

Welcome to #newdutch

A global celebration of Dutch innovation



That's



#newdutch

NL

Netherlands



The story of #newdutch starts with the one we already know. Because when you ask anyone about the Netherlands, they will probably tell you about tulips, canals, windmills and painters like Rembrandt and Van Gogh. Make no mistake, we are proud of our icons and the innovation they once stood for. Because that same drive for innovation continues to shape our lives today. And knowing what is brewing across the country, it will no doubt continue to shape our future.

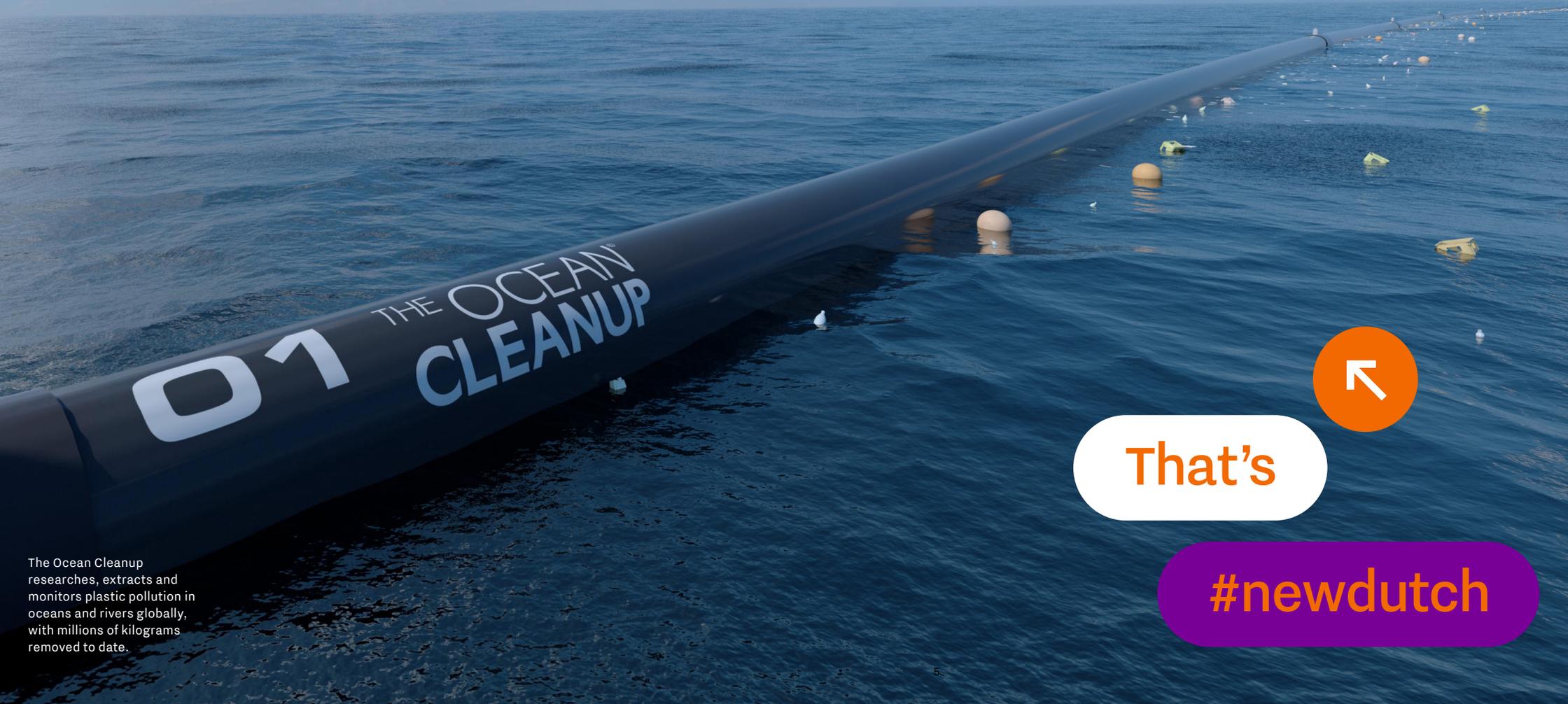
So let's talk new icons, new heroes and new masters.

Let's talk New Dutch!

Cover: Plant scientist Henk Kalkman at the Delphy Improvement Centre in Bleiswijk.

Left: The iconic Kinderdijk, a unique water management system created some 750 years ago.

When the future meets our history



The Ocean Cleanup
researches, extracts and
monitors plastic pollution in
oceans and rivers globally,
with millions of kilograms
removed to date.



That's

#newdutch



There's something in the water

In the last few centuries, the Northern Sea has continuously challenged Dutch engineers to keep our lands and cities safe. Recorded catastrophes go all the way back to the St. Elizabeth's Flood from 1421, which reshaped the Netherlands dramatically and inspired numerous new water management strategies. With our feet dry, the Dutch cultural landscape was able to flourish and we introduced the work of pioneering Dutch artists and scientists to the world stage. We will of course require much more than dikes, sluices and windmill-driven water pumps to solve the global challenges that we all face today. But our history has shaped an eternal drive for innovation that will continue to forge new ways into the future.

Left: The largest part of the Delta Works between the islands Schouwen-Duiveland and Noord-Beveland.

New questions, new inventions

Is it possible to row a boat underwater? Could a few pieces of glass help us to observe the stars? Can a small laser read music? Or is there a way to send internet through the air? What in their time might have seemed like strange and improbable ideas, eventually gave birth to now famous Dutch innovations like the submarine, the telescope, the CD and Wi-Fi. How many of these do you recognise as Dutch inventions?

Wi-Fi / Bluetooth / Blu-Ray / gin / genever
Mercator world map / electrocardiogram
stock market / cocoa powder / radio tube
cassette tape / CD / DVD / donuts
cryptographic machine / microscope
air conditioning / molecular motor / electric car
superconductivity / artificial pancreas
sawmill / cultured meat / storm umbrella
airfryer / four-wheel drive / sports bra
thermometer / golf / speed camera
plaster bandages / clap skate / submarine
artificial kidney / pendulum clock
orange carrots / telescope / fire hose



In collaboration with Sony, Philips presented the compact disc to the world in 1979.

A nation of innovation

The Netherlands has now become a global nexus for innovation. All over the country, leading industries, creative pioneers, innovation campuses and other initiatives are currently spearheading groundbreaking research, and there is no doubt they will shape the future, leaving us with new icons. So how do we let the world know?

3,372

There were as many as 3,372 Dutch patent applications in 2022 alone

3 Marker Wadden, Flevoland
Learn more on page 30

2 Organ-on-a-chip, Leiden
Explore on page 28

1 BioArt Lab, Eindhoven
Explore on page 22



7th

The Netherlands ranks 7th on the 2023 Global Innovation Index

We are #newdutch

The eternal drive to disrupt, challenge and innovate for a better world, is what we call New Dutch. Under this unified banner, cities, regions, leading industries and creative pioneers come together to celebrate all that's typically New Dutch and invite the world to join them at the forefront of global innovation. By telling inspiring stories about the groundbreaking work being done in the Netherlands, we can shift the world's perception towards a more accurate image of the modern, inclusive and innovative country that we have become.

As a movement, a campaign and an international platform for Dutch innovation, New Dutch aims to accelerate positive change and push the most promising solutions of today into the future.

The Westland in South Holland is famous for its high concentration of greenhouses.

Connect the unexpected



Marjan van Aubel's self-powered solar light Sunne.

Campaign concept

Our history has shown us that groundbreaking ideas often don't come the way that you would expect. They are rather the result of an encounter between materials, minds and ideas that simply never met before. We believe that humanity can tackle the biggest challenges of our time if we actively keep seeking out these unexpected encounters. When we make different elements meet, we create new energy, foster new collaborations, and potentially ignite a historic breakthrough.

This is the essence of the New Dutch movement. You'll see it translated into various elements of the #newdutch campaign, like our storytelling, the way we set up our events and the design of the digital New Dutch platform.

Our target audience

#newdutch is our first cross-domain campaign and aims to inspire potential visitors to visit the Netherlands, talent to consider the Netherlands as a great place to work and live, investors to set up shop, and decision-makers to meet with trade partners or innovators to move their innovation forward. These different target groups all have one thing in common: They are known as early adopters. This colourful bunch is typically curious, constantly on the lookout for new ideas and always ahead of the curve. They are inspiring influencers in their networks and constantly leading the way forward. You can find them anywhere, so the world is our stage.

That might sound broad, but the New Dutch campaign concept and messaging can be specifically customised, localised, and made relevant to meet more specific objectives. For instance, an Open Call for innovation might ask for targeting within the Netherlands, while an above-the-line campaign to attract talent from Brazil could use geo-targeting based on geographic, behavioural and demographic factors.



Depot Boijmans Van Beuningen in Rotterdam is the first publicly accessible art depot in the world.

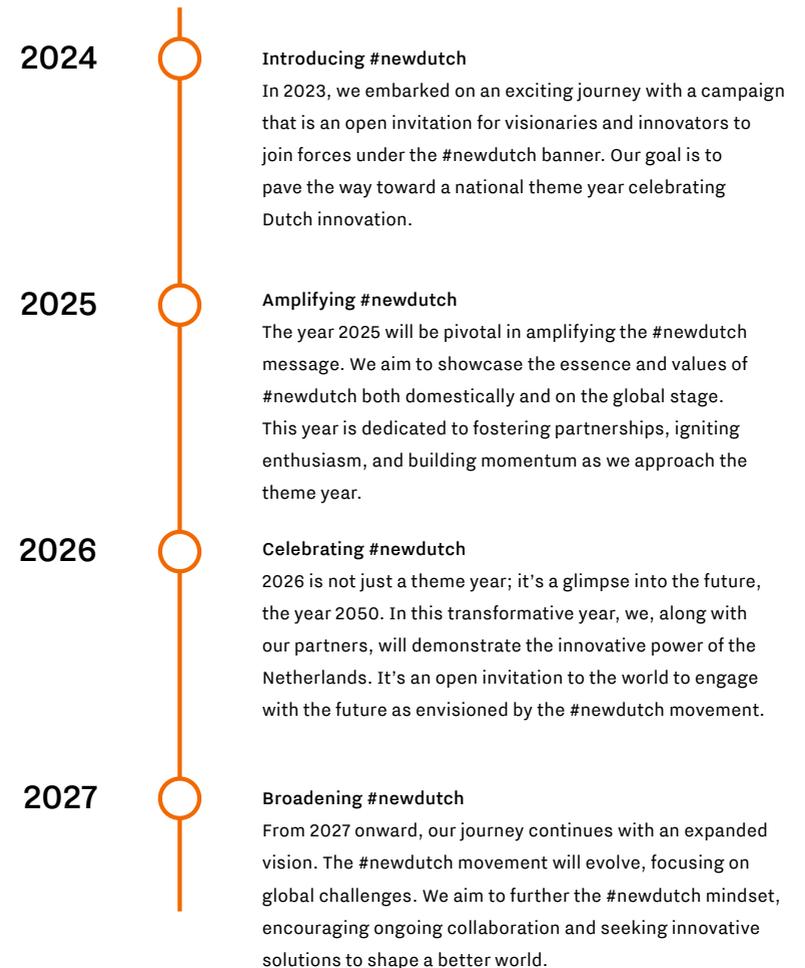
#newdutch aims to change our country's perception by showcasing all that Dutch innovation has to offer, making it possible to accelerate positive change. But this first requires us to strengthen our national and international network of partners and pioneers. On this roadmap, we've also stipulated the further development and execution of the #newdutch campaign starting in 2023 and the thematic year of 2026, in which we invite the world to visit all the different cities and initiatives that collectively represent our vision for 2050. And that is only the beginning.



That's

#newdutch

The New Dutch roadmap

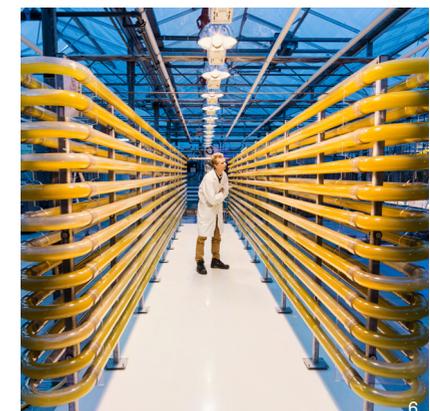


Introducing new icons, new heroes and new masters

The foundation of the #newdutch campaign is the proof delivered by all the different cases we present through storytelling. There is an incredible number of exciting Dutch innovations and initiatives waiting to be discovered, in areas like sustainable energy, high-tech, healthcare, design, music, agriculture, urban planning and water management.

To give you an idea, we've selected three stories that perfectly illustrate what is typically New Dutch. We'll continue to add to our collection of inspiring cases throughout the #newdutch campaign.

1. Brainport Eindhoven sustains ASML's rapid pace of innovation.
2. The Loop Living Cocoon is the world's first living coffin that biodegrades in just 45 days.
3. The ZEM, a zero-emissions car that stores carbon as it drives.
4. Delft Hyperloop's climate-neutral transportation can reach speeds over 1000 km/h.
5. Roboat is a self-driving technology aimed at transforming urban waterways.
6. An experimental photobioreactor at the Wageningen University & Research AlgaePARC.





Jalila holding one of the spiders who's silk helped her create bulletproof skin tissue.

Right: Viscose made with cellulose that Jalila sources from cow manure.



showcase

When spider silk meets human skin

Jalila Essaïdi is an artist, founder of the creative incubator BioArt Lab in Eindhoven and CEO of the biotech firm Inspidere. In 2011, Jalila arrived on the world stage with a literal bang. She combined art, biology and science to create 'bulletproof skin', which received international attention and even generated interest from the U.S. military.

Jalila came up with her groundbreaking idea after reading an article by molecular biologist Randy Lewis. Lewis had succeeded in getting goats and caterpillars to produce spider silk, and thought that the material might be strong enough to be used as a bulletproof vest. It made Jalila wonder whether people could be bulletproof in the future.

During her groundbreaking research, Essaïdi incorporated elements of spider silk into human skin. The result was a material that could withstand gunfire. In the Netherlands Forensic Institute, a bullet was fired into the skin in a controlled environment, and wasn't able to penetrate the skin. Despite being offered a large sum of money by the U.S. military for the patent, Jalila decided to apply her invention in the medical field. The material is now being developed to help burn victims and people with bedsores.

When manure meets couture

While she was developing bulletproof skin, someone jokingly challenged her to reduce CO2-emissions created by cow manure. She decided to take this challenge seriously. She started with a bucket of manure taken out of a slurry pit. In her lab, Jalila discovered that it contained materials to make cellulose. The agricultural sector destroys cellulose, while the cotton industry cuts down entire forests for it. It then became a simple matter of connecting the dots. The result was a unique clothing brand called Mestic, which introduced viscose for clothing, made out of manure. With Mestic, she won H&M's Global Change Award in 2017.

Designing the future

Jalila Essaïdi is a true innovator who's changing the world for the better. Her work is an inspiration to various fields of research, and a reminder that anything is possible with creativity, determination, and a willingness to think outside the box. In her own BioArt Lab in Eindhoven, she brings together biotechnicians and designers to drive systemic change and find solutions to the biggest problems of our time. Essaïdi's latest challenge is tackling the CO2 problem. She's exploring the potential of a small aquatic plant that once caused the beginning of the ice age. The first pilots are about to start, and the world is watching.

A few samples of bulletproof skin tissue used in Jalila's research.

One of the cows living on the farmland at the BioArt Lab in Eindhoven.

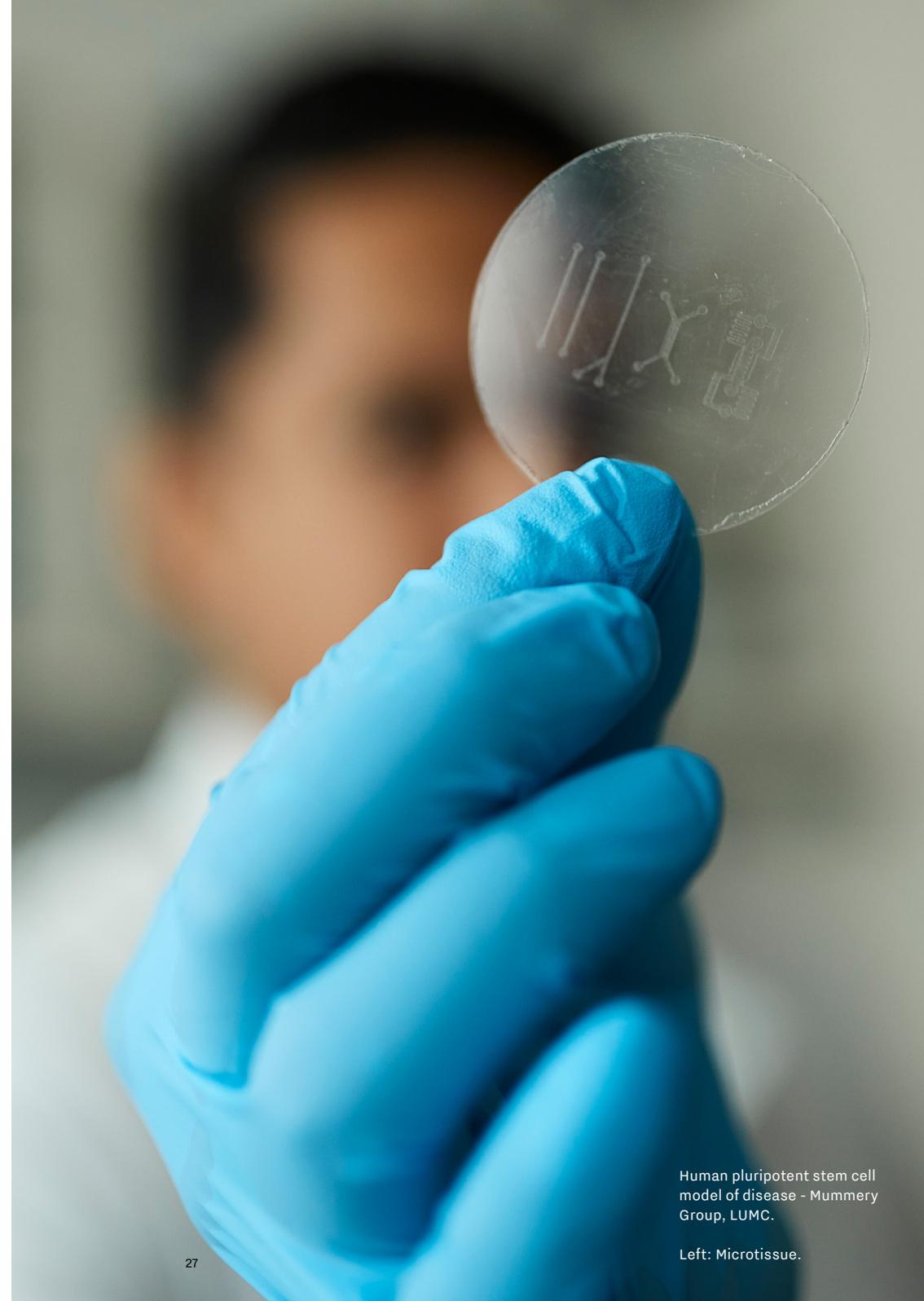
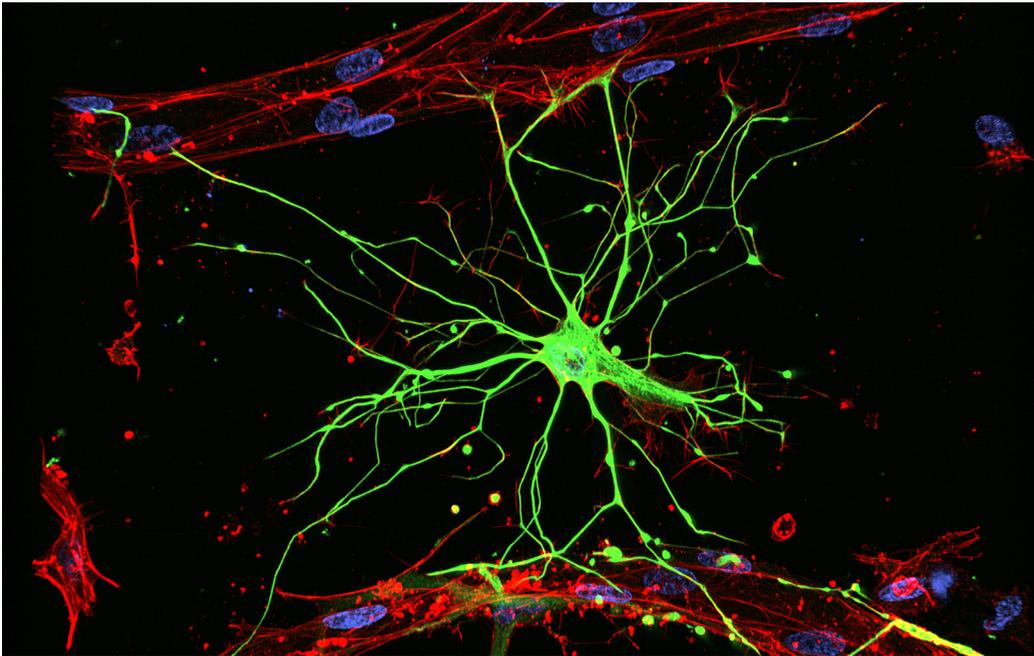


When digital organ meets custom cure

From inventions like the microscope to today's advanced therapies and exceptional healthcare systems, the Netherlands has always been at the forefront of medical innovation technology. Meet MIMETAS, one of the leading companies at the Bioscience Park in Leiden - recreating human organ systems in miniature with cells in the chips of their OrganoPlate® platform.

Groundbreaking therapies

'Organ-on-a-chip' is the name of their latest advanced and sustainable technology: small living models of human organs – both in diseased and healthy states – that enable advanced drug development. By creating organ-on-a-chip models, MIMETAS places drugs in a translatable environment to actual human biology. This model enables pharmaceutical researchers to discover much earlier in the drug development pipeline whether a medicine can be safe and successful in humans and decide whether to continue. It also results in less use of animal testing in research.



Human pluripotent stem cell model of disease - Mummery Group, LUMC.

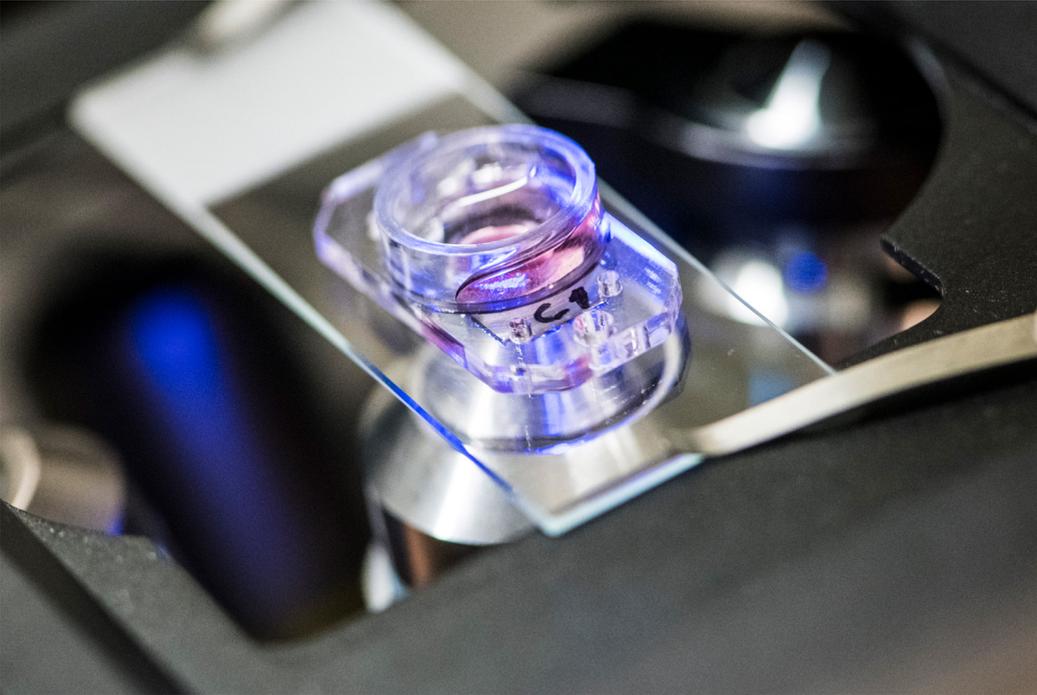
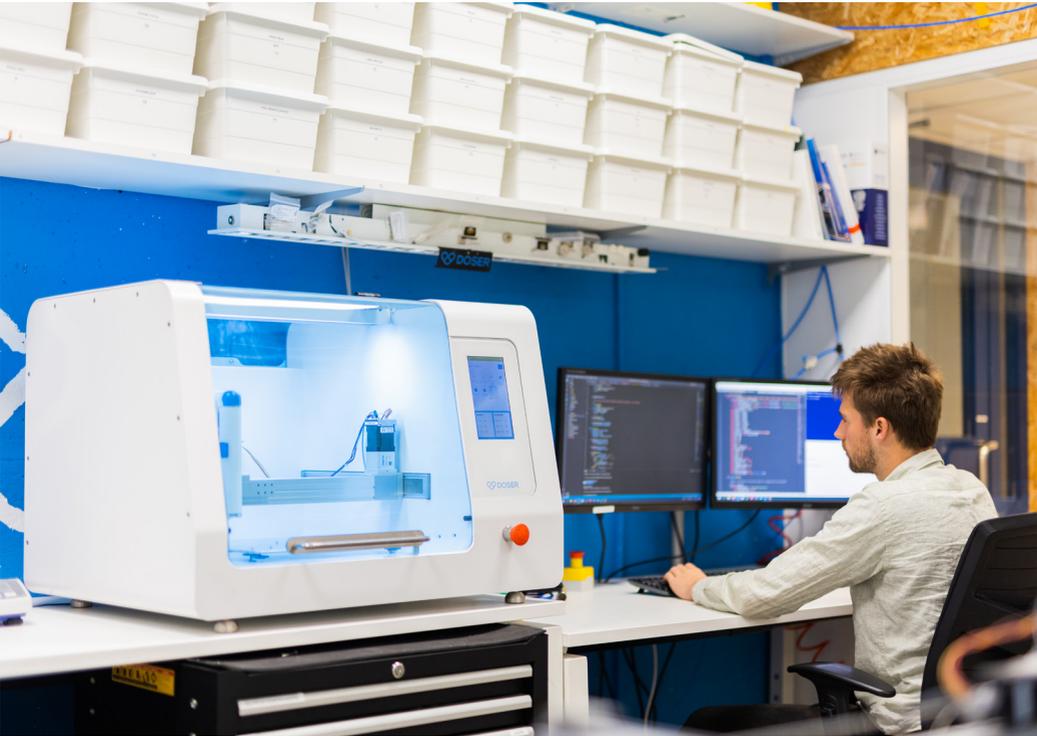
Left: Microtissue.

In the Biopartner 5 building on the Oegstgeest segment of the Bio Science Park, MIMETAS is hard at work developing three-dimensional (3D) human tissue and disease models to contribute to groundbreaking therapies. The team, led by Co-CEOs Dr. Jos Joore and Dr. Paul Vulto, along with 110 dedicated employees, meticulously constructs miniature human organ systems within the confines of their OrganoPlate platform. Carefully selected cells grow in a way that collectively forms tissues resembling organs found in the human body.

Sustainable by design

Jos Joore thought the traditional way of finding medicines was cumbersome and expensive. In an interview in Leidsch Dagblad, Joore said: “Nineteen of the twenty drugs in development do not reach the finish line. The traditional medicine development model is bankrupt. We thought that there has to be a smarter way and are very fortunate that we started with this technology at the right time.”

In July 2021, MIMETAS achieved a significant milestone by partnering with the Swiss pharmaceutical behemoth Roche. This partnership extends beyond typical collaborations. Together, they are actively searching for the most promising molecules for inflammatory bowel disease (IBD) and hepatitis B virus infections (HBV), seamlessly integrating the research and testing phases. More recently, in March 2023, MIMETAS announced another strategic partnership with global pharmaceutical company Astellas Pharma Inc. to devise novel immuno-oncology therapies based on MIMETAS’ comprehensive tumour models.



Researcher working with Doser technology. Shape, taste and colour can all be adjusted to achieve optimal treatment solutions.

Examining an organ-on-a-chip model.

Left and right: Fish research on the impact and development of the Marker Wadden on the ecosystem and biodiversity in the Markermeer.



showcase

When dead water meets new life

Marker Wadden is a modern icon of Dutch hydraulic engineering, showcasing innovation with global appeal. Like Flevoland, which was once built from scratch on the bottom of the former Zuiderzee, Marker Wadden embodies the progressive spirit of the Netherlands, in Nieuw Land National Park. A group of artificial islands built from the lake's own materials is revitalising a once-dying lake. With its extensive land-water transitions, new habitats emerge, creating vital spaces that support aquatic life and restore the ecological health of the Marker Lake.

Made from locally sourced sand, clay, and silt, these islands are designed to sustain a dynamic natural balance, blending human ingenuity with natural processes. A core aspect of this innovation is improving water quality through the sedimentation of silt. Silt floating in the Markermeer is transferred to Marker Wadden and stabilized there, leading to clearer water in the rest of the lake. This clearer water promotes the growth of aquatic plants, which in turn provide habitat for fish and invertebrates. Marker Wadden is both a tribute to Dutch hydraulic tradition and a model for a sustainable future.

Increased biodiversity

Marker Wadden has already become a haven for bird biodiversity, hosting large populations of species like the avocet, common tern, and great tern. It also serves as a critical stopover for migratory birds, while fish species such as pike and perch benefit from the new habitats. This thriving food chain strengthens the ecosystem's resilience. An important part of the project is the "living lab" concept: Marker Wadden operates as an expansive field for ecological research. The Marker Wadden Knowledge and Innovation Program (KIMA) oversees ecological and technical studies here, in collaboration with 10 partners, including Natuurmonumenten, Wageningen Marine Research, and the University of Amsterdam. The program aims to increase the social added value of Marker Wadden and make the knowledge gained applicable worldwide. Ecological developments are closely monitored by leading Dutch universities and research institutions, generating valuable data on ecosystem restoration.

A global solution

Marker Wadden offers a model with global relevance, addressing widespread issues like sedimentation, water quality decline, and biodiversity loss. The innovative approach of creating artificial islands and reusing local materials to restore natural habitats sets a standard other countries can adopt. Visitors can experience the pioneering Marker Wadden project firsthand; a 45-minute boat ride from Lelystad brings you to one of the islands open for exploration. Guided tours by Natuurmonumenten reveal the ecological and technical marvels behind the project. Marker Wadden's blend of natural beauty and environmental innovation makes it a must-see. By improving water quality, creating new habitats and promoting a healthy ecosystem, this project exemplifies how local efforts can tackle global environmental issues, proving that collaborative, innovative ecological engineering is essential for a sustainable future. Marker Wadden stands as a testament to this approach, with lessons to share worldwide.

Visit newdutch.nl for more inspiring cases.



Research on the impact and development of the Marker Wadden on the ecosystem and biodiversity in the Markermeer.

Main themes

To solve the most pressing issues of our time, New Dutch presents the world with the most promising Dutch innovations. We categorise them using six main themes, each addressing a significant global challenge.

Earth

What circular innovations and renewable energy sources will we utilise to safeguard our life on this planet?

Rising sea levels, changing weather patterns and severe droughts: the climate crisis is one of the greatest global challenges of our time. The level of carbon dioxide in our atmosphere is higher today than at any point in the last 3 million years. And about two-thirds of the world's greenhouse gas emissions come directly from how we produce and consume energy. But Dutch innovation in offshore wind power, hydrogen energy, clean battery systems, underground heat and cold storage, circular recycling and water management may provide us with new answers.

Health

What discoveries in life sciences will help us to protect and improve the health of people everywhere?

In today's world, most humans are able to live longer and happier lives. But the health gap between lower and higher socioeconomic groups has become more and more apparent. As a health and care coalition, the Dutch Life Sciences & Health sector is ambitious, and has brought together experts from ministries, health organisations, businesses, universities and international development to spearhead integrated solutions to the current and future health crises.

Tech

What new technologies will we leverage to address today's and tomorrow's universal challenges?

In solving societal and economic challenges, the role of digital technology is indispensable. It enables us to transform cities and communities with sustainability at the forefront, and bring positive change across all industries. The Netherlands has emerged as a nexus of high-tech innovation that encompasses a wide range of developments. Dutch innovators are leading the way in hardware and software development, data utilisation, semiconductors, photonics, quantum tech, AI, and digitalisation.

Food

How will we provide the fast-growing world population with enough healthy and sustainably farmed food?

By 2050, the world population will reach almost 10 billion people, according to the United Nations. The majority of people will then be living in vast urban areas. One of the great challenges of the future will be to ensure access to healthy and sustainable food for all in the face of climate change, biodiversity loss and scarce availability of farm land. That's why numerous Dutch innovators are developing state-of-the-art technologies for greenhouse horticulture, smart and circular agriculture and sustainable food production.

Culture

What new designs and experiences can we create to better our societies and humanity as a whole?

Money, government and science alone cannot solve the complex global issues of today. To truly transform our societies, we need new concepts, sustainable designs, and inclusive strategies. The Netherlands stands out as a diverse epicentre for artists, designers, and other boundary-pushing creative pioneers, who found global success in fields like architecture, fashion, music and film. With a rich landscape of art schools, museums and other cultural communities, creativity remains one of the Netherlands' major exports.

Communities

With what solutions will we improve the quality of life in the complex networks of today?

As climate change and rapid urbanisation intensify globally, Dutch municipalities are committing themselves to making their towns and cities more safe and sustainable. Governments, businesses, knowledge institutes and community-driven initiatives are all working together to improve the living environment of citizens in areas like climate adaptation, circular economies, energy efficiency, green mobility and social equality.

Campaign design

To attract our target audience of early adopters, the #newdutch campaign was designed as an inspiring celebration of Dutch innovation, with a core concept centred around creativity and historic breakthroughs, bold colours and a focus on online communication. We've translated the campaign concept and all the different campaign elements into an overview that shows how everything comes together in various #newdutch touchpoints and activities.



New Dutch

Our drive, vision and ideas are indispensable in accelerating positive change and safeguarding our global future. When we make our knowledge, minds and missions meet, we can truly discover unknown territory. So let's connect the unexpected. Because who knows what will happen? Together, we might just make history.

- Home
- Articles
- About #NewDutch
- Partners
- Join the movement!

NL New Dutch campaign video



Netherlands

When spider silk meets human skin

Share

MacBook Pro

Key message

We formulated a short key message to convey the core drive and mission of the New Dutch movement. You may use the whole narrative or parts of it as a piece of inspiration.

Connect the unexpected

A truly groundbreaking solution is rarely found in the way that you'd expect, but more often the result of an encounter between people, ideas or materials that have simply never met. To inspire historic breakthroughs and solve the biggest challenges of our time, we need to look beyond our own borders and actively forge new and unexpected connections. Because who knows what might happen? When we make our minds and missions meet, we can create new history.

We are #newdutch

This is the essence of #newdutch, a mentality, a movement and an international platform for Dutch innovation. We represent a vibrant ecosystem of leading Dutch industries, innovation campuses, renowned creatives and other initiatives that are joining forces with partners from all over the world to accelerate worldwide progress. Discover a new generation of Dutch masters and join our global mission.

The Eastern Scheldt Storm Surge Barrier in Zeeland.



Campaign formula

The ‘When X meets Y’ formula that we use in the campaign is an expression of our belief in the historically innovative power of making different elements meet. It’s used for both the overarching thematic headings and for the case-specific headings.

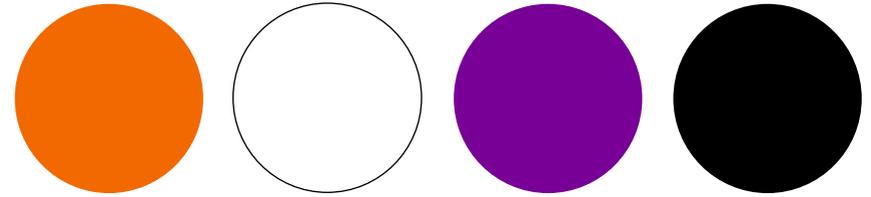
We have prepared a number of examples of this formula for each of our main themes, which are available for use during the initial phase of the campaign. Determine under which category the discussed project falls and choose the corresponding ‘When X meets Y’ formula. Note, you should only use the formula; the six themes themselves are not yet being communicated. More extensive communication on how to apply the formula more freely will follow in the next phase of the campaign.

- Earth:** When crisis meets collaboration
- Food:** When nutrition meets innovation
- Health:** When humanity meets longevity
- Tech:** When technology meets ingenuity
- Culture:** When creativity meets new history
- Communities:** When population meets reorganisation



Campaign colours

The #newdutch campaign uses a predefined set of colours from the NL palette: orange, white, purple. The fusion of purple and orange provides all means within this campaign a vibrant and sharp contrast that immediately catches the eye, and also aligns well with other NL campaigns. Orange is the primary colour of the NL identity, and should come back in every item. Please use the correct RGB or CMYK colour profiles for your communication.

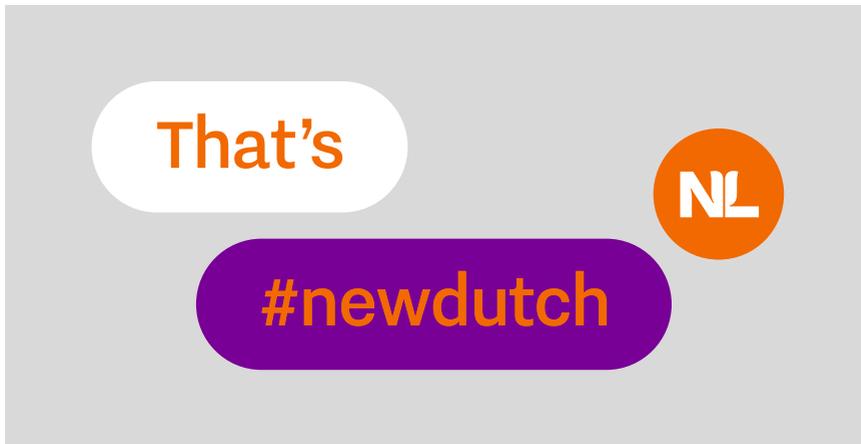


Orange	White	Purple	Black
Pantone 21C 21U	CMYK C0 M0 Y0 K0	Pantone Purple C Purple U	Pantone Black C Black U
CMYK C0 M70 Y100 K0	RGB R255 G255 B255	CMYK C40 M90 Y0 K0	CMYK C0 M0 Y0 K100
RGB R241 G105 B0	HEX #FFFFFF	RGB R120 G0 B150	RGB R0 G0 B0
HEX F16900	RAL 9010	HEX #780096	HEX #000000
RAL 2005		RAL 4008	RAL 8022

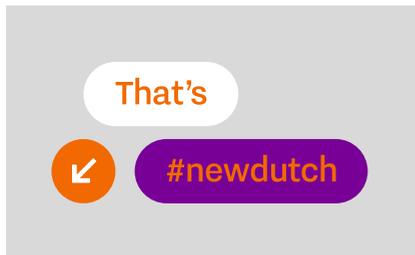
Campaign sticker

The campaign sticker represents the outcome to the formula and completes our main message. If you want to communicate within the context of the campaign, we welcome you to use the external campaign sticker in your on- and offline means. This sticker can also be used on corporate branded materials of third parties to indicate their alignment with the New Dutch movement.

The arrow adds a dynamic element and draws extra attention to the term #newdutch. The arrow can only be used on communication from the NL brand. If the sticker is used for statements from third parties, the arrow is replaced by the NL-sticker.



External use

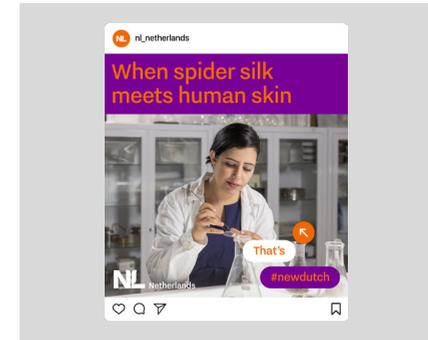


Arrow bottom aligned



Arrow top aligned

The sticker is always placed on the right side of NL branded communication.



The NL visual identity dictates a certain buildup of colours when using the campaign sticker, depending on the specific background it's placed on. Please use the correct colour hierarchy as shown in these four examples when creating NL branded materials.

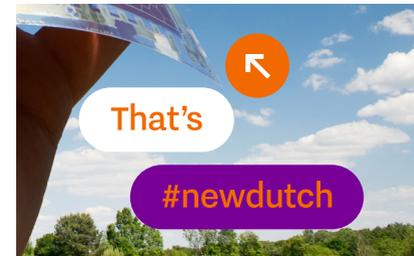
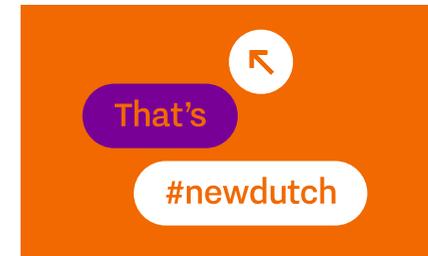
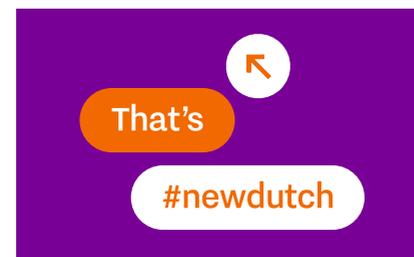


Photo background



Orange background



Purple background



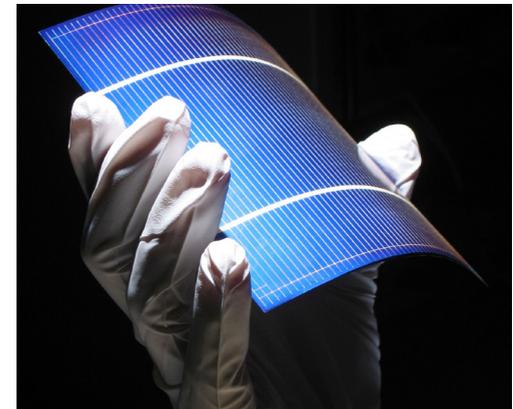
White background

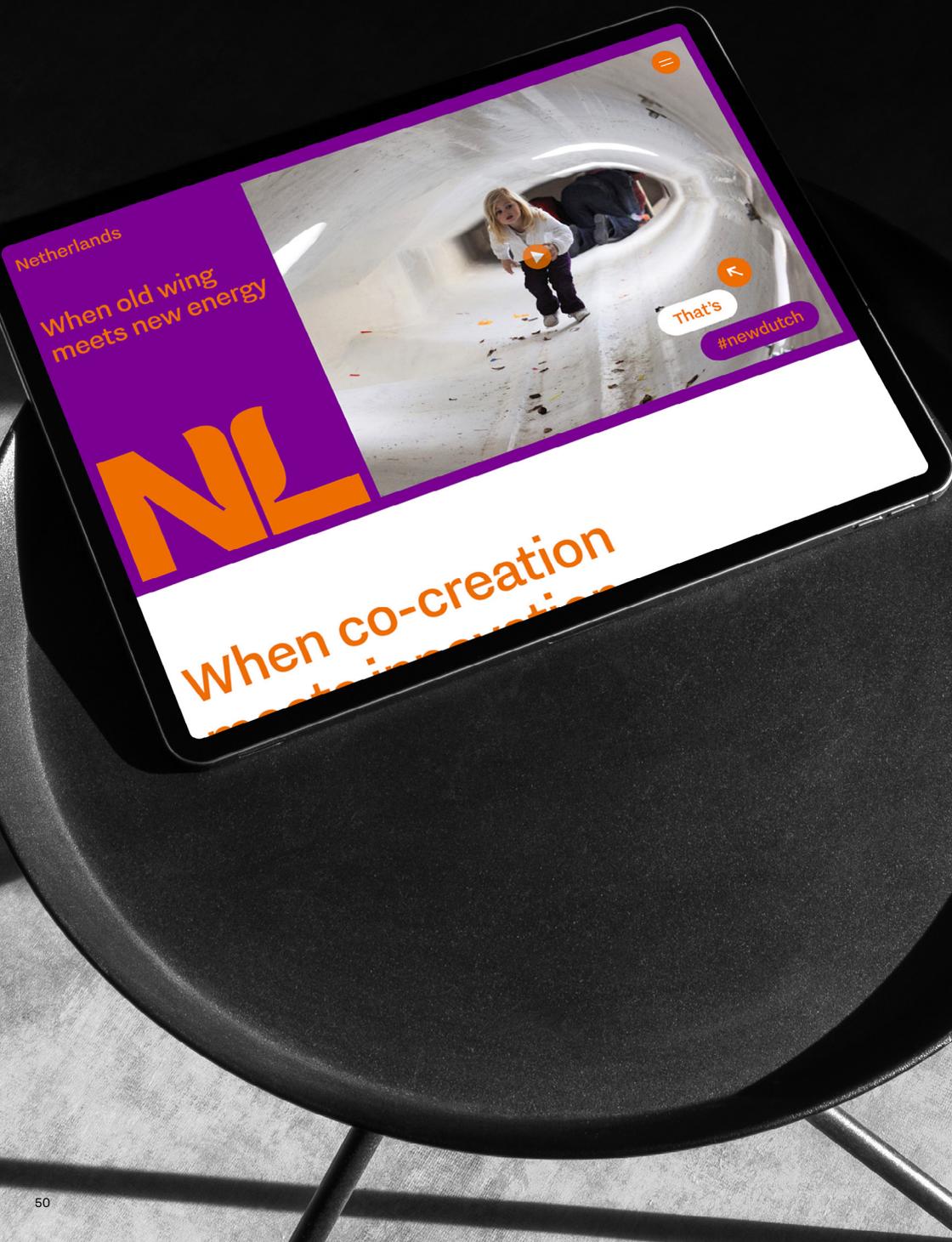
Photography

In principle, we follow the NL photography guidelines. An ideal NL picture has three key ingredients: collaboration, an international setting and a Dutch touch. It is friendly, optimistic, accessible, and has a simple look and feel. Its colours are bright and clean, its angle is refreshing. And lastly, it radiates excitement for the subject.

The overall look and feel of images should be one of clarity. They should look tasteful, intelligent, bold and inspiring, but also straightforward and open. It is crucial to keep designs free of 'clutter', avoiding the use of too many details, messages and shapes. Powerful simplicity is the key. Always choose to tell one story, not many, in one picture.

We always encourage the use of high-quality real photography instead of stock images, as we want to offer people an original and realistic impression of our activities.





Help spread the word

For anyone that wants to support us in our mission and spread the word on New Dutch, we prepared a few helpful tools and guidelines. We invite you to explore all the different campaign elements, and are always available to assist you in creating your own #newdutch communication.

To maximise the weight and impact of the #newdutch campaign, we strongly recommend uniform and recognisable communication across all channels. We urge all partners to build our momentum collectively by linking communication, where possible, to the New Dutch movement.

As a partner, you can share NL branded ready-to-use materials, available for download in the NL Toolkit:

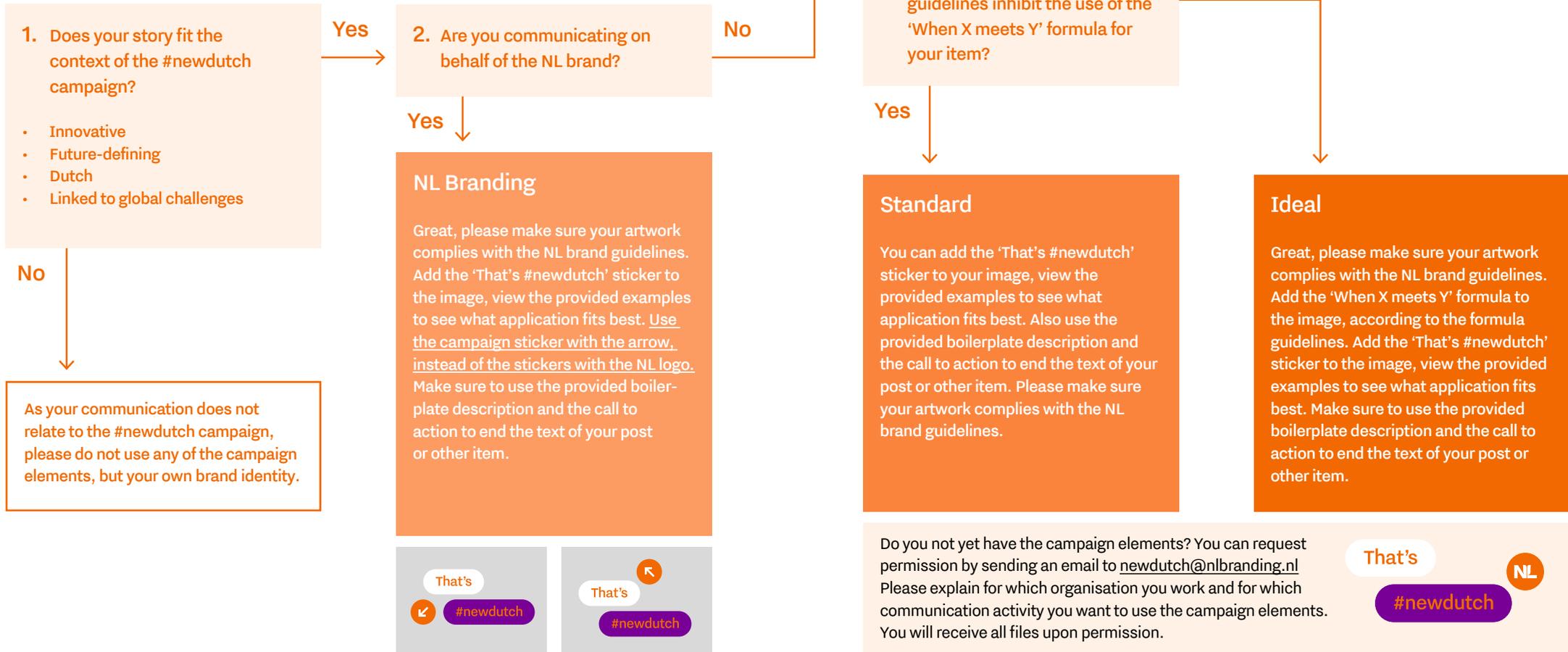
<https://toolkit.nlplatform.com/themes/campaigns/new-dutch-1>

You can also decide to join the conversation in your own corporate style and create your own stories on New Dutch by using the decision tree and the social media guidelines on the following pages. For any questions, please feel free to contact us at newdutch@nlbranding.nl.

Decision tree

When and how to use the #newdutch campaign elements.

A key part of the campaign are the #newdutch campaign elements that connect all the relevant innovations and activities to the international NL/#newdutch brand. To maximise the weight and impact of the #newdutch campaign for all the regions, a unified and recognisable style of communication across all channels is recommended. Follow this decision tree to find out when and where to use which campaign elements for your off- or online communication. Please bear in mind that there is always only one option. If you are still not yet 100% sure, do not hesitate to reach out to the NL Branding team. Make sure your design is always in accordance with the general NL Branding guidelines.



Social media use

To create as much visibility as possible, we have made it easier for you to post about New Dutch by providing social media templates, sample texts and ready-to-use social content, which are all made available in the NL Toolkit. You can post them as a carousel or individually to your socials. When creating your own content, please take note of our guidelines on photography, the following examples and the standard #newdutch elements to add to your caption.

Boilerplate

Add this boilerplate to the caption of your post to connect to the #newdutch campaign:

#newdutch is a mentality, a movement and an international platform for Dutch innovation.

Call to action

Always finish your caption with the call to action:

Discover and join the creators of tomorrow on www.newdutch.nl

Tags

Make sure to use the right hashtag: #newdutch
Also tag @Netherlands on LinkedIn and @NL_netherlands on Instagram.

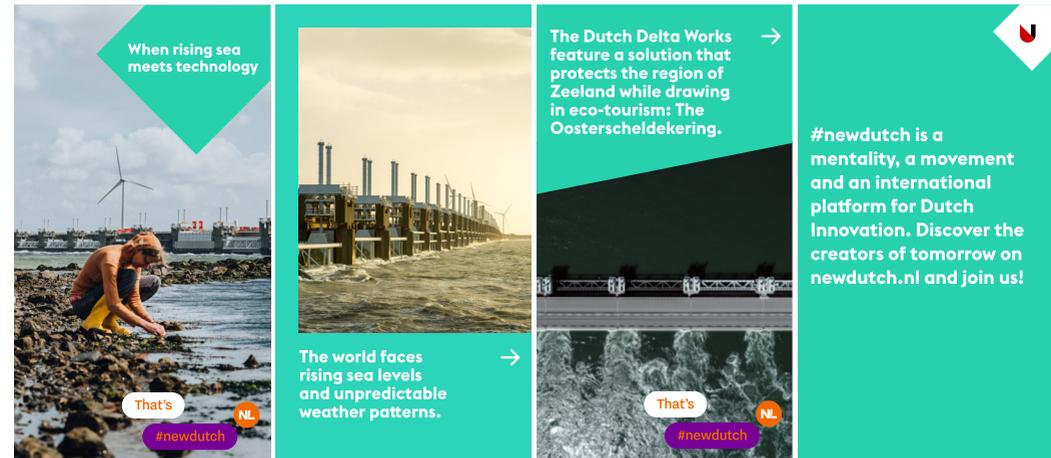
You can download ready-to-use social content from the NL Toolkit.



Instagram post examples using NL Pure



Instagram external identity post examples



Instagram story carousel build up created using the Discover Utrecht Identity for example

Join the movement

Changing the general perception of a country is not an easy task. It requires a persistent, long-term effort and continuous collaboration. But completing the image of the Netherlands will not only accelerate the positive global impact of Dutch innovation, but also help us to attract more visitors, investments, trade partners and talent.

With #newdutch, we can together show the world what our future can look like and how a new generation of Dutch masters is making its mark. So use the inspiring cases, campaign elements and practical tools in this brochure to spread the word on #newdutch, and join us in our global mission.

We welcome any ideas, conversations, and proposals concerning #newdutch at newdutch@nlbranding.nl

Artist Daan Roosegaarde's Van Gogh Path charges during the day and glows at night, inspired by Van Gogh's Starry Night.

As of November 2024, New Dutch
is a joint effort between:

Brabant Branding
Leiden&Partners
Rotterdam Partners
Utrecht Marketing
Gemeente Nijmegen
Citymarketing Arnhem
Branding InFlevoland
Provincie Zeeland
Twente Board - Gemeente Zwolle
Conventions in Friesland
amsterdam&partners
Ede Marketing
Brightlands Limburg

Netherlands Point of Entry
Nuffic
Nederlands Bureau voor Toerisme & Congressen (NBTC)
CreativeNL
Dutch Design Foundation
NL Branding
Ministry of Foreign Affairs

and the list is growing!

Interested to join us?
Contact newdutch@nlbranding.nl

When what is now
meets what could be



Cows on the Floating Farm, a sustainable and self-sufficient farm on Rotterdam's Maas river.

Discover the
creators of
tomorrow on
newdutch.nl



Netherlands