**Basic information about North-Brabant**

* **About the region**

The region of Brabant is situated in the south of the Netherlands, positioned centrally on the East-West axis and just one hour away from Amsterdam, Brussels, Maastricht and Düsseldorf by car. The people of Brabant are true pioneers; adventurously audacious and with a ‘can-do’ attitude. They plant the seeds for a sustainable future in many different disciplines and are reaping the benefits of those initiatives all over the world. In sports, music, agriculture & food, art and fashion, but first and foremost in the area of smart solutions for global problems. Please [watch this video on the region](https://www.youtube.com/watch?v=0iGBqXxtEmM) to get a sense of the culture, mentality and highlights.

* **Population**

The people of Brabant are adventurous, not afraid to get their hands dirty and live life to the full. They welcome the extraordinary, gladly share their knowledge and expertise and add value in many different fields, both within and outside of the region. You see their brands and products everywhere. But above all, the people of Brabant are hospitable, so Brabant always makes you feel like coming home. Welcome to Brabant!

* **Facts & figures**

These facts and figures prove it: businesses thrive in Brabant, it is a leading area for high tech and design and its population has mastered the art of enjoying life.

* North-Brabant covers an area of **5,081 km²**, making it the **second largest province** in the Netherlands after Gelderland
* Approximately **2.5 million people** live in **64 municipalities**
* **’s-Hertogenbosch**, commonly known as Den Bosch, is the **provincial capital**. Hieronymus Bosch, a famous painter, was born there and it is widely known for its imposing Sint Jan Cathedral and the **‘Bossche Bol’** - a large, chocolate-glazed cream puff. Breda's hospitable inner-city area was voted the best city centre in the major cities category in 2017.
* The city of Eindhoven is an important technology hub and has grown rapidly thanks to large corporations such as Philips and DAF. The technology center is known as Brainport Eindhoven, and was good for 410,000 jobs in 2017, accounting for more than one fifth of the Netherlands’ total exports of machines and transport equipment. In 2015, businesses invested more than €1.7 billion in Research & Development in the Brainport area.
* Brabant is the most highly industrialised province in the Netherlands and **responsible for 20% of the nation's industrial production**. During the past five years, the economy in Brabant has grown more vigorously than in any other province in the Netherlands. corporations like Philips, ASML and VDL are based here.
* **Animal husbandry, farming and horticulture** in the rural areas of Brabant still account for a significant share of the economic activity in the province. These sectors are also innovating across a broad front. When it comes to employment and exports, **agrifood** - after high tech - is the largest economic sector in Brabant.
* Brabant is home to many **family businesses**, more than **80,000** in fact. The best known are supermarket chain Jumbo, vehicle manufacturer VDL, caterer Hutten and beer brewer Bavaria.
* The province houses **124 museums**: such as the Noordbrabants Museum in ’s-Hertogenbosch, the Van Abbemuseum in Eindhoven and Museum De Pont in Tilburg. In 2016, the Noordbrabants Museum succeeded in attracting 5,710 visitors a day and a total of 421,700 visitors with its ‘Hieronymus Bosch - Visions of a genius’ exhibition. In that year, it was one of the best visited exhibitions in the world.
* Brabant is an **important logistics hotspot**: foreign companies have discovered invested a record amount of €620 million euros in the economy in Brabant in 2016. An important asset its Brabants strategic location: the ports of Rotterdam and Antwerp are not far away and the road, rail and air connections to the rest of Europe are excellent. There is even a **freight train connection between Tilburg and China**. This is why so many assembly businesses and distribution centres are located in Brabant. **Tesla's European assembly and distribution** **centre** in Tilburg is an excellent example
* **Business in Brabant: industry, agrifood ad design**

In 2016, foreign companies invested a record amount of €620 million euros in the economy in Brabant. Brabant is the most highly industrialised province in the Netherlands and responsible for 20% of the nation's industrial production. North-east Brabant - with Oss, Uden and Veghel – is one of the most important industrial areas in the country. Traditional industries, such as the leather and shoe industry in Waalwijk, have succeeded in reinventing themselves. The well-known names on Waalwijk's Langstraat now mainly focus on innovation, marketing and logistics in the shoe and leather sector.

Animal husbandry, farming and horticulture in the rural areas of Brabant still account for a significant share of the economic activity in the province. These sectors are also innovating across a broad front. Via the AgriFood innovation programme, for example, which is based on close collaboration with the high tech sector.

The Design Academy Eindhoven and the Dutch Design Week (DDW) make Brabant the leading design province in the Netherlands. World-famous designers such as Piet Hein Eek and Maarten Baas studied here. Piet Hein Eek chose Strijp-R in Eindhoven as his home base in 2010 and set up a manufacturing facility, design studio and restaurant there. In 2017, the DDW attracted 335,000 (international) visitors - a record - and 2,600 designers participated.

* **Leisure highlights**

The province is known for several iconic events and natural highlights:

* **The Efteling** in Kaatsheuvel is the largest theme park in the Netherlands and, with nearly 5.4 million visitors in 2018, one of the most popular parks in Europe.
* **Safaripark Beekse Bergen** in Hilvarenbeek was voted the Netherlands’ best wildlife park in 2017.
* **Carnival** mainly attracts people from North Holland, Gelderland and Utrecht to the province. Oeteldonk ('s-Hertogenbosch) attracts the largest number of Carnival revellers, even more than Maastricht in southern Limburg.
* Other major crowd-pullers include the **funfair in Tilburg** (the largest in the Netherlands, followed closely by the funfair in Uden), **GLOW**, the **light art festival in Eindhoven**, and the flower parade in Zundert, which is **the largest dahlia parade in the world**.
* Those who seek the serenity of nature are also well catered for in Brabant. The province has many beautiful nature areas, including **four national parks**. With a network of 9,875 kilometres of hiking paths, Brabant is **the third largest hiking province** in the country. The historic routes along the Zuiderwaterlinie defence line and fortified towns such as Heusden and Willemstad are popular destinations for hikers.
* **We Are Food 2018-2019**

In 2018, the year in which Brabant has been selected as the 'European Region of Gastronomy', Brabant's selection for this award has led to many initiatives. To underline the leading role played by this province in making and preparing food, with a strong focus on innovation, health, sustainability and hospitality, the theme of 'We Are Food' has been chosen for 2018.

**Kitchens of Brabant**

A unique promotion - unlike anything ever tried previously in the Netherlands - has been set up especially for this campaign. Ten ideas for sustainably improving the food sector in Brabant have been selected from more than one hundred submissions. Ten different 'Kitchens of Brabant' presented each publicly their innovative approach to food and hospitality for one month during 2018. Ralph Geerts and his company for instance responsible for presenting 'Hospitality’, the theme chosen for the month of December, in partnership with NHTV Breda created new typical Brabant dishes.

* **Quotes**

“In Brabant, we know how to get hold of each other quickly. And when something has to be done, we join forces and tackle it together” – *Peter Struijk (VNO-NCW Zeeland)*

“We want to move away from the idea that mass production is the only way farmers can make money”. - *Simone Koekkoek (PixelFarming)*

* **Useful links**

Brabant Brand Box: useful cases and information –<https://www.brabantbrandbox.com/>

Visit Brabant - <https://www.visitbrabant.com/en>

Visit Den Bosch - <https://www.bezoekdenbosch.nl/en>

Brainport Eindhoven - <https://brainporteindhoven.com/>

WeAreFood - <https://wearefood.nl/better-food-in-brabant/>