

 Digital  
 Gateway to  
 Europe

# 2017 REPORT

Annual report:  
State of the Dutch  
Data Hub

# COLOPHON

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The "State of the Dutch Data Hub 2017" report is published by the Digital Gateway to Europe.

## Edition

State of the Dutch Data Hub 2017  
November 2017

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## Release

First release, Nov. 2017

## Availability

Our publications are free to download on  
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# FOREWORD BY NFIA

## Invest in Holland

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### JEROEN NIJLAND, COMMISSIONER NETHERLANDS FOREIGN INVESTMENT AGENCY

In the low-lying delta of the Netherlands, networking is second-nature. In our centuries long struggle with the sea and rivers, it is only through communicating, working together for common goals and creating an efficient infrastructure that we have managed to secure our environment and thrive.

Fast-forward to the 21st Century and the same is true. Matching our impressive physical infrastructure is a leading-edge digital infrastructure. The Amsterdam Internet Exchange (AMS-IX) is the world's leading data traffic hub, both by number of members and total traffic. Roughly one-third of all European data centers are located in the Amsterdam area and take advantage of AMS-IX. The World Economic Forum ranks the Netherlands in 6th place worldwide in terms of ICT infrastructure and, on average, the country has the fastest internet speeds in Europe.

Our human networks are still just as active and relevant today as they have ever been and for companies looking to expand their businesses or set up operations in Europe, The Invest in Holland network provides a continuum of free, confidential services and support. The Netherlands Foreign Investment Agency (NFIA) joined forces with the

various regional economic development agencies and several major cities under the Invest in Holland label in 2015.

The services and support that the Invest in Holland network can offer foreign organizations include:

- Fast and confidential provision of up-to-date information on the Netherlands, Dutch legislation and regulations, and possible incentives from the Dutch government
- Personal guidance with, e.g., finding and visiting potential investment locations
- Bringing foreign organizations in contact with relevant business partners and government bodies
- Concrete solutions that simplify and optimize location in the Netherlands
- Contribution to the maintenance and improvement of the investment climate

Some 60% of all Forbes 2000 companies active in the IT industry have already established operations in the Netherlands.

This includes global IT companies such as Microsoft, Cisco, Oracle, Interxion, Infosys, Huawei, Oracle, Intel, IBM, Verizon, and Google, all of whom tap into the unparalleled IT infrastructure, competitive tax climate and a tech-savvy, English-speaking workforce. The majority of these companies were assisted by the Invest in Holland network.

In the 2016 McKinsey Global Institute report of digital globalization, the Netherlands ranked 2nd in the top 10 for Data Flow, underscoring the crucial significance of open borders for data transfer and, subsequently, global competitiveness and innovation.

Furthermore, we Dutch have long taken a proactive attitude towards cybersecurity, and we welcome recent inward investments by firms like Palo Alto Networks and WeAware+, reinforcing our commitment to the international cyber security market.

**"In our centuries long struggle with the sea and rivers, it is only through communicating, working together for common goals and creating an efficient infrastructure that we have managed to secure our environment and thrive."**

- Jeroen Nijland, Commissioner  
Netherlands Foreign Investment Agency

To sum up - the Netherlands is a veritable hotbed of development in the digital domain: pushing the boundaries of technology, while also keeping a firm focus on the human perspective.



# PREFACE BY DIGITAL GATEWAY TO EUROPE

Let's lead the way

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**STIJN GROVE,  
MANAGING DIRECTOR  
DIGITAL GATEWAY TO  
EUROPE**

On 17 November 1988, almost 30 years ago, the Netherlands was the second country in the world to connect to the internet. Since then we have been frontrunners in building the digital infrastructure, developing protocols, doing research, providing education, improving sustainability and increasing security. Amsterdam became the first market in history to see more than 50 MW of data center take-up in a single year, followed by London, Frankfurt and Paris.

Companies from all around the world use the Netherlands as their data distribution node, and as a key location for their data centers, cloud applications or headquarters. It is the data hub right in the heart of Europe's Single Market. Its central location, bordering Germany and Belgium, and a stone's throw from the UK and France, places nearly 170 million customers in the European market within a 500km radius of the country.

The Netherlands is the fastest growing data hub in Europe, with a record growth in supply last year.

The cloud and data center industry continues to be the largest job and largest foreign investment sector in the Netherlands, and becomes more important, year after year.

The digital infrastructure sector is not only there to support the IT of other industries. It is a major sector itself. Internet access providers, backbone providers, hosting and cloud providers, internet exchanges, domain name registrars, facility and hardware suppliers, consultancy firms, design agencies, building companies, fiber providers, all together they form a unique logistical chain. This makes the Digital Gateway a hub equivalent to the Port of Rotterdam and Schiphol Airport.

This State of the Dutch Data Hub 2017-report provides an overview of the Netherlands as digital gateway, with its perfect connectivity, data center and cloud infrastructure, EU single market excess and overall excellent ecosystem. Today - almost 30 years later - the world we live in has changed immensely. What hasn't changed is that we still lead the way when it comes to digital matters.

# SOME DEFINITIONS FIRST

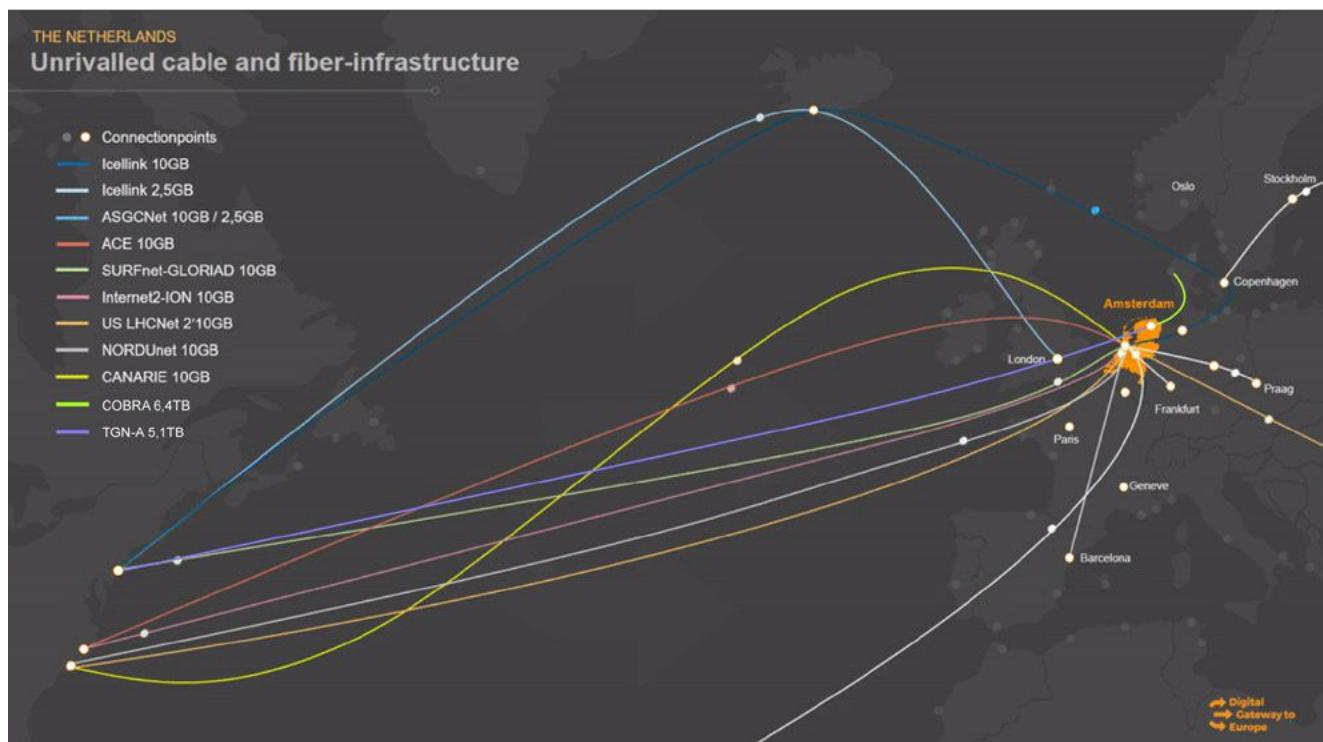
The Dutch Data Hub consist of many different aspects. In this State of the Dutch Data Hub report, we give some insights into the state of the connectivity, data center and cloud industry in the Netherlands in 2017. Furthermore, we focus on the ecosystem that surrounds these industries and the characteristics of the Netherlands that makes it the ideal Gateway to Europe. Aspects of this ecosystem are the presence of innovative companies, other peers that are based there, the tax and entrepreneurial climate, the workforce in the country, etc. This ecosystem, together with the industry, forms the Dutch Data Hub.

We start this report by giving a definition of a data hub and digital infrastructure.

**Digital Infrastructure** is the combined fixed and mobile access networks, data centers, cloud & hosting providers, domain name registrars,

internet exchanges, content delivery networks, etc. It is the underlying infrastructure that makes it possible to surf the web, save your documents online and access applications. Part of the digital infrastructure are international data hubs, and these are only present in a few countries globally. These data hubs are international intersections of connectivity and are the key commercial multi-tenant data center and cloud markets.

**Data Hubs** consist of international backbone-, fiber- and IP-carriers, data centers, internet exchanges and major cloud providers. They have developed into an unique ecosystem of infrastructure, customers and suppliers. It is the combination of and interaction between the technical and data infrastructure within a certain area. It is the support, integration and usage of data from different resources that are relevant for a specific region.



# 1. CONNECTIVITY

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The Netherlands is the most connected country in the world, regarding cross-border flows of trade capital, information and people, according to the DHL Global Connectedness Index of 2016. Europe as a whole remains the world's most connected region. In this chapter, we take a global look at the role that connectivity plays in the Dutch Data Hub.

If you would ask Dutch households if they have internet access, 97% of them says yes. Eurostat reported that Luxembourg and the Netherlands were the two EU-member states with the highest percentage of internet access in 2016. Connectivity is King in Holland.

## Internet exchanges AMS-IX & NL-IX

The Netherlands is host to the Amsterdam Internet Exchange (AMS-IX), together with the German DE-CIX the largest Internet exchange point in the world. Number 3 (LINX) and 4 (IX.br) follow at quite a distance. Another large Dutch internet exchange, currently a 7th place globally, is the Interconnect Exchange (NL-IX). Per second, the NL-IX passes more than 1190 Gbit and has 659 connected networks.

In their 2016-report, AMS-IX wrote that the overall internet traffic volume in 2016 increased with 28% to 12 EB and that the exchange added 5.4 Tbps new capacity to its platform. A notable fact is that 92% of new AMS-IX customers in 2016 came from abroad, which indicates that The Netherlands is an attractive foreign candidate when it comes to digital infrastructure.

## Connecting the digital industry

Excellent connectivity supports the other digital industries as well; organizations choose to rent space in certain data centers because of other relevant parties, verticals, CDN's, cloud connects, etc. that rent space in that data center. In-house cabling connects them together.

## THE FOUR LARGEST INTERNET EXCHANGE POINTS BY SIZE

|   | Name  | Members | Throughput (Gbit/s)<br>max | Throughput (Gbit/s)<br>average |
|---|---|---------|----------------------------|--------------------------------|
| 1 | Deutscher Commercial Internet Exchange - DE-CIX | 773     | 5780                       | 3642                           |
| 2 | Amsterdam Internet Exchange - AMS-IX            | 817     | 5513                       | 3342                           |
| 3 | London Internet Exchange - LINX                 | 820     | 3860                       | 2670                           |
| 7 | Neutral Internet Exchange - NLix                | 656     | 1840                       | 1210                           |

Source: [www.de-cix.net](http://www.de-cix.net), [ams-ix.net](http://ams-ix.net), [www.linx.net](http://www.linx.net), [www.nl-ix.net/](http://www.nl-ix.net/), Nov. 2017

## Mobile connections

The Netherlands offers great 4G-connections as well: in the 'State of the LTE 2017'-report by Open Signal, the Netherlands ranked 6 globally and 2nd in Europe, after Norway, with a 4G availability of 86.6%. In that report, Open Signal identified a cluster of countries set apart of the rest of the world. Hungary, Singapore, South Korea, Norway and the Netherlands perform exceptionally in offering 4G services, both in availability and speed. The average download connection speed that users see when connecting to LTE networks in the Netherlands, is 38.36 Mbps. This puts the Netherlands in the 5th place, and 3rd in Europe after Norway and Hungary.

## Amsterdam

Amsterdam is one of the most connected European cities, strongly connected both by fiber optic networks and undersea cables that connect to London and to major cities across the Atlantic.

The Amsterdam Science Park, home of the Internet exchange of AMS-IX, houses over 150 networks and is capable of reaching 80% of European customers within 50 m/s (Interxion, 2017).

The network infrastructure within Amsterdam furthermore supports over the top (OTT) content distribution that serves the growing demand for digital content by consumers within the Netherlands and nearby countries.

"The infrastructure is excellent all around the Netherlands. In other countries you see that the quality of the connections usually **drops significantly outside the bigger cities**. In the Netherlands the connections hold the same high quality everywhere."

- Olav van Doorn, Co-Founder and CEO Custom Connect

## Fiber/ISP

The Dutch government has taken up the ambition to give all households access to 100Mbit/s connections in 2025. There is a high density of fiber glass connections present in the Netherlands, with some core connections that expand beyond the Dutch border into Belgium and Germany, to make international data flows possible.

The Fiber Carrier Association (trade organization for Dutch carriers) estimates in their 2017 report that the demand of glass fiber bandwidth capacity will grow around 30% or 40% every year, due to online streaming services and new technologies like VR.

## STATISTICS OF THE NETHERLANDS

(number between brackets is global position)

| Average Connection speed (MBPS) | Average peak connection speed (MBPS) | % Above 4 Mbps | % Above 10 Mbps | % Above 15 Mbps |
|---------------------------------|--------------------------------------|----------------|-----------------|-----------------|
| 17.4 (12)                       | 82.7 (21)                            | 95% (9)        | 70% (7)         | 46% (11)        |

Source: Akamai State of the Internet Connectivity report, Q1 2017

## 2. DATA CENTERS

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Data centers are the foundation of our (digital) economy. All digital activities are housed between their walls. This is why data centers, next to connectivity, cloud providers and its digital ecosystem, are indispensable for the prosperity of the digital economy of the Netherlands. With an average growth of 15% in 2016 of the Dutch data center industry, the Netherlands has become a country of data centers.

### The Netherlands

The Netherlands is a major international hub for digital services. As Digital Gateway to Europe, it is the second largest data hub in Europe, with double-digit growth in the last 10 years. Almost all important players in the international digital economy are present in the Netherlands, with equipment and head offices.

### Amsterdam

The Amsterdam region is the third key market for data centers in Europe in terms of total capacity (MW). Amsterdam is part of one of the four important European data center markets next to Frankfurt, London and Paris (so-called FLAP). All four markets saw more take-up in 2016 alone than in the previous two years combined. Amsterdam became the first market in history to see over 50 MW of take-up in one year.

According to the 2017 Dutch Data Center report, there are 205 multi-tenant data centers with a combined capacity of over 1200 megawatts and 283.000 m<sup>2</sup> data floor. Of all the data centers in the Netherlands, 68% is located in the wider region of Amsterdam. The region is growing bigger and bigger, with average growth numbers of 17,5% each year over the last six years.

### Hyperscale

Hyperscale areas require excellent connectivity (for example where an ocean cable comes ashore),

access to large quantities of green power and affordable locations. Which is why data center one-vendor hotbeds are emerging in Groningen (Eemshaven) and in the north of Holland (Agriport 7).

The enormous scale of Microsoft's and Google's data centers places them in a special category of the single-tenant data center market known as hyperscalers or hyperscale data centers. Microsoft and Google have so far built 44.000 m<sup>2</sup> of data center floor and have plans for an estimated additional 140.000m<sup>2</sup>. A footprint comparable to the combined multi-tenant data centers of the entire Amsterdam metropolitan area.

### Edge

Edge computing, placing servers geographically as close as possible to end users or consumers, is becoming more and more important. Content delivery networks such as news services and streaming media companies want to be as close to the 'eyeballs' as possible. And data coming from sensors that are used in monitoring traffic, machines or in transport, need to be real time available.

The Netherlands offers excellent opportunities to be present in several regional data centers, close to 500 million European customers. With Europe's lowest latency, the Netherlands is the edge for the entire European continent, and leading edge in facilitating the growth of IoT.

## Energy

One of the major cost factors for a data center is energy. Energy prices are relatively low in the Netherlands, especially when compared to other data center markets. The prices in France are comparable, but energy is quite a bit more expensive in Germany and in the UK.

Another important factor is the reliability of the energy. Compared to the rest of Europe, the Netherlands has the lowest number of minutes of energy loss and interruptions every year (CEER, 2016). Furthermore, the Netherlands has the most reliable energy grid in Europe, with an availability grid of 99.9943%.

## Green future

With the growing discussion regarding energy consumption and transition, Dutch data centers have responded to these current issues by investing in durable energy solutions and embracing green power consumption. The energy usage in multi-tenant data centers in the Netherlands is over 90% green, as research by Pb7 reveals (DDA, 2017).

*"With Brexit in mind, Amsterdam is one of the best alternatives to London, due to great connectivity, best-in-class infrastructure and a great representation by branch organizations such as the Dutch Data Center Association."*

- Eric Boonstra, CEO EvoSwitch

Initiatives like GreenIT Amsterdam and the Green Data Center Platform contribute to an even greener data center future.

## Data center ecosystem

As the data center market grew, so did companies who support the industry. From designing, to building and operating, the Netherlands is home to all the major names in the industry :



# 3. CLOUD

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The Dutch population is up in the cloud. Around one third of the Dutch population reported to store files in the cloud in 2015, which puts the Netherlands in the EU top four of countries using cloud-based services. The cloud computing adoption rate of the Dutch is relatively high and with 36% well above the EU average of 25%. The use of cloud by enterprises in the Netherlands is 19%, which is higher than the EU average as well. No wonder the top 5 cloud players are present in the Netherlands.

Cloud and hosting providers are specialists in delivering infrastructure services for end users and IT service providers. They make sure that websites, applications and systems are available. Delivery runs through the IP-networks. In the Netherlands, the cloud and hosting sector have an estimated joint turnover of 1,5 billion Euro. They form a substantial part of the IT-market.

Digitalization of the Dutch economy is an important development and asks for efficient reach, speed and functionality of online services. These applications, services and resources need to be available all the

time. Remote workplace options, access to vital information systems and up-to-date websites are part of the general Dutch business. Cloud and hosting providers are (partly) responsible for these important factors within the digital economy.

## Important cloud players

There is a 'hyper' presence of the top 5 cloud players in the Netherlands, and there are many important cloud and hosting companies who settled in the Netherlands, due to the professionalism, quality and transparency that the Netherlands offers:



## Domains & domain hosting

The Netherlands has a strong internet presence in terms of domains and domain hosting. Within Europe, the Dutch are leading in domains per capita and are the 2nd largest country for hosted domains per capita after Switzerland (Deloitte, Dutch Digital Infrastructure 2016).

## On demand protection against DDOS

The Netherlands is the first country in the world where the cloud and hosting sector has created a unique security system against cyber-attacks. The NaWas system is Europe's largest on demand protection system against DDoS attacks for service providers in the Netherlands. It is operated by the cooperative NBIP organization.

The NBIP developed NaWas together with DHPA, AMS-IX and NL-IX. NaWas offers on-demand DDoS security for both small internet providers, and medium-sized and larger businesses, as well as for VoIP providers. NaWas is one of the largest DDoS internet traffic scrubbing centers in the Netherlands, and is now a well-known party on the market.

*"The adoption of the Cloud has come to a point that in 2017, cloud is the 'default' option for Dutch companies. When companies in the Netherlands start their decision making processes regarding applications, functionalities or server- and storage capacity, it is going to be Cloud unless... This market is now in a phase of broad adoption."*

- Ruud Aleards, Managing Director DHPA - Dutch Hosting Provider Association

Together, NBIP and its partners are able to put up a powerful resistance against DDoS attacks. The NBIP possesses equipment from well-known brands. They route traffic from a provider under attack through this equipment for a thorough 'wash', after which the clean traffic is redirected over a separate VLAN from AMS-IX or NL-IX.

# CLOUDSCAPE NETHERLANDS

**58**

Of SaaS providers have an IaaS partner, 42% have their own infrastructure.

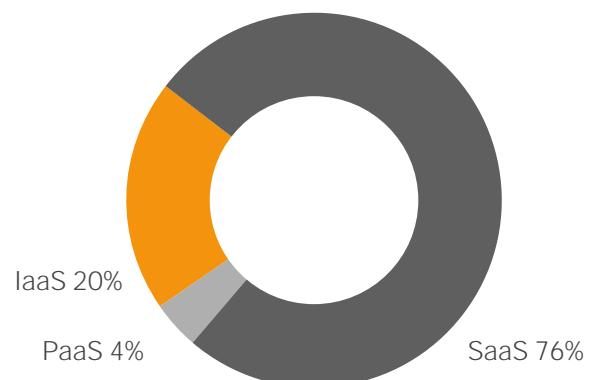
**69**

Of SaaS providers that have an IaaS partner are located in a Dutch data centre, 16% are in another European country, 15% are in the US.

**45**

Of SaaS providers that have an IaaS partner provide online ordering and onboarding compared to 21% of those that have their own infrastructure.

Dutch cloud providers per segment



Source: The METISfiles

# 4. ECOSYSTEM

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No renowned Data Hub without support system. The Dutch connectivity, cloud and data center industry is surrounded by an excellent ecosystem. Part of this ecosystem is the presence of peers, start-ups and multinationals. The Dutch have furthermore made sure that there is a favorable tax and entrepreneurial climate. Nowadays, 20% of foreign investments in the Netherlands is driven by digital activities and 70% of all Dutch innovation is IT related.

## Tech support system

As the data center, connectivity and cloud industry grew, so did companies who support this industry. From designing to building and operating, the Netherlands is home to all the major names in the industry. Companies such as Uber, Tesla, Netflix and Oracle have chosen Amsterdam as the center of their European expansion. And open-source companies such as Elastic and Atlassian, also have major offices in Amsterdam.

## Privacy laws

Being a member of the EU Single Digital Market, the Netherlands will follow the EU regulations regarding the protection of privacy and personal data. With the introduction of new European data protection legislation which enters into force on May 25, 2018, the EU will become a borderless zone without obstacles for cross-border flows of personal data.

## Innovative ecosystems

There are a couple of innovative Dutch industries surrounding and supporting the digital infrastructure economy:

- **Life Science & eHealth**

The Netherlands has one of the most concentrated life science regions globally, with 500 innovative R&D departments and 2200 companies including MSD, Amgen, Genmab, Astellas, ClaxoSmithKline and Medtronic, all within a 120 miles radius.

- **Artificial Intelligence**

The Dutch AI industry is growing, taking the 6th place in Europe in terms of size (Asgard, 2017). The UN Center for Artificial Intelligence and Robotics is based in The Hague, and AI companies such as Sentient Technologies and Databricks found their base in Amsterdam. Most Dutch AI companies are focused on data analytics.

- **Gaming**

Amsterdam is a global hotspot for the gaming industry, thanks to a healthy startup and tech scene and an abundance of international talent. Some of the world's best-known gaming studios and companies, including Guerrilla Games, Perfect World, Kixeye, Chartboost and Activision Blizzard are based in Amsterdam.

- **Fintech**

The Dutch FinTech industry is specialized in high-frequency trading, e-commerce and payments. With a mobile-banking penetration of 63%, one of Europe's highest (ING, 2016), the Netherlands offers an interesting consumer market.

## Ease of doing business

In the latest edition of the Global Competitiveness Report, published September 2016 by The World Economic Forum, the Netherlands ranks 4th globally.

The Netherlands is ranked this high due to, among other things, labor market efficiency, closeness of links between universities and the private sector and social innovation. Doing business in the Netherlands is supported by regulations and the country is renowned for its consensus-based decision making. This resulted into well-developed trade associations, such as data centers (DDA), Hosting Providers (DHPA), Dutch Digital Infrastructure (DINL), Internet Services Providers (ISPConnect) and many others.

## Tax regulations

Besides a stable political climate, the Netherlands offers a very attractive fiscal climate for companies. As an open economy, the Netherlands has always given priority to a transparent and stable tax system that is flexible to anticipate the rapidly changing requirements of international economic flows.

*"The Netherlands has an extensive ecosystem full of knowledge regarding setting up an entity and benefiting from (tax) policies, making it an ideal place to set up business in Europe."*

- *Frans ter Borg, CEO Quanza Engineering*

Recently, the new government has proposed to reduce the company income tax of 21% to 0%. Lastly, it is very easy to set up a business in the Netherlands. Setting up a company can be done through a public notary in just a few days. The Dutch are flexible and think internationally.

## THE DUTCH WORKFORCE

 Higher education system ranked 8th globally

2017 U21 Ranking of National Higher Education Systems

 333.000 FTE employed by Dutch internet economy

Dutch Digital Infrastructure 2016 - Deloitte

 69% of Dutch people have at least basic digital skills

Social-economic trends 2016 - CBS

 #1 in EU on outstanding use of IT

World Economic Forum Europe 2020 Competitiveness Report

Highest adaptability score of 11 major global economies

'Adapt to survive' 2014 – PWC

 #1 on EF English Proficiency Index – 90% can hold a conversation

EF EPI, 2017

# 5. HIGHLIGHTED 2017 REPORTS



## Brexit

The Brexit negotiations are in full force and much is uncertain when it comes to the consequences of the end of the UK's membership to the EU. In our Brexit report the possible forces of impact for the digital sector are lined out.

**The report 'Brexit: Should I stay or should I go' is available [here](#).**



## State of the Dutch Data Centers 2017

The report provides the latest trends and insights on the Dutch data center sector and the digital sector as a whole. The report includes an overview of the development of the Dutch data center market over the last 12 months.

**Download 'State of the Dutch Data Centers 2017: Room for Growth' report [here](#).**



## GDPR

On the 25th of May 2018, data protection legislation will be changed into the General Data Protection Regulation (GDPR). The GDPR is implemented on a EU-level and enables the Union to become an obstacle-free playground that allows cross-border flows of personal data.

**The report 'The value proposition of Dutch and European Data Protection Legislation' is available [here](#).**



## Comparing other European data hubs

When deciding on the optimal business location, criteria such as connectivity, energy prices and regulatory pressure are important. In this fact sheet, the five most important European data hubs (France, Germany, Ireland, the Netherlands and the United Kingdom) are compared on these and other criteria.

**Download 'A European Data Hub comparison' report [here](#)**

All publications can be downloaded freely on: <http://www.digitalgateway.eu/>

# 6. RESOURCES

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## Websites

- <http://www.digitalgateway.eu>
- <https://investinholland.com/industries/information-technology/>
- <https://www.cbs.nl/en-gb/search/?query=digital>
- <https://data.worldbank.org>
- <https://www.iamsterdam.com/en/business/key-sectors/ict>
- <https://www.dataports.eu/>
- [http://agriporta7.nl/businesspark/?page\\_id=99](http://agriporta7.nl/businesspark/?page_id=99)
- <https://www.greendatacenterplatform.nl/>
- <http://greenitamsterdam.nl>
- <https://asgard.vc/the-european-artificial-intelligence-landscape-more-than-400-ai-companies-made-in-europe/>

## Reports

- [State of the LTE](#) – OpenSignal, June 2016
- [Dutch Digital Infrastructure](#) – Deloitte, November 2016
- [The value proposition of Dutch and European Data protection legislation](#) – Dutch Data Center Association, February 2017
- [Annual report 2016](#) – AMS-IX, May 2017
- [Q1 2017 State of the Internet](#) – Akamai, May 2017
- [Annual report 2016](#) – CEER, May 2017
- [The State of the Dutch Data centers](#) – Dutch Data Center Association, June 2017
- [Hybrid Cloud Monitor 2017](#) – KPN, July 2017
- [A European Data Hub Comparison](#) – Digital Gateway to Europe, Dutch Data Center Association & ICTRecht, August 2017
- [Nederland op glasvezel](#) – Fiber Carrier Association, August 2017
- [State of the Dutch Connectivity](#) – DDA, Juniper, Eurofiber, expected November 2017.

# 7. ANNUAL KICKSTART EUROPE CONFERENCE 2018

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European Conference on Trends & Investments in the Connectivity, Data Center and Cloud industry

January 24, 2018 | Amsterdam RAI

KickStart your new year by meeting international developers, financiers, designers, constructors, investment agencies, connectivity, datacenter- and cloud management. This event brings IT-management, investors and analysts together for a 2018 KickStart Conference. Stay a step ahead to make sure that your 2018 is off to a great start!

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Find out what happens in 2018 in EU and Dutch connectivity, fiber, data center and cloud industry;

Get the latest on where the market is heading regarding assessments and consolidation;

Hear from leading analysts what they consider to be the latest IT-trends and outlooks;

Update your knowledge regarding new EU regulations, Brexit, Tax and GDPR;

Gain access to your carrier, data center, cloud and content partners;

Set up meetings with potential business partners, experts and relevant operators and investors.

This event is sponsored by Vertiv, NIBC, NHN/Agriport, Caransa, CBRE and AC Nielsen



Get tickets here >> More information on: <http://www.kickstartconf.eu/>

# 8. ABOUT DIGITAL GATEWAY TO EUROPE

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For over a 1000 years the Netherlands has been the (digital) gateway to the European market. Digital Gateway to Europe is the organization promoting the Dutch Digital Data Hub, that helps you in many ways to prepare launch or expansion in the Netherlands.

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We organize events such as trade missions, events, launchpads and other meet-ups to share information about the Dutch data hub. Scale-ups, start-ups and enterprises who would like more in-depth information regarding the Dutch digital economy can consult our Digital Gateway to Europe knowledge data base.

Find out more about the accessibility of large-scale Internet capacity, excellent business climate, privacy laws, net neutrality and many more reasons which make the Netherlands the preferred location for digital services and to distribute data.

## Trade Missions

Digital Gateway to Europe regularly organizes trade missions for the Tech industry and in close cooperation with the Dutch government. Over the last three years we visited United States (San Diego, San Francisco, Silicon Valley), Canada, Ireland, Spain, Germany, France, UK, New Zealand and Australia. Visit [www.digitalgateway.eu](http://www.digitalgateway.eu) for more information on upcoming missions. Stay up to date by subscribing to our newsletter on our site.

### *Let's work together!*

- We are a source of information to prepare the launch or expansion of business in the Netherlands with facts, links and events.
- We publish up-to-date and relevant insights into the Dutch Data Hub, Dutch digital economy, infrastructure and ecosystem
- We organize multiple events with relevant content and work together with our extensive network full of relevant connections from the industry.

# 9. CONTACT US

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## OUR PARTNERS



# JOIN US BY BECOMING A PARTNER



Digital Gateway to Europe offers a special partner program. The program is intended for technology and services suppliers who focus on the Dutch Digital Infrastructure industry. We select our partners carefully and only work with suppliers that are market leading and/or innovative. But in any case providing leading and high quality products or services.

With our branding, website, newsletters, social media, PR and events we offer a range of possibilities of extra media attention and lead generation. If you are interested in becoming a partner of the Digital Gateway to Europe, please contact us for more information.

For more information email to [partner@digitalgateway.eu](mailto:partner@digitalgateway.eu) or call us directly at **0031203037860**.

## BECOME A PARTNER OF KICKSTART EUROPE 2018



On January 24, 2018, Digital Gateway to Europe organizes the annual KickStart Europe Conference on trends & investments in connectivity, data center and cloud. Developers, financiers, designers, constructors, investors and the European digital industry meet each other in RAI Amsterdam for a great start of 2018.

### Trends, technology, infrastructure & investments

Keynote speaker Gary Niederpruem, Vice President Global Marketing and Strategy at Vertiv, will kick-off

the event and share his vision on strategies, trends and latest developments in the digital infrastructure industry. The event further focuses on the latest updates and expectations in the connectivity, cloud and data center market. Leading analysts (incl. CBRE) talk about tech and digital infrastructure investments and trends.

### Meet the industry

During this event, there is ample opportunity to meet, speak and get introduced to key players in the European digital industry. Meet new potential business partners and catch up with existing contacts during the event and at the network drinks afterwards.

The KickStart Europe 2018 event offers great opportunities to set up meetings with potential business partners, experts and relevant operators and investors.

**Interested in becoming a partner for this event? It is possible to sponsor part of the event, get your own meeting room at the event, or become one of our contributing partners.**

For more details, email to [partner@digitalgateway.eu](mailto:partner@digitalgateway.eu) or call us directly at **0031203037860**.

# 10 + 1 REASONS WHY THE NETHERLANDS

## 1. Perfect connectivity

The Netherlands has Europe's lowest average latency, multiple submarine cable connections, an extensive fibre-infrastructure and competitive connectivity market.

## 2. EU Single Market

As part of the European Single (Digital) Market, the Netherlands is ideal for the distribution of data and digital services to other countries.

## 3. EU privacy legislation

As of May 2018, the Netherlands will implement the uniform General Data Protection Regulation.

## 4. Data driven economy

According to the 2016 report of Euro-IX, the Netherlands has one of Europe's highest traffic with an aggregated traffic peak of 5,187 Gbps.

## 5. International focus

The Netherlands is worldwide #1 on the English Proficiency Index (EF EPI) and tech firms as Uber, Tesla & Elastic are based in Amsterdam.

## + Low risk embargo

The Netherlands has a very low risk in restricting its commerce or exchange activities with others.

## 6. Long term policies

The Dutch have a pragmatic, long term orientation with the ability to adapt to changes.

## 7. Business compliant

A pro-business climate, competitive tax system, multilingual workforce and assistance and incentives for setting up businesses.

## 8. Stable politics

Since the Netherlands has a coalition government, policy swings are always quite moderate and have a certain predictability.

## 9. Favourable tax climate

Pro-active tax authorities supporting foreign investment, 5% effective tax rate for income from patents and software and favourable VAT system.

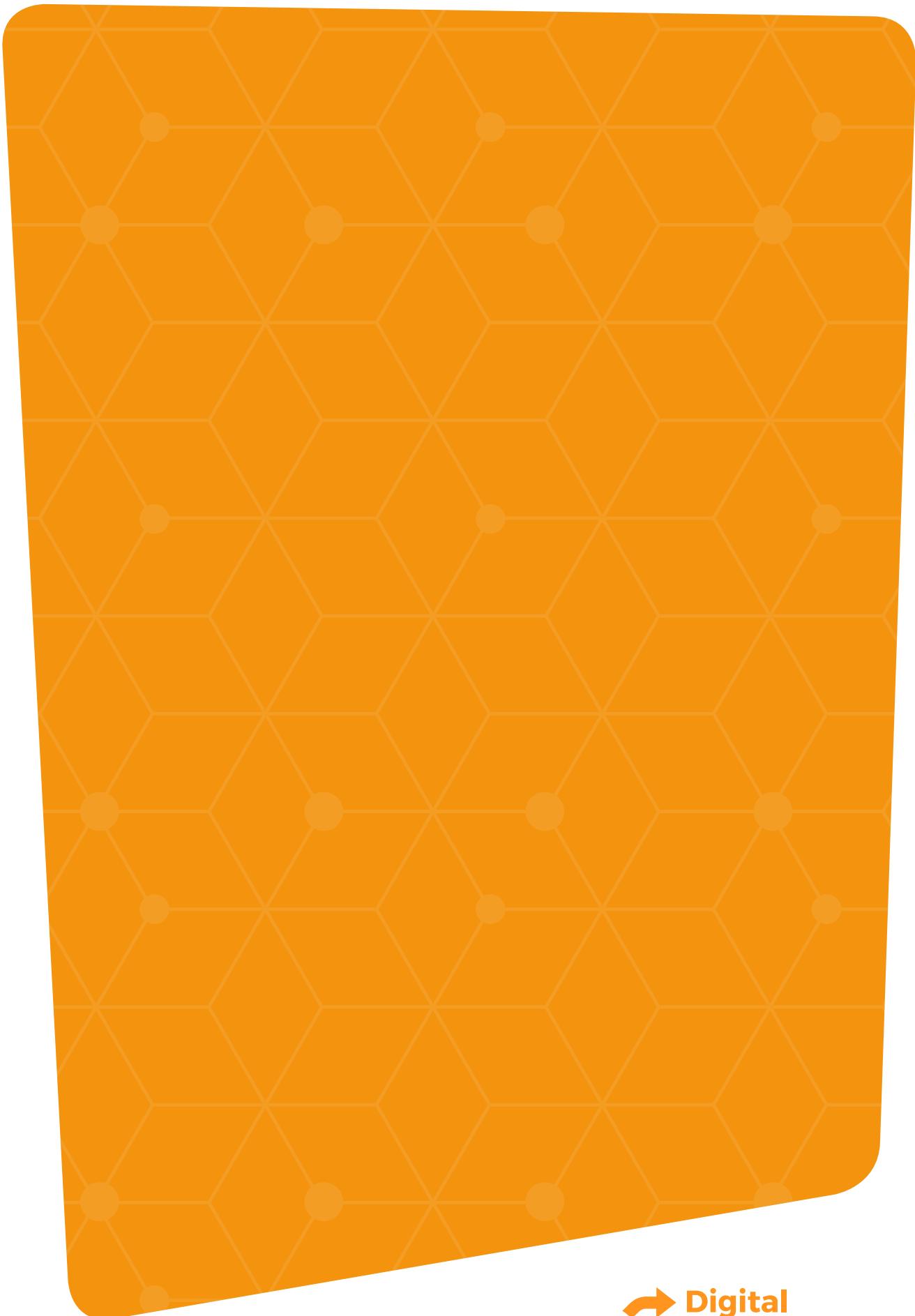
## 10. 30% ruling for foreign workers

Tax incentive ('30%-ruling') available for expats including R&D staff, no withholding taxes



"The world's top tech companies choose the Netherlands as the place to conquer Europe. They have very good reasons."

→ Digital  
→ Gateway to Europe



 **Digital  
Gateway to  
Europe**