International Policy in Overijssel

GO4EXPORT & MORE
Competencies of the Province

- Sustainable spatial development, including water management.
- Environment, energy and climate
- Vital countryside
- Regional accessibility and regional public transport
- Regional economy
- Cultural infrastructure and preservation
- Quality of public administration
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Overijssel in numbers

• Main economic sectors:
  ▫ Manufacturing, Lifesciences & Health, Agro-Food, Trade

• GDP of 40 billion euros
  ▫ 5,5 percent of Dutch economy

• Economic growth 3,4%
  ▫ 3,2% nationally
Overijssel in numbers

- Unemployment
Overijssel in numbers

- Employment SME’s

![Graph showing employment SME's in Overijssel compared to the Netherlands from 2012 to 2016.](image-url)
Overijssel in numbers

- Innovation among SME’s
Overijssel in numbers

- Export Volume

![Graph showing export volume in Overijssel and benchmark province Drenthe from 2009 to 2017.](image)
Overijssel in numbers

- Export Growth

![Graph showing export growth in Overijssel compared to the Netherlands from 2013 to 2016.](image.png)

Groei export per jaar in Overijssel ten opzichte van Nederland, 2013-2016 (%)

- Nederland
- Overijssel
- saldo Overijssel t.o.v. Nederland

Bron: CBS/bewerking team Beleidsinformatie
Overijssel in numbers

Import en export van goederen naar handelsland
2009-2017

Handel van Overijssel
Totale export: €71,925,000,000
Totale import: €59,871,000,000

Rest van de wereld
Export: €5,417,000,000 (24% van totaal)
Import: €3,302,000,000 (21% van totaal)

Onbekend
Export: €222,000,000 (1% van totaal)
Import: €1,888,000,000 (12% van totaal)
Overijssel in numbers

• European funding -> 250m invested
Challenges

• Human capital
  ▫ Lack of technical workers
  ▫ Tension on labor market
  ▫ Lack of qualified personnel impedes economic growth

• Innovation rate behind regions like Brainport Eindhoven
• Transition to renewable energy
• Transition to circular economy
Regional Economy

• Coalition period 2016-2019

• Additional €108 million invested in regional economy

• Focus on:
  ▫ Innovation
  ▫ Entrepreneurship
  ▫ Human Capital
  ▫ Business climate
  ▫ Internationalisation
  ▫ New Energy & Circular economy
Innovation and Internationalisation

- GO4EXPORT part of innovation program
  - Why?

- Innovative companies are more resilient, productive and are more successfully internationally
International Talent

- Alumni
- Partnership with University Twente and Saxion University of Applied Sciences
- Attracting and keeping talent in Overijssel
Expats

- Expat services
  - Housing, schools, language, visa, permits etc
  - Supporting businesses

- In 2019 full coverage of Overijssel, additional services
International School

- Boarding School Eerde
- Bring international accredited education to ‘regular’ schools
- Dual language programs
Brexit

- Threat and opportunity
- Oost NL officer stationed in Londen
- Acquisition for East Netherlands

- Combined with trade promotion
  - Awareness and preparation
Focus on Germany

• Most valuable trade partner
  ▫ More than 25% of export and import

• Two brokers in Germany (GO4EXPORT)
  ▫ Smart Industry (HTSM)
  ▫ Agro-Food

• Relationship with German counterparts, creating opportunities for Dutch businesses
Future policies?

- Election year
- Trade promotion program with Gelderland and Drenthe
- Incorporating societal challenges in policy
- Lessons learned from Inside Out
- SME oriented, incorporating societal challenges
  - Circular economy, labor market, finance etc