



Provincie Noord-Brabant

Approach to internationalisation

Summary

International (innovation) collaboration is becoming ever more important and plays an added role in the approach the Province of Noord-Brabant takes to social challenges such as energy transition, climate adaptation, future-proofing the labour market and affordability of care. Partnerships between companies, knowledge institutions and authorities on a national and international level contribute towards ensuring innovations are made available on the market faster for the end user. This is why the Province of Noord-Brabant connects the innovative ecosystems in Brabant with like-minded partners and regions in Europe and the world.

Brabant's international partnerships

The province has the ambition of retaining and strengthening its top position as a European Knowledge and Innovation Community. The province contributes to this with internationalisation in different ways.



- Innovation collaboration: we stimulate parties within government, education and business that are actively involved in innovation to collaborate with each other.
- Policy exchange takes place on an official level with foreign government organisations.
- The BOM (Brabant Development Agency) also makes a direct contribution regarding trade facilitation and investment promotion by attracting investment to Brabant. Brabant is making the switch from volume to value with this: we are no longer focusing on attracting as many businesses as possible, but in attracting the parties that offer the greatest possible added value for Brabant's eco systems.

In addition to the BOM, we also collaborate with regional development companies in Brabant, research and education institutions and municipalities. We also deploy our networks outside of the Netherlands for Brabant.

The role of the Province of Noord-Brabant

The role of the province in internationalisation mainly focuses on stimulating movement. We look at what Brabant needs and identify international trends.

- We put Brabant organisations in contact with the right potential foreign partners and initiatives directly.
- We exchange information with Brabant organisations and translate it into opportunities.
- We position Brabant abroad as an innovative top region where leading partners are established. At partners abroad, we position Brabant as an innovative top region where leading business partners are established.
- We support innovative clusters by establishing targeted contacts and maintaining them based on our official remit.

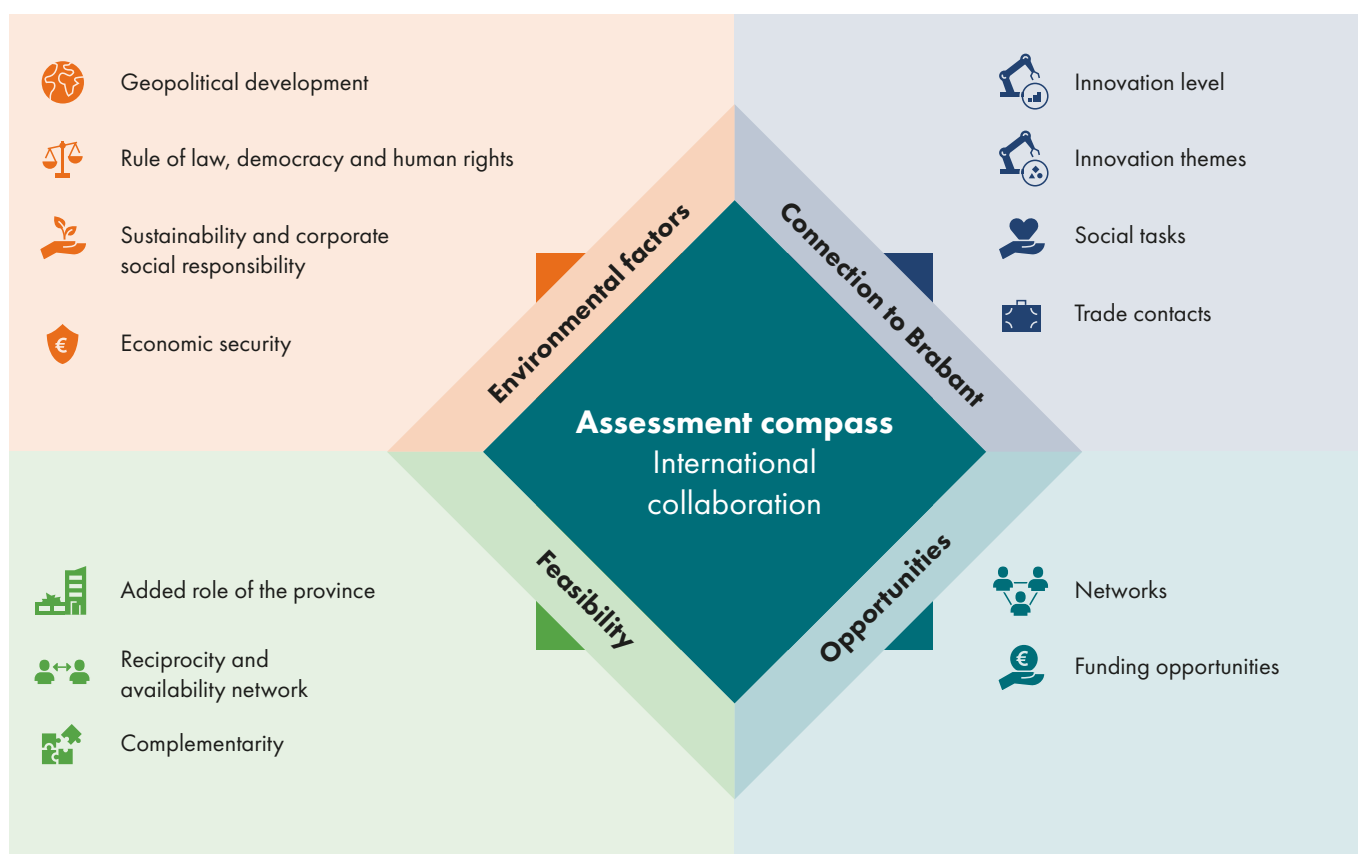
- We use fact-finding missions to provide insight into developments in a region, expand our networks and present initiatives from Brabant.
- Together with the BOM, we organise the Brabant Innovation Days where knowledge institutions, start-ups and scale-ups present themselves to and establish contacts with international business.
- We facilitate parties from Brabant regarding their participation in international trade fairs.
- We organise various meetings where we connect businesses and knowledge institutions with each other.
- We actively participate in national and European networks and coalitions.

Internationalisation activities

We assist Brabant knowledge institutions and companies in establishing and strengthening relevant international contacts using various activities.

- We raise important issues and align policy agendas with each other during official visits.

International collaboration is important for the province and we wish to handle this diligently. We have developed a compass that is our starting point when we consider in which regions to engage in international activities.



Where in the world are we active?

The province will be focusing on a number of regions within Europe and on the rest of the world during the coming years.

We are intensifying collaboration in Europe: we are expanding the collaboration with our neighbouring countries and are increasingly involved in European innovative coalitions.

Germany
Austria/Switzerland
Belgium
France
Nordic countries
Ukraine

- AI, digitisation
- Agrifood, agritech
- Labour market
- Battery technology
- Chips
- Energy
- Health, life sciences and health, medtech
- Trade
- HTSM
- Mobility
- Smart and electrical industry
- Semiconductors
- Water



There are also many opportunities outside Europe that Brabant can capitalise on. We also link up with opportunities that develop in like-minded countries and regions.

Japan
Jiangsu
South Korea
Singapore
Israel
United States of America

- Agrifood, agriculture
- Digitisation
- Energy
- Healthcare, medtech
- HTSM
- Mobility

Provincie Noord-Brabant

Colofon

Brabantlaan 1
Postbus 90151
5200 MC 's-Hertogenbosch
Telefoon (073) 681 28 12
www.brabant.nl

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