



Australia- Netherlands Trade & Investment Report



Australian Government
Australian Trade and Investment Commission



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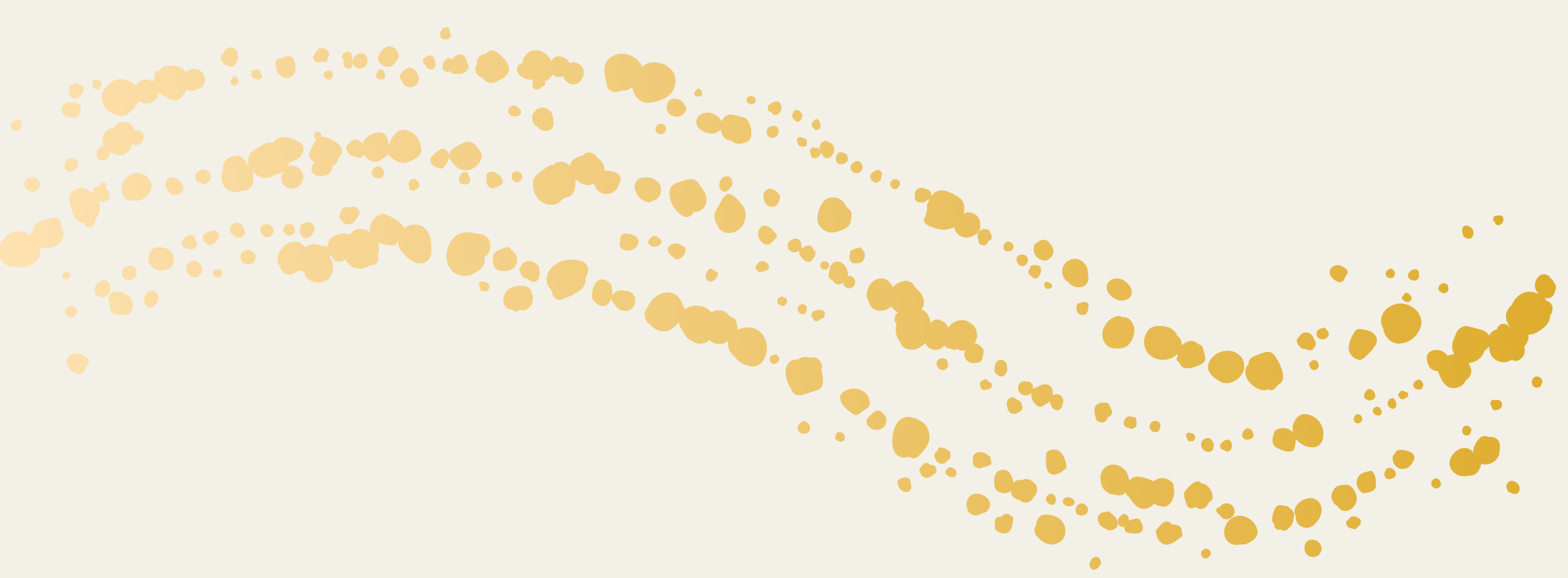
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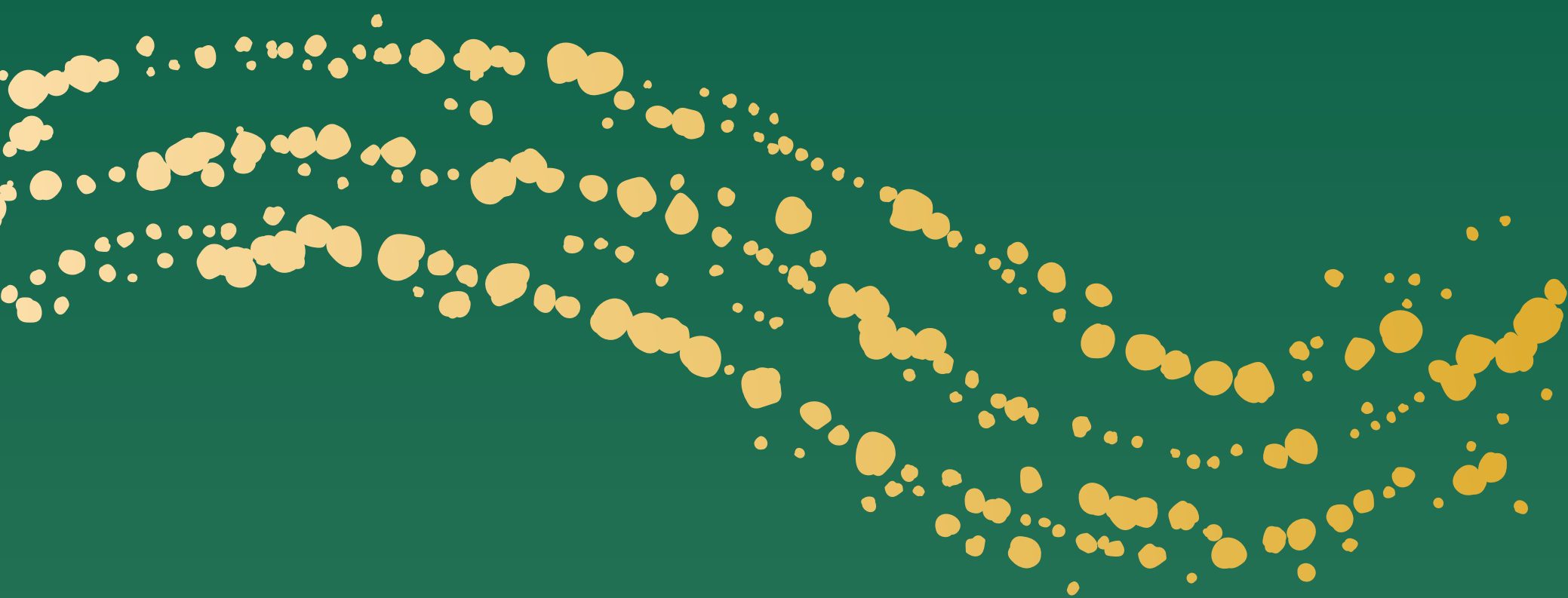
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Foreword



Australian Ambassador to the Netherlands

Dr Greg French

Australia and the Netherlands share a deep, warm and diverse bilateral partnership. It is one built on shared values and interests, a rich history of interaction going back over four centuries, and a commitment to promoting the international rules-based order, which has underpinned our respective security and prosperity.

As like-minded democratic partners, we are cooperating bilaterally, and through regional and multilateral bodies, to advance shared goals in the rule of law, justice, human rights, rules-based trade, and international security.

Australia works closely with the Netherlands in a range of multilateral fora, including in Hague-based international organisations such as the International Court of Justice, the International Criminal Court, and the Organisation for the Prohibition of Chemical Weapons. Together, we continue to pursue truth, justice, and accountability for the downing of flight MH17.

As Australia's fifth-largest source of foreign investment globally and second-largest export market in the European Union, the Netherlands remains one of our most valued trade and investment partners. ⁽¹⁾

Our dynamic business engagement reflects our commitment to fostering economic growth, innovation, and sustainable practices. Major Australian companies like the Commonwealth Bank, Macquarie Capital, Amcor, Worley, and Tritium already have a sizeable presence in the Netherlands.

As two countries with ambitious climate strategies to achieve net zero emissions by 2050, including through innovative technologies, we recently signed a Memorandum of Understanding (MoU) to support the development of a renewable hydrogen supply chain from Australia to Europe.

While Australia and the European Union were not able to conclude negotiations on a free trade agreement in 2023, we are hopeful that we will reach a point in the future where we can sign a deal that benefits both Australia and the EU.

We are facing the most challenging international environment in living memory. This makes our engagement with the Netherlands as a trusted partner more important than ever in advancing our shared values and interests.



General Manager for Europe

Jennifer Mackinlay

The Australian Trade and Investment Commission (Austrade) promotes Australia on the global stage, grows and diversifies trade and helps build Australia's economic security and prosperity. At Austrade, government policy becomes a reality through the creation of commercial outcomes.

With our network of experts across nine European offices, we have the expertise, contacts, and market intelligence to give Australian businesses a competitive edge in the global marketplace. We also help foreign businesses identify opportunities to establish and expand operations in Australia.

In September 2022, the Australian Government committed to net zero emissions by 2050, with an emissions reduction target of 43 per cent by 2030.

There is significant investment and effort underway across the Australian government and private sector to deliver on this objective.

As we transform to a green economy, Australia's ambition is to become a renewable energy powerhouse, a global climate leader and to continue its role as a trusted partner in Southeast Asia and the Pacific.

Austrade supports this ambition by attracting significant foreign direct investment to develop innovative net zero technologies, upscale existing projects and grow the energy sector for supply to the world as a net zero partner of choice.

We are also modernising and diversifying Australia's trade offering and fostering opportunities for foreign direct investment in industries and services that will sustain our economy well into the future. These include critical technologies such as artificial intelligence and quantum computing.

We actively collaborate with markets around the world to scale up global action, and the Netherlands (and the European Region more broadly) is a key partner for us.

Australia is determined to play a leading role in dealing with the global challenges and opportunities of the future. We recognise that international collaboration will play a critical role.

We're excited to harness and continue to strengthen the partnership between Australia and the Netherlands to not only achieve our climate goals, but to also leverage each other's strengths in key areas including agribusiness and food, circular economy, and future mobility.



Trade and Investment Commissioner to the Netherlands, Nordics and Baltics

Annika Barton

Against the backdrop of our ambitious climate strategies and cooperation, and our strong and long-standing political, diplomatic and commercial relationship, Austrade views the Netherlands as a key trade and investment partner for Australia in the European region.

Since Austrade opened an office in Amsterdam in February 2022, we have been working to identify the key areas of trade and investment opportunity to bring about mutual economic benefit.

Austrade analysed the industry strengths and growth areas of Australia and the Netherlands to identify agribusiness and food, circular economy, clean energy and future mobility as promising areas for trade and investment activity.

The Austrade team in Amsterdam focuses on promoting, attracting, and facilitating productive foreign direct investment (FDI) that delivers economic impact for Australia (jobs, capital, R&D). We work with Dutch businesses, helping them to understand how their capability or solution would fit into the Australian landscape and to identify emerging areas of opportunity.

Within the sectors we have highlighted, we work one-on-one with Dutch businesses, providing actionable advice and targeted introductions to help fast-track business.

The team also works to develop opportunities and make connections across the Netherlands for Australian exporters, aligned with key areas of Australian capability.

As outlined in this report, we have identified niche areas of opportunity here in the Dutch market for Australian exporters, and we provide them with practical advice and arrange introductions to potential partners and customers to facilitate their market access and/or expansion to the Netherlands.



Trade and investment snapshot

The Netherlands is the ninth largest investor and the fifth largest source of direct investment in Australia.

The Netherlands had a stock of foreign direct investment of A\$57 billion in 2022, representing 2.3 per cent of Australian GDP. The average annual growth rate of this investment was 5.6 per cent over the previous decade.

In terms of global foreign investment into Australia, this puts the Netherlands behind only the USA, UK, Japan and Canada. ⁽³³⁾

In 2022, the leading sectors for Dutch foreign direct investment in Australia were resources (manufacturing), financial services, warehousing and transportation, and ICT and consultancy services.

In 2022, the leading sectors for Australian goods and services trade to the Netherlands were resources, agriculture, medical instruments, and professional and technical services, totalling A\$9.37 billion.

Additionally, the Netherlands is Australia’s second largest export market in the EU and a key entry point for Australian goods distributed across the continent. ⁽¹⁴⁾

The excellent accessibility and infrastructure creates a fast route to neighbouring markets. Deep seaports (like Rotterdam and Amsterdam), the second largest EU cargo airport (Schiphol Airport), an extensive road and rail network, and globally recognised logistics capability enable this.



The Netherlands’ foreign direct investment in Australia in 2022



The average growth rate of the Netherlands’ investment in Australia over the past decade



‘In 1990, Rabobank established in Australia as a regional agriculture bank. Since then, we’ve grown into a leading player in the sector. We see opportunities to drive innovation in resource management and sustainability among agrifood enterprises in Australia. In addition to that, we support Dutch companies across all industries to do business in Australia by offering our services and opening up our Australian network.’

Mark Wiessing
Regional Manager Australia & New Zealand for Rabobank



Agribusiness and food

For Australian exporters, the Netherlands is a gateway to continental Europe and has a similar population to Australia, making it an ideal trial market within the region.

Australian exporters can explore opportunities in wine and spirits, food and feed ingredients and fresh produce.

Opportunities also exist for leading Dutch companies in Australia - where there is a focus on increasing sustainable and resilient food production.

To successfully grow Australian agricultural output, Australia must increase its uptake of innovative foodtech and agtech solutions across the supply chain.

We consider agtech (including animal science and genetics, indoor farming, robotics and aquaculture), alternative protein and agrifood manufacturing as the most promising growth areas.



70%

of Australia's food production is exported, enough to feed 80 million people. ⁽⁵⁾

240m

consumers within 1,000 kilometres of the Netherlands. ⁽⁶⁾



Circular economy

The Netherlands aims to become the global leader in circular agriculture by 2030.

In order to achieve this, the Netherlands is shifting its focus from production volumes and cost price reductions towards greater optimisation in resource use and food production.

Australia is similarly progressing its transition to net zero and building its circular economy to alleviate the strain on cities, infrastructure, services, and resources. Australia is committed to improving resource recovery, increasing the use of recycled material and better managing waste material flows and transitioning to renewable energy sources.

A future circular economy in just three areas – food, transport and the built environment – could create an economic benefit to Australia of A\$23 billion in GDP by 2025. ⁽⁷⁾

There are opportunities for Dutch companies to engage across several priority areas in Australia, including water and waste, plastics, biomass and food, and circular agriculture.

By 2030, the Netherlands aims to become the global leader in circular agriculture and reduce primary resources used by ⁽⁸⁾

50%

Australia has implemented waste export bans for glass, mixed plastics, tyres and polymer plastics. Mixed paper and cardboard waste will be banned for export in ⁽⁹⁾

2024





Clean energy

Australian and Dutch companies are cooperating on the renewable energy transition and efforts to reach net zero.

The Netherlands is a strong source of foreign investment in renewable energy and infrastructure projects and Australia is taking the steps to become a global renewable energy superpower.

The Australia-Netherlands MoU on Hydrogen will provide a framework for further collaboration and support for the sector.

Australia's hydrogen investment pipeline of A\$230-300 billion (€140-180 billion) represents approximately 40 per cent of all global renewable hydrogen projects announced to date. ⁽¹⁰⁾

These projects span the hydrogen supply chain and include hydrogen production, gas blending trials, transport trials, and storage projects.

Australian hydrogen project owners and technology companies are looking to connect with Dutch (and European) offtake customers, infrastructure and logistics providers to build partnerships that solidify the supply chain.

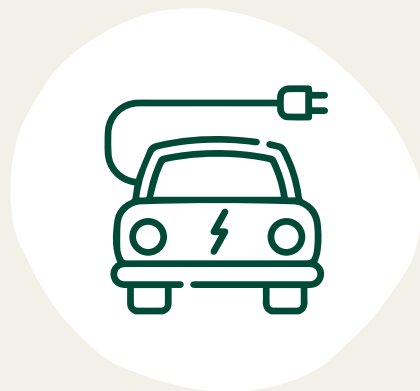


40%

of the global renewable hydrogen projects announced to date are Australian.

1st

country to export liquid hydrogen was Australia, in 2022. ⁽¹¹⁾



Future mobility

With one of the best-developed road and charging infrastructures, and a focus on advancing the 5G network deployment, the Netherlands has already laid the foundations for a future-proof mobility ecosystem.

30 Dutch cities have committed to minimising emissions and establishing zero-emission zones for logistics by 2025. ⁽¹²⁾ There is now a need for cities to rethink their infrastructure layout, embracing future proof solutions that improve connectivity, sustainability and liveability. 2025.

Combining leading Dutch capability in the sensor, nanotechnology and charging infrastructure sectors with innovative Australian technology in areas such as autonomous and connected mobility, green energy and smart cities will create a roadmap for increased commercial activity.

29%

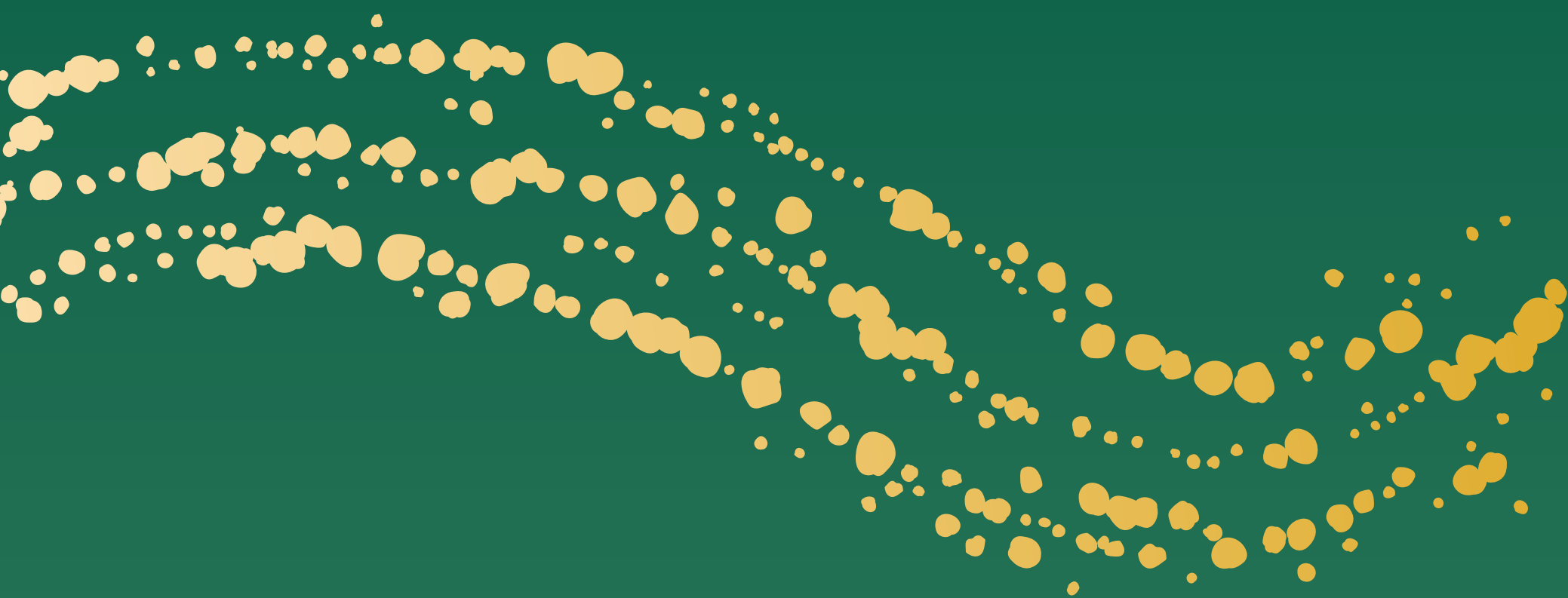
of all charging points for electric cars in the European Union are situated in the Netherlands. ⁽¹³⁾

30 cities in the Netherlands will have a zero-emission logistics zone by

2025



Trade and investment overview



Agribusiness and food

The Netherlands: world-leading innovator shaping the future of food

The Netherlands is a fertile ground for agrifood innovation, driven by a need for highly intensive agricultural production. Although it has a smaller land mass than Tasmania, it is the second largest exporter of agricultural products globally. ⁽¹⁵⁾

Expensive land and labour helped drive cutting-edge innovations to achieve higher yields, minimal water usage for crops, a near-elimination of greenhouse pesticides and higher energy efficiencies.

In collaboration with government and research institutes, Dutch companies continue to lead agrifood and agtech innovation through developing new technologies in autonomous growing and harvesting, vertical farming and crop diversification.

To stimulate innovation, the Dutch government offers competitive research incentives to fuel future agrifood development, and federal funding for subsectors such as cellular agriculture.

Within Europe’s agribusiness ecosystem, the Netherlands is an important leader:

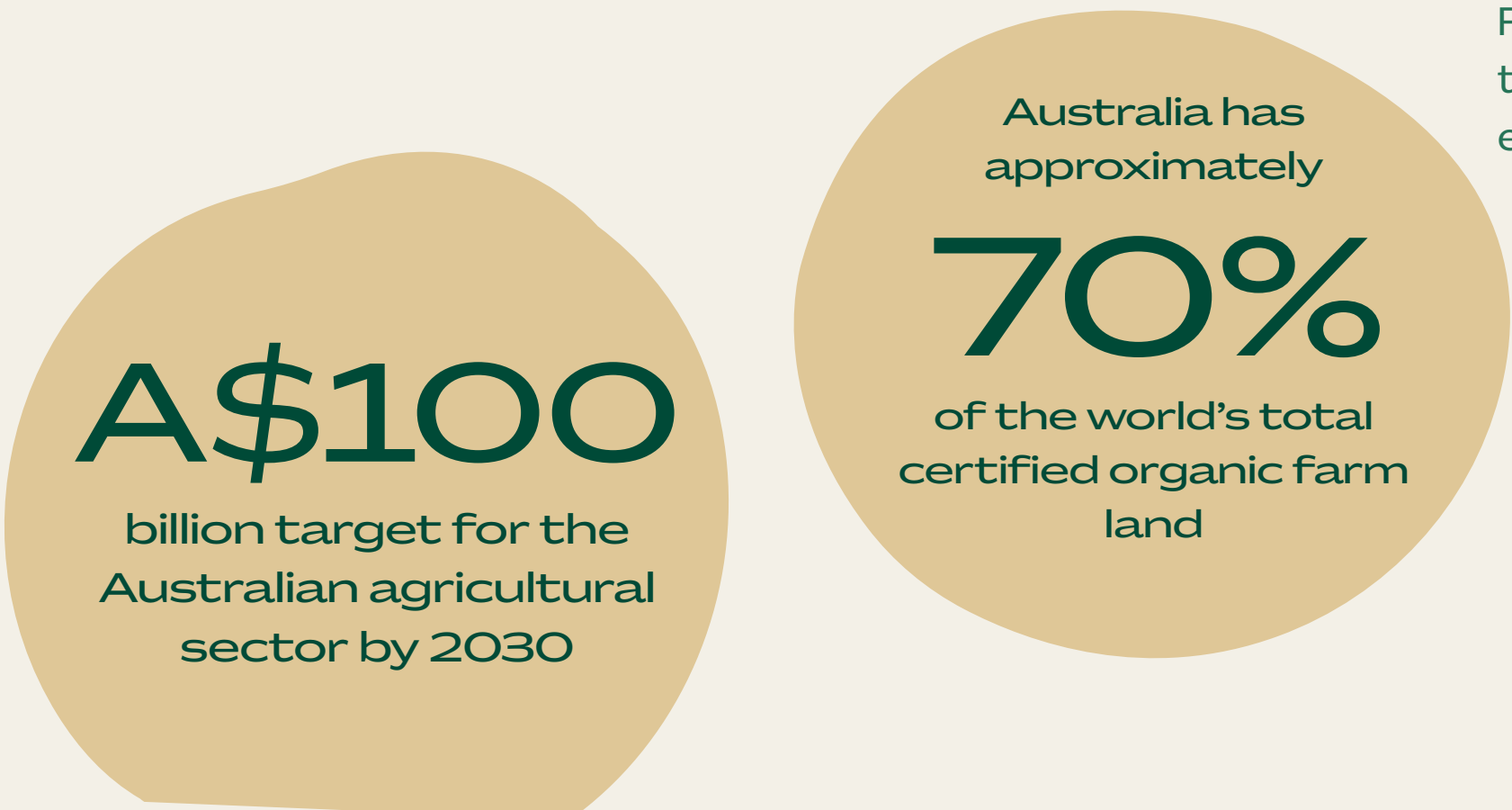
-  Gateway to Europe
-  Logistics hub for global food imports and exports
-  Innovator shaping the future of food
-  Producer for the world market

In 2017, industry (supported by government) set a target to grow Australia’s agricultural sector to A\$100 billion by 2030. This represents an increase of 68 per cent from the 2017 figure of A\$60 billion. ⁽¹⁸⁾

Australia’s sometimes challenging physical environment means growers must adopt new technologies and practices to drive consistent productivity growth to achieve this target.

While uptake and adoption of tech in agriculture is growing, there is further opportunity to digitise and implement technological change into operations, both in controlled environment and open field agriculture.

These drivers, coupled with Australia’s huge production capacity, make it an ideal market for Dutch innovations in agribusiness.



Australia: a leading regional agrifood exporter

Austrade views the Netherlands as the European trade hub for agrifood, a market which offers opportunities for Australian business with up- and midstream activities. Australia is about 186 times larger than the Netherlands and agriculture accounts for 55 per cent of land usage.

By promoting the diversification of export destinations, sectors and exporters, we support Australia to be more resilient to geopolitical and economic shifts and to take advantage of emerging opportunities – including those in the Netherlands, and Europe more broadly.

Australia currently produces enough food to feed 80 million people and exports around 72 per cent of its annual agrifood production, mostly to the Asia-Pacific region. ⁽¹⁶⁾

In any given year, Australia represents 2 to 3 per cent of global agricultural output. In 2021, the country exported a record value of A\$76 billion. Australia has 17 free trade agreements (FTAs) and 40 per cent of trade is with fast-growing economies in the Indo-Pacific region. ⁽¹⁷⁾

Recently Australia signed an FTA with the UK, and it is in negotiations to complete an agreement with the EU. This will provide the EU with enhanced access to Australian goods and services.



Australia's national science agency CSIRO created a roadmap with five areas of opportunities to develop the agricultural sector.

Dutch expertise can unlock Australia's agricultural potential

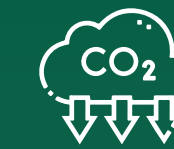
Australia's national science agency CSIRO launched a roadmap to support Australia's food systems to become more sustainable, productive and resilient for the future. The roadmap identified five areas of opportunity, each with their own 2030 targets and 2050 goals:



Enabling equitable access to healthy and sustainable diets



Minimising waste and improving circularity



Facilitating Australia's transition to net zero emissions



Aligning resilience with socioeconomic and environmental sustainability



Increasing value and productivity

These focus areas can be supported by Dutch companies in agtech, alternative protein and agrifood manufacturing to either grow, manufacture or increase their footprint in Australia.

CASE STUDY

NewCold

NewCold helps Australian food producers store produce safely, efficiently and sustainably using automation and robotics.

Originating in the Netherlands, the food logistics specialist opened its first frozen storage warehouse in Melbourne's Truganina complex in 2017. The company now has two facilities in Melbourne with a combined capacity of over 200,000 pallets, helping to resolve a significant barrier to the growth of local agriculture production.

NewCold is growing its Australian presence, recently opening an office in Melbourne and announcing plans to build a third warehouse in Western Sydney.

'Australia is unique for us. We have large facilities in the UK, but nothing on the same scale as our Melbourne facility. There's probably nowhere in the world where there's so much automated technology in one region.'

Abhy Maharaj
Chief Commercial Officer of NewCold



CASE STUDY

SAI World and Perfecta Produce

SAI World is the exclusive marketer for Australian onion grower and packer Perfecta Produce, whose premium onions from Tasmania are helping to fill a shortfall in Europe.

The changing climate in Europe makes farming less predictable. It impacts growing conditions and affects yields of products like onions.

Imported premium Australian onions help to fill the shortfall for European retailers and ensure consumers have access to a high quality product at an affordable price.

SAI World shipped 90 containers of onions to the UK and Europe between February and April 2023. Each container held 26 tonnes of onions. Perfecta's onions are sourced from growers in the northwest coast region of Tasmania where the volcanic soil is rich and fresh water is plentiful.

'These onions have a great shelf life and can be stored for up to a year. The feedback we have had from our distributors in Rotterdam and Hamburg has been excellent.'

Sam Vasala
Director of SAI World



SECTOR OVERVIEW

Circular economy

Achieving a fully circular Dutch economy by 2050

In 2016, the Netherlands launched its national strategy ‘A Circular Economy in the Netherlands by 2050’ to reduce primary resources used in the Netherlands by 50 per cent in 2030 and become completely circular by 2050. ⁽¹⁹⁾

This can be achieved through increased resource efficiency, a shift to renewable and recycled resources, and by creating new markets and business models. As a result, compulsory and voluntary measures were introduced in priority sectors as part of the 2023 National Program Circular Economy. These include biomass and food, plastics, manufacturing, construction and consumer goods.

The Netherlands aims to become the global leader in circular agriculture by 2030, which will require a shift from growth in production volumes and cost price reductions towards optimisation in resource use and food production.

The Dutch circular economy ecosystem has produced globally competitive companies. These will continue to support the strong position of the Netherlands in eco-innovation and climate change related indices.

‘Climate volatility and the drive towards a nature positive and decarbonised food and agriculture sector present a significant challenge for regional Australia. Circular agriculture solutions are being developed as a priority to reduce the use of non-renewable resources and unlock value from Australia’s extensive biomass resources.’

Ben van Delden

Partner, Climate & Engineering at Deloitte

Circular infrastructure can unlock Australia’s recycling capacity

Recent policy changes in Australia have focused on promoting recycling. Australia has already implemented waste export bans for glass, mixed tyres and polymer plastics.

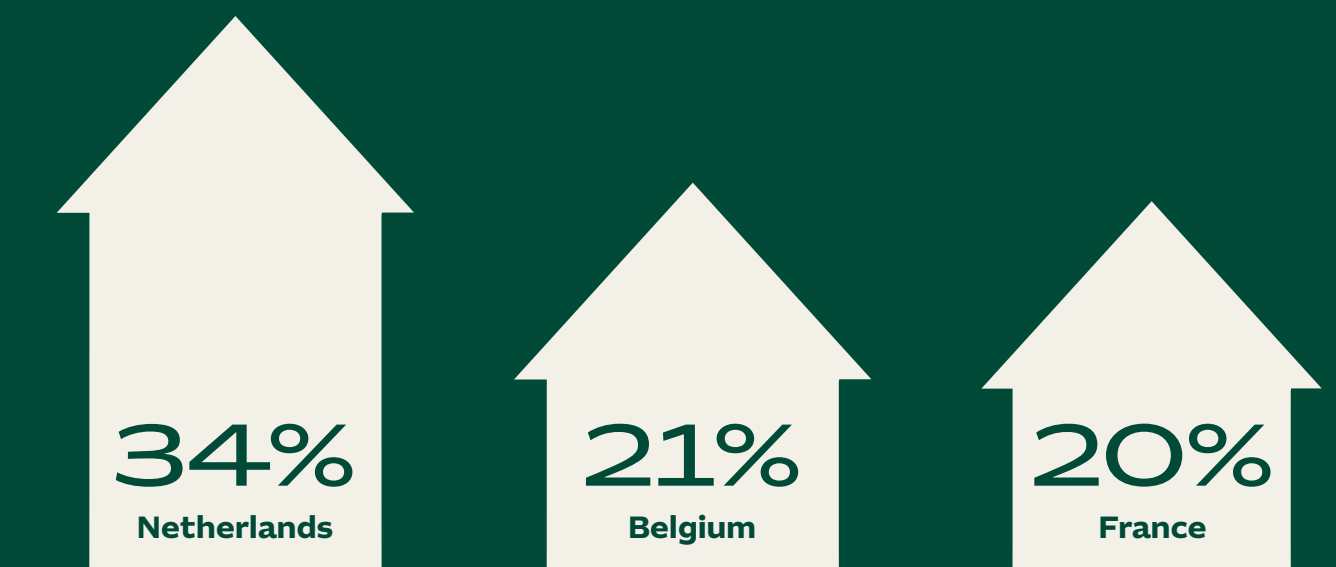
New processing capacity is needed across all waste streams in Australia. The main driver of this is the A\$250 million Recycling Modernisation Fund (RMF). With contributions from Australia’s states, territories and industry, this will see over A\$1 billion invested in recycling infrastructure. ⁽²¹⁾

Another incentive that is the A\$100 million Australian Recycling Investment Fund, deployed by the Clean Energy Finance Corporation (CEFC) to progress relevant projects in the recycling industry.

With investment in proven technologies, the CEFC works with companies to turn urban and industrial waste into new energy sources and valuable products, creating an important revenue stream while also reducing landfill gas emissions.

As a result of these policy changes and financial incentives, Australia’s circular infrastructure sector is now booming and looking for international engagement.

Top EU countries in terms of circular material use rate (CMUR)*



*share of material recovered and reintroduced into the market. ⁽²⁰⁾

The Australian Government is investing in building a circular economy:

A\$250m
Recycling Modernisation Fund

A\$100m
Australian Recycling Investment Fund

A\$26m
National Product Stewardship Investment Fund

Biggest opportunities for Dutch companies in Australia's circular economy



PLASTICS

In Australia, only 13 per cent of plastic is recycled and local processing capacity must increase by 150 per cent to ensure previously exported plastic waste does not end up in landfill.

Research shows that Australia is currently missing out on an estimated A\$419 million of economic value each year by not recovering all PET and HDPE plastics.⁽²²⁾



E-WASTE

Only 7.5 per cent of e-waste is collected and recycled each year.

Australia has the highest e-waste generation per capita in the world.⁽²³⁾

E-waste recovery plants are needed for key waste streams including lithium-ion batteries, mobile phones, circuit boards and solar panels.



ENERGY FROM WASTE (EFW)

EfW is a strong alternative to landfilling and generates a reliable source of baseload energy. Areas of need include large scale EfW – grid offtake, smaller scale – private wire/closed loop and bioenergy.



FOOD ORGANICS AND GARDEN ORGANICS WASTE (FOGO)

In 2019, 48 per cent of all organic waste generated in Australia went to landfill.

This figure is higher still for food waste specifically, of which 74 per cent was landfilled. Australia aims to increase its organic waste recycling rate to 80 per cent by 2030 through building FOGO infrastructure and fostering a regenerative approach to food systems that returns the nutrients embedded in recycled organics to our soils.⁽²⁴⁾

CASE STUDY

Blue Phoenix Group

Dutch company Blue Phoenix Group has completed construction of Australia’s first incinerator bottom ash (IBA) processing facility.

In 2021, Blue Phoenix secured a 25-year contract with Australia’s Avertas Energy to build the A\$11.3 million project at Hope Valley in Kwinana – the first in the world to bring all Blue Phoenix technology together in one plant – to process IBA from Avertas’s EfW plant.

Avertas is expected to process 400,000 tonnes of municipal solid, commercial, and industrial waste under agreements with local governments and other providers when it is commissioned later this year.

Blue Phoenix Group will process 100 per cent of the IBA - about 80,000 tonnes per annum - from the plant, recovering metal down to minus two millimetres and returning the residual aggregates into bound and unbound civil applications. ⁽²⁵⁾



‘The team and I are looking forward to when we can showcase to Australia a proven, sustainable and responsible way to recover and reuse materials otherwise lost to landfill.’

Ian Lynass
Managing Director of Blue Phoenix Australia

Blue Phoenix built the

A\$11.3 million

project at Hope Valley in Kwinana

Blue Phoenix will process

100%

of the IBA

SECTOR OVERVIEW

Clean energy

Aligned on ambitious net zero targets

The Dutch government has committed to reducing the Netherlands' greenhouse gas emissions by 49 per cent by 2030, compared to 1990 levels, and a 95 per cent reduction by 2050. ⁽²⁶⁾

Similarly, the Australian government has legislated climate targets to reduce emissions by 43 per cent on 2005 levels by 2030 and net zero by 2050. ⁽²⁷⁾

Transitioning to renewable energy sources and establishing robust clean energy supply chains will be critical to achieving this. Hydrogen is one of the most prominent alternative sources.

In 2022, Australia became the first country in the world to export liquefied hydrogen. Australia is expected to become the second largest exporter of low-emissions hydrogen by 2030 and the largest by 2050.

Collaboration on hydrogen supply chains

The NorthH2 green hydrogen project in Groningen, in the northern region of the Netherlands, is one of Europe's largest green hydrogen projects. ⁽²⁸⁾ The project paves the way for further development of zero-emission hydrogen-powered vehicles. Other exciting momentum includes the first offshore green hydrogen project and a research project that investigates whether the current Dutch gas network can be used for hydrogen transport in the future.

The support for the transition and the variety within the Dutch ecosystem means that Australian HETS companies can find partners, customers and opportunities to embed their technologies into the Dutch/European supply chains.

The Port of Rotterdam is already viewed as a key European production, import, application and distribution hub for hydrogen. Underscoring Australia's role in the global hydrogen supply chain, the Port has signed MoUs with Australian state governments of Queensland, Tasmania, South Australia and Western Australia.

These partnerships indicate that for Australian hydrogen suppliers, the Netherlands is positioned to become a key enabler of hydrogen supply chains between Australia and Europe.

Partnering to drive decarbonisation

Australia is determined to play a leading and highly engaged role in dealing with the challenges and opportunities of this massive energy transformation.

In January 2023, Australia's Climate Change and Energy Minister Chris Bowen and the Dutch Minister for Climate and Energy Rob Jetten signed a MoU between Australia and the Netherlands during the Minister's visit to Europe to promote renewable energy ambition and cooperation.

The MoU, signed at the Port of Rotterdam, covers:

- Hydrogen trade policy, standards and certification schemes
- Port infrastructure and supply chain development
- Innovative hydrogen technologies, including shipping, equipment and services
- Government policies about safety, social licence and regulations for hydrogen.

The MoU demonstrates Australia's commitment to working with international partners to advance shared clean energy interests and support emerging clean energy industries. In total, Australia has hydrogen partnerships with eight countries including the Germany and the UK, and with other major hydrogen markets Japan, Korea, Singapore, India and the USA.



43%

the Australian government has legislated climate targets to reduce emissions by 43 per cent on 2005 levels by 2030



49%

The Dutch government has committed to reducing the Netherlands' greenhouse gas emissions by 49 per cent on 1990 levels by 2030

CASE STUDY

H2X Global

H2X Global is an Australian automotive company that uses hydrogen fuel cell technology to deliver zero-emission vehicles.

In May 2023, H2X signed an agreement with the City of Rotterdam for its hydrogen-fueled Warrego truck to be used by the city's forestry commission. This moves Rotterdam closer to its goal of having all city vehicles zero-emission by 2030. ⁽²⁹⁾

In other markets, H2X Global's offering has become crucial for companies that want a full-service option for emission-free commercial transport. In February 2023, the company signed a partnership with Norwegian Hydrogen AS. The partnership aims to create a single channel for production and purchase of green hydrogen, distribution and hydrogen refuelling stations.

The company has also fitted its hydrogen fuel cells into commercial vehicles in FCEV buses in Vietnam and Malaysia, and built trucks in Gothenburg for Swedish waste company Renova.

Rotterdam aims to
be a Zero Emission
Zone by

2030

'The Netherlands has been an important base for us. You can find a hydrogen station within 35-40 minutes of nearly anywhere in the country. We could develop the vehicle and get it on the road quickly.'

Brendan Norman
Founder and CEO of H2X Global

Future mobility

The Netherlands charges ahead on electrification

With one of the best-developed road and charging infrastructures, and a focus on advancing the implementation of a 5G network, the Netherlands has already laid the foundations for a future-proof mobility ecosystem.

Dutch charging infrastructure is one of the densest and fastest-growing infrastructures globally. Close to 30 per cent of all charging points for electric cars in the European Union are situated in the Netherlands.

With Greater Rotterdam’s expertise in fields such as sensors, robotics and nanotechnology, Eindhoven’s significant vehicle manufacturing community and Amsterdam’s strength in routing technology – the Netherlands is well equipped to innovate, partner and source across the mobility ecosystem.

The rapid development of the Dutch mobility ecosystem and support from government and industry, has led to the creation of leading, innovative Dutch companies that now look to scale globally.

Australia's new National Vehicle Strategy opens doors for Dutch companies

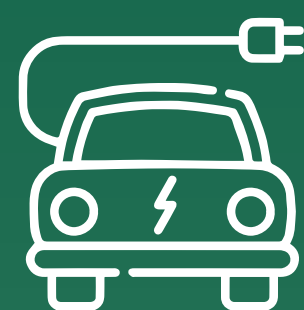
The size and growth potential of the Australian market will bring about new commercial opportunities for Dutch companies.

The Australian Government is invested in electrification and released its first National Electric Vehicle Strategy in April 2023, providing an initial framework and commitment to accelerate the uptake of electric vehicles.

A key strategic objective is to increase supply of affordable and accessible EVs by leveraging State and Territory EV fleet targets, incentives, and commitments.

By 2030, the Australian Government targets 82 per cent renewables for their National Electricity Market. Currently 36% of Australia's electricity generation comes from renewable energy.

We see particular opportunities for Dutch companies in areas such as electrifying Australia’s public transport network, assisting heavy vehicle manufacturers to transition to zero emissions vehicles, and developing future transport infrastructure for hydrogen and electric vehicles.



29%

of all charging points for electric cars in the EU are situated in the Netherlands ⁽³¹⁾

Dutch developments create a roadmap for Australia

The Dutch government is not only focused on facilitating innovation in autonomous mobility, but also leverages this technology to reduce emissions. For example, 30 cities within the Netherlands have already committed to have a zero-emission zone for logistics within the city by 2025. ⁽³²⁾

This commitment has caused cities to rethink their infrastructure layout and invest in future-proof solutions that improve connectivity, sustainability and ultimately liveability.

Australia’s large and dispersed geography is a challenge to electrification, however Dutch expertise can help develop Australia’s autonomous and connected mobility capacity to create a roadmap to emissions reduction.

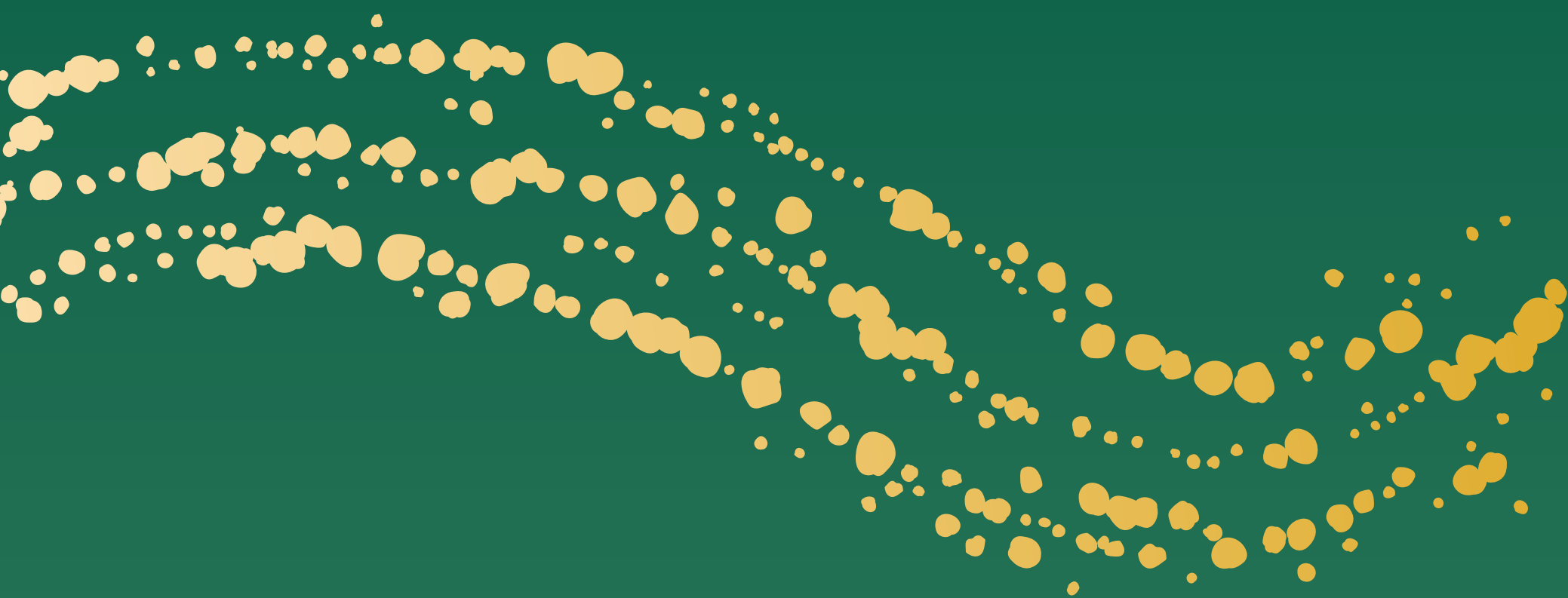
These factors, combined with the support of the Australian Government for the sector’s transition, will provide access for Dutch businesses looking to scale into the Australian market.



30 cities

within the Netherlands have already committed to have a zero-emission zone ⁽³¹⁾

How Austrade can help



Meet the Austrade Netherlands team



ANNIKA BARTON
Trade and Investment
Commissioner to the Netherlands,
Nordics and Baltics

Annika Barton is based in Amsterdam, where she commenced her posting as Trade and Investment Commissioner in June 2021. Annika is an experienced trade and investment practitioner with strong capabilities in international business development and strategic planning.

Annika previously managed Austrade’s global Landing Pad program and the alignment of Austrade’s suite of services for high growth, tech-driven scale ups to fast-track their international growth. In 2019, Annika was the Trade and Investment Commissioner in San Francisco, where she managed the Americas Region Cyber Security Sector Team and the San Francisco Landing Pad.

Annika has extensive public sector experience, with a particular focus on the intersection of government and industry.

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WIM VERSTRAATEN
Senior Business
Development Manager

Wim joined Austrade in 2022. He currently works as Senior Business Development Manager and advises, connects, and supports Australian agribusiness exporters with their international expansion plans into the Netherlands. He also leads the ‘Agribusiness, Food and Consumer’ sector trade practice in Europe and the UK.

Wim has almost 15 years' experience in business development, business advisory and international trade across global agri and food supply chains. He has lived and worked in Brazil, Argentina, and Italy.

Wim is pursuing an Executive MBA at TIAS Business School and at Wageningen University and Research (food and agribusiness) in the Netherlands.

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ROLF KARST
Investment Director

Rolf joined Austrade in 2022 and leads the agribusiness and circular economy foreign direct investment portfolios for the Netherlands. He is also Austrade’s sector lead for both portfolios in Europe. As part of his role, Rolf supports Dutch companies looking to establish a business in Australia.

Rolf previously lived and worked in Australia, promoting the trade and investment relationship between the Netherlands and Australia. During that time, he led a consortium of companies looking at opportunities in flood management in Australia. His career started at management consulting firms where he worked with clients in multiple sectors, including energy and agribusiness.

Rolf has a Master’s Degree in Economics from the University of Groningen in the Netherlands.

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Work with us

The Australian Trade and Investment Commission (Austrade) is the Australian Government's international trade promotion and investment attraction agency. We generate market information and insights, promote Australian capability, and facilitate connections through our extensive global network.

How Austrade can help Dutch investors, buyers and distributors

- Initial coordination of investment or sourcing enquiries and assistance
- Information on business and regulatory environment
- Market intelligence, investment and sourcing opportunities
- Identification of suitable investment locations or Australian suppliers
- Introductions to specialists, professional service providers, state and local governments and R&D partnership opportunities
- Information on government programs, incentives and initiatives
- Support for visit programs in Australia

How Austrade can help Australian exporters

- Facilitate connections to business opportunities in the Netherlands
- Identification of potential local partners, customers, VCs, industry and government representatives
- Guidance on doing business with and setting up in the Netherlands

Austrade focuses on developing opportunities and connections across the Netherlands that align to Australian capabilities for Australian exporters.

Contact us

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Australian Government

Australian Trade and Investment Commission

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