



CreativeNL

NL

Simone van Benenkom

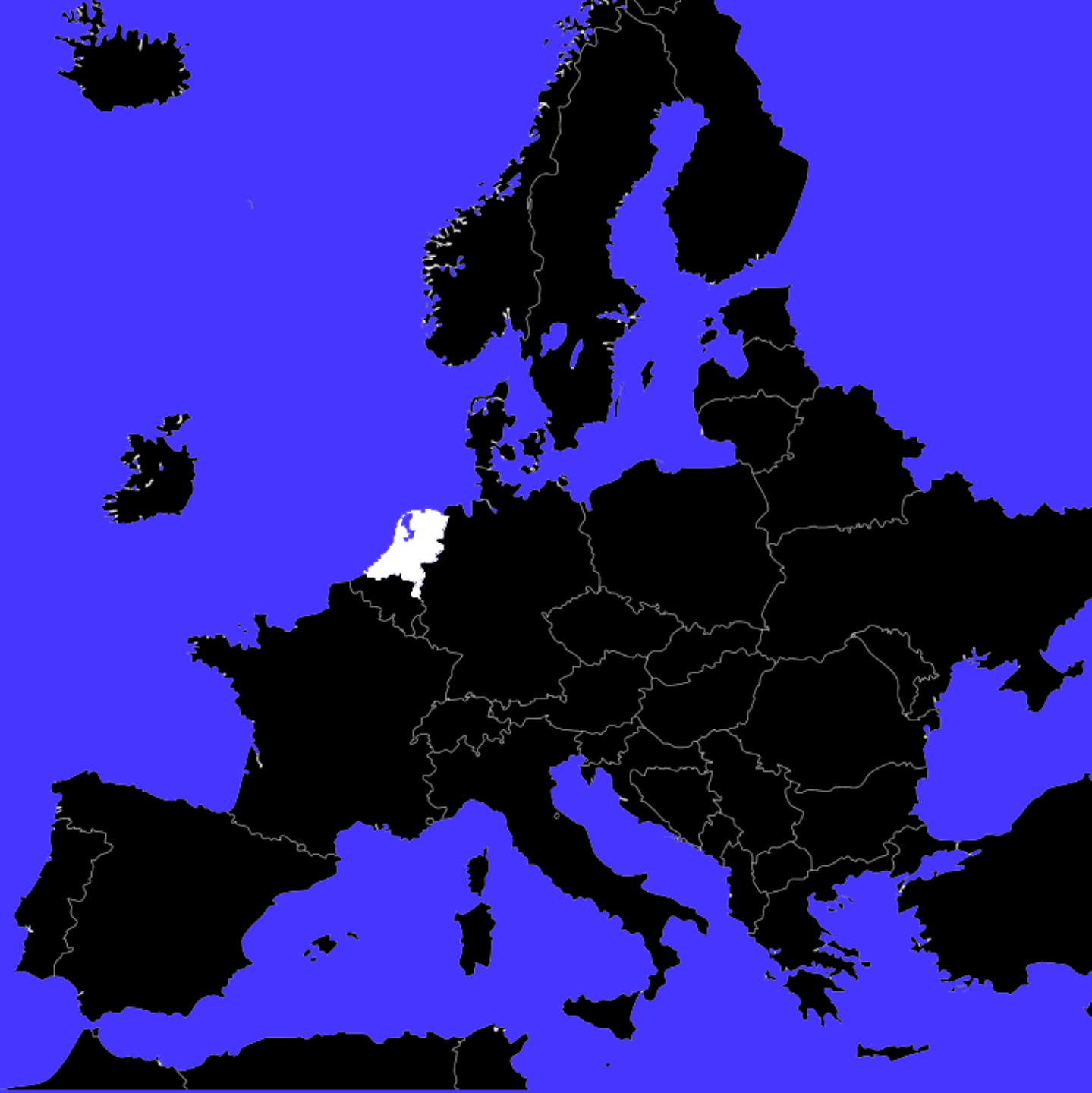
Head of Program

Connected to CLICKNL & Topsector Creative Industries

Netherlands



The Netherlands



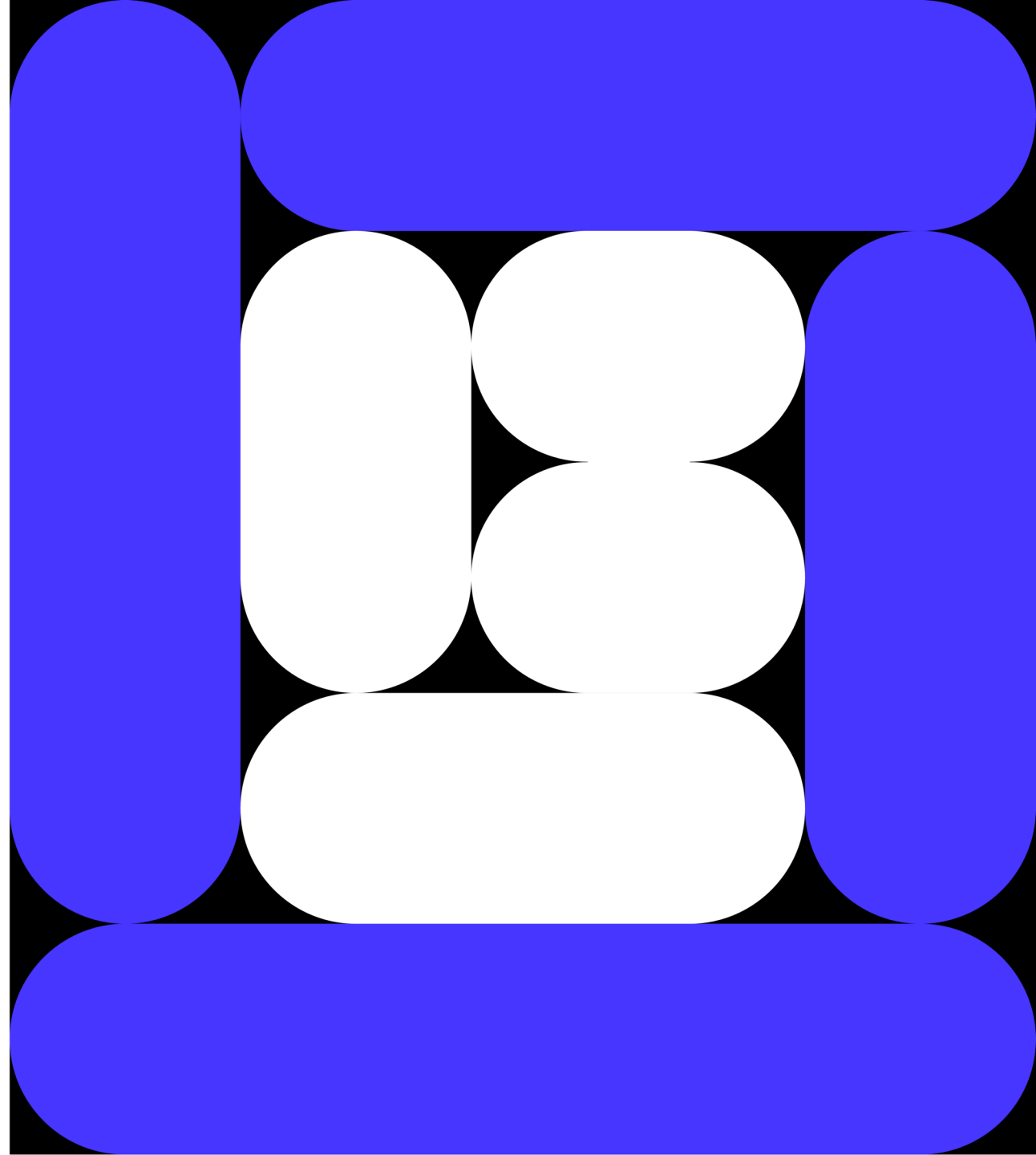
Innovation

- Agriculture & horticulture
- Water management
- Companies such as ASML, Philips



Dutch Design

Innovative ideas, products,
services, systems, strategies
and working methods.



Creative Industries in NL

- Ministry of Economical Affairs
 - Policy on SME's
 - Innovation
- Ministry of Education, Culture and Science





Work on Social Challenges

- Health
- Safety
- Energytransition
- Land, water & food

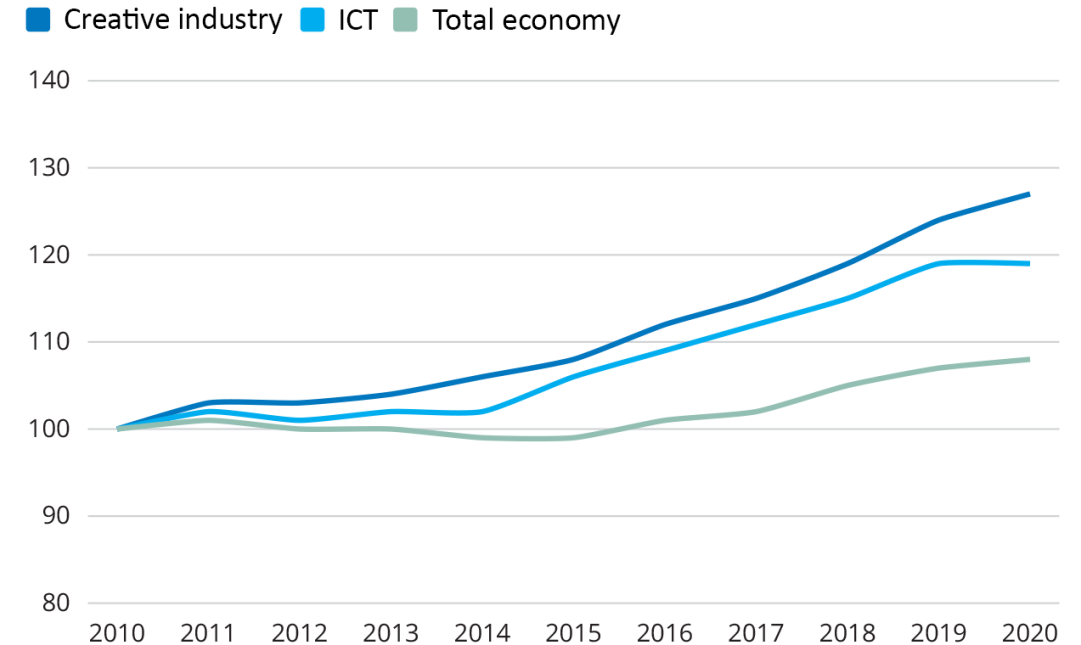


Facts & numbers

- 4% of Dutch work in Creative Industries or embedded in other sectors
- Turnover of € 45,8 billion
- Added value of € 17 billion
- Average growth of 3,5% per year



Growth of jobs 2010-2020



Strengthen the sector

- Knowledge & innovation
- Human Capital
- International collaboration



CreativeNL, your guide to create
worldwide

Building international Public Private Collaborations

Focus: China, US, Germany

Focus: Themes

Tools: SBP, MKB Lounge, SIB, PIB (RVO)

Building the “brand” CreativeNL

Platform

Content creation

CreativeNL Live



Focal points

Social Innovation

Quality of Environment



Immersive Content

Circular Design



Focal Points

Social Innovation



Quality of Environment



Immersive content



Circulair Design

Focal Countries

United States

Germany



China

NL

Focal points in China, VS, Germany

Strategic Fairs

MKB Lounges

Creative Calls

CreativeNL Live

Content Creation

International Support Index



CreativeNL^{Live}

CreativeNL Live over SXSW '22: het gaat om mensen

Afgelopen woensdagavond vond in Pakhuis De Zwijger in Amsterdam de eerste CreativeNL Live-sessie van dit jaar plaats. Samen met New Dutch Wave werd teruggeblikt op het gezamenlijk bezoek aan SXSW 2022. Wat waren de voornaamste lessen, hoe is het gegaan met de Nederlanders in Austin en wat kan er beter de komende jaren?

× Events × USA × Duurzaamheid × Innovatie × Design
× Social Design × Architectuur

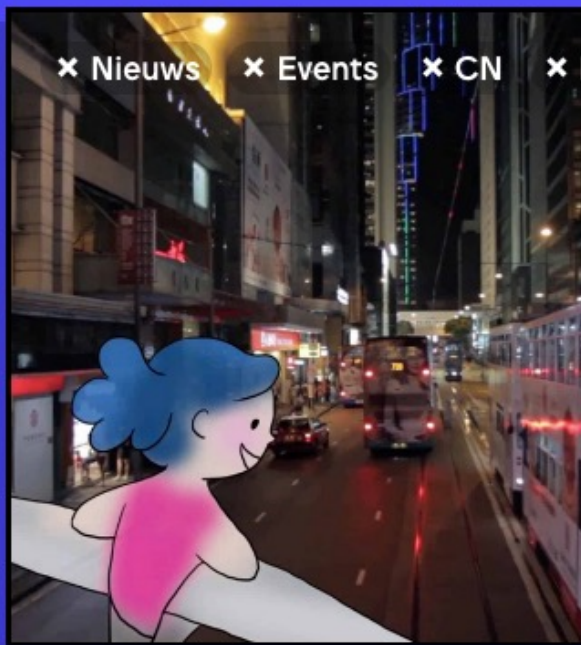


Our new website

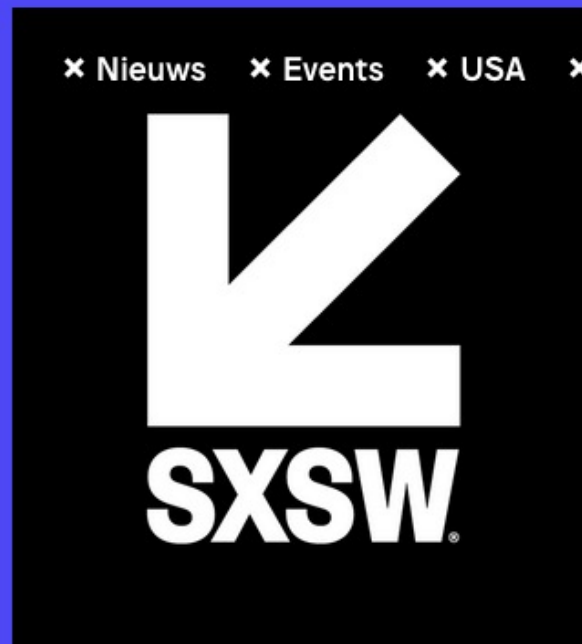
CreativeNL × Nieuws



Grote interviews met
3 boegbeelden van
de Nederlandse
industrie (met
Chinese
ondertiteling)



Nederland
strategisch partner
van de Hongkong
Business of Design
Week 2022



SXSW '23: Calling all
dreamers! Want to
make the world a
better place?



Our woman for the
US: Vera Kuipers

CreativeNL

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