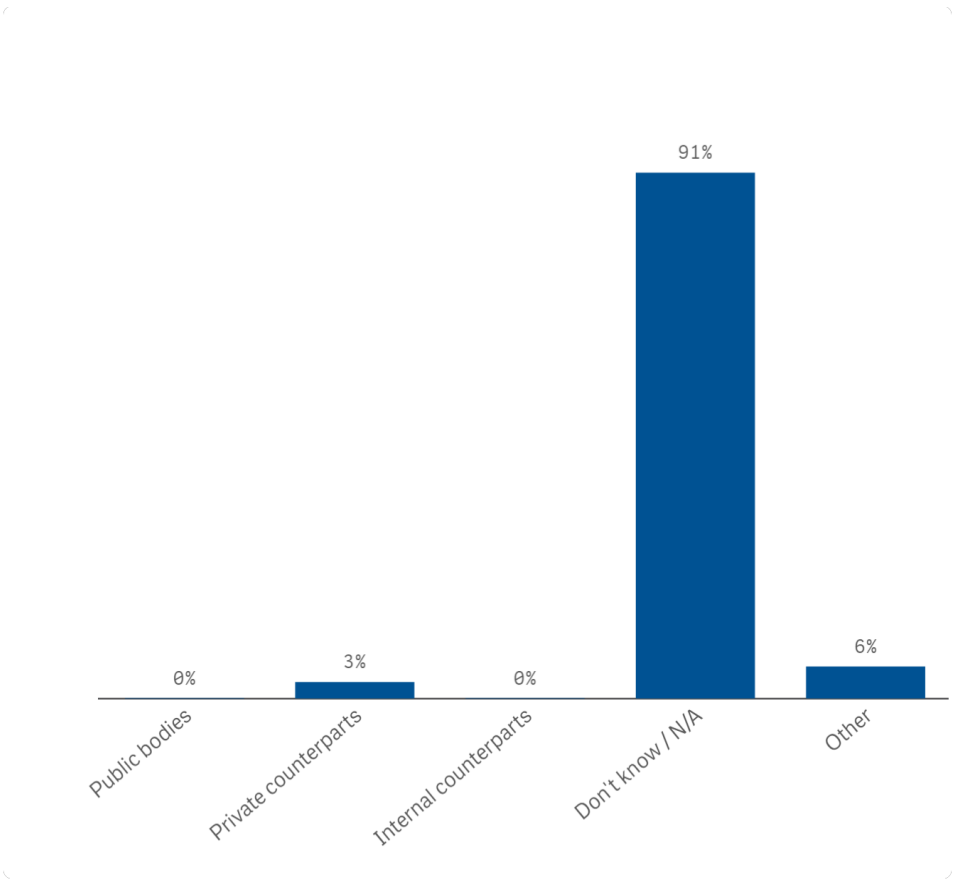
NOTE: The number of respondents for this question was 36.

SOURCE: Business Climate Survey for Swedish companies in the Netherlands 2022.

# Swedish companies not affected by corruption

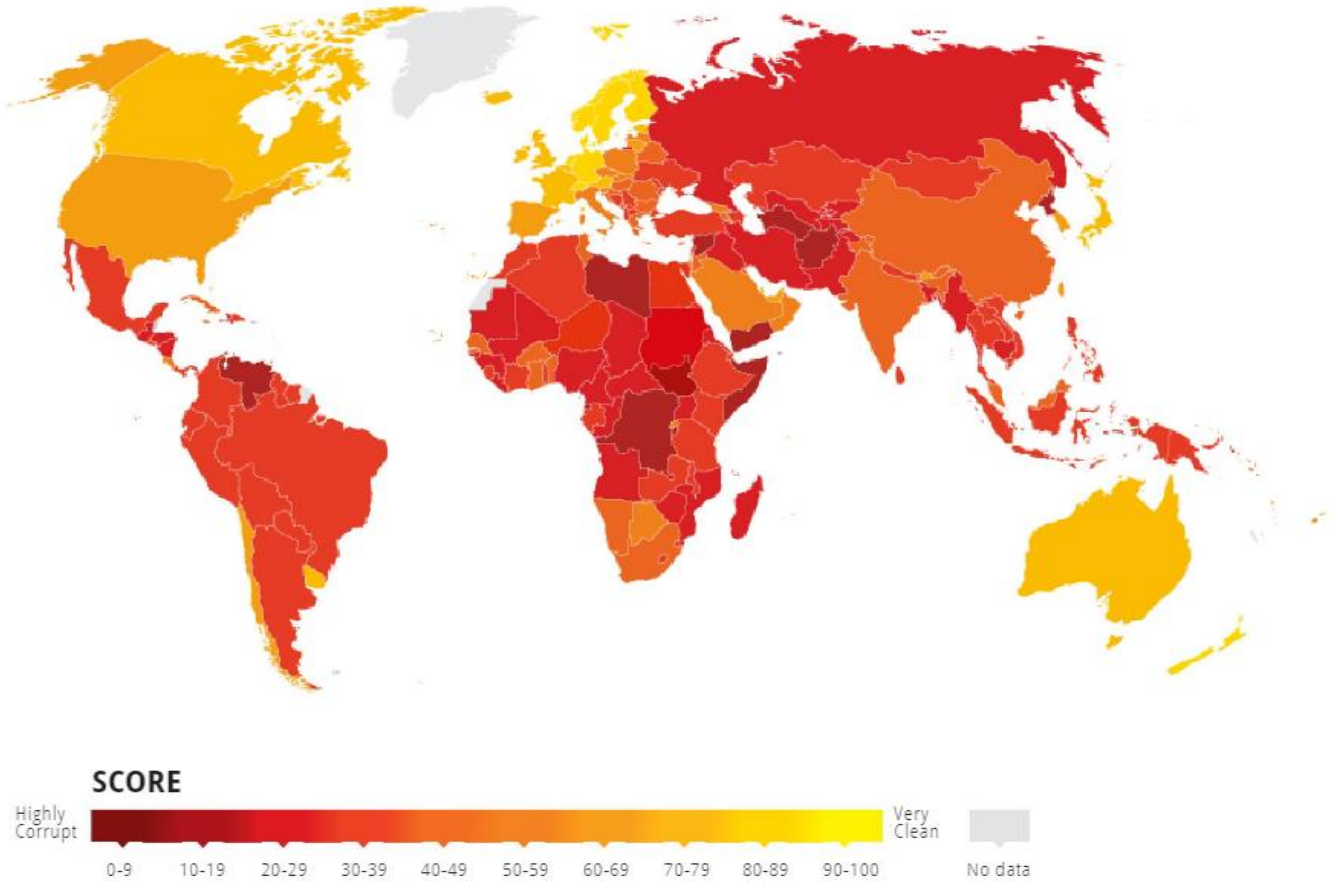
A clear majority of the respondents (91 per cent) have not encountered any issues with corruption, attempts of bribery or fraud in the Netherlands. Meanwhile, among the respondents that have encountered corruption attempts of bribery or fraud in the Netherlands, private counterparts stand out as the most common one.

**HAS YOUR COMPANY IN THE NETHERLANDS BEEN EXPOSED TO CORRUPTION SUCH AS, BUT NOT LIMITED TO, ATTEMPTS OF BRIBERY OR FRAUD IN CONTACT WITH ANY OF THE FOLLOWING AREAS?**



NOTE: The number of respondents for this question was 36.  
SOURCE: Business Climate Survey for Swedish companies in the Netherlands 2022.

CORRUPTION PERCEPTION INDEX 2022



SOURCE: Transparency International.



## Extra comments from responding companies regarding sustainability-related challenges in the Netherlands and the possibilities to mitigate those risks

"Challenge that we all have in telecoms is that sustainability potentially costs more and the customers are not yet willing to pay for it."

"The basis is found in The Dutch Climate Agreement, which is part of the Dutch climate policy. It is an agreement between many organisations and companies in the Netherlands to combat climate change. The government's central goal with the National Climate Agreement is to reduce greenhouse gas emissions in the Netherlands by 49 per cent by 2030 compared to 1990 levels. It was concluded June 2019 and contains agreements with the sectors on what they will do to help achieve the climate goals. The participating sectors are electricity, industry, built environment, traffic and transport, and agriculture."

"Continuous product innovation is needed to stay the leader in products with the lowest specific energy consumption in the market."

"We have sustainability on top of our agenda, especially from an innovation and product development perspective. Since reducing friction is our core business, so is sustainability. However, we are now also adding elements like product circularity and the impact of our own operations (and not only that of customers) and that of our suppliers. In close collaboration with the steelmaking and H2 activities in Sweden (Luleå) we will adopt these technologies to make a significant global impact as also committed in our 2030 targets and corporate strategy globally."

"In the Netherlands, most sustainability-related challenges are connected to infrastructure. We try to mitigate that through e.g. more renewable energy sources, recycling, etc. But we are sometimes limited to the availability of these measures within the Netherlands."

"We see the customer behaviour changing towards being more critical to our industry. We do not see a significant change in purchasing, but the media is on it and I believe the majority of the customers will make sustainable choices in the near future. Being a Swedish firm, customers often think that it is conscious, but come on, that is just something in their heads. Watch out Sweden, you are talking mainstream nowadays and that is a pity, you have always been at the forefront."

"Very often decisions are made from a cost perspective. Without pain no decision to become more sustainable".

"Companies think sustainability is of great importance, however, it will not (yet) influence their decision in a great way."

"High renovation costs to upgrade commercial real estate to environmental standard requirements, financing needed by banks. We engage a financial advisor to optimise financing."

"Within the industry in which we operate, we will have to deal with amended legislation in the field of sustainability from 1 January 2023, and for that, we will position our digital solutions even more strongly in the market."

"We are a healthcare provider. Sustainability is still very immature in the healthcare space. We are probably the most sustainable healthcare company in Netherlands, but it is too early for that to be a USP. Last week I received the 2023 procurement policy from one of the big healthcare insurers in the Netherlands and for the first time I saw a more series focus on sustainability."

"The Netherlands is a small country which makes it perfectly suitable for some of our segments in sustainable transport solutions. However the need to invest in the power grid is getting more and more critical to make sure our solutions can be utilised to the fullest extent. Also being able to provide the grid with sustainable sources of energy is of utmost importance. When it comes to our industrial and commercial operations we are investing a lot of money to boost our ambitions to significantly lower our carbon and energy footprint. Also there we need to walk this road hand in hand with the authorities so that there is available green energy or energy not involving gas."

"There is a shift and increased interest around Sustainability with our Customer base across many segments. We are hoping that our sustainable product and service offering will attract further interest in coming years and hence also be able to leverage more in terms of branding from our Swedish origins."

## Extra comments from responding companies regarding the Dutch business climate

"Access to many nationalities /language skills is of great benefit."

"Getting access to bank accounts must be made easier, otherwise no companies will even consider the Netherlands. The systems, processes and services are too old-fashioned. This is a great limitation and banks are discriminating against companies"

"The requirement for old-fashioned certificates such as SNA / NEN-4400 and G-Accounts must be removed. This is not applicable, seems to be fraudulent in the end, and limits companies from conducting business faster."

"I believe that the impact of the housing issues in the Netherlands on the current and future business is not considered enough. The issue is normally seen as a consumer / private person issue, but it is not. Like the Netherlands, we will need to make our business drastically more digital and more sustainable to keep an advantage over other players globally. This will require a lot of new talents from across the globe to be hired in the Netherlands. Without being able to offer them fundamental items like housing (as well as other social offerings like healthcare and daycare) we may not be attractive enough for the best talents. This could seriously impact the Dutch business climate."



# Team Sweden

