

We also export knowledge



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The Netherlands, a strategic choice for your convention

Does the Netherlands offer the best convention facilities for me? The Netherlands decided to scrutinize itself first before providing an honest answer to that question. Because what makes us such a popular convention destination? Which disciplines can be counted among the best in the world here? And which convention cities in the Netherlands provide the necessary expertise as well as the required means? The result is posted on conventions.holland.com in the form of a personal answer to you.

Conventions.holland.com is a smart convention portal drawing more than a thousand visitors a month. This highly frequented website instantly reveals which Dutch city (or cities) is best suited to your convention. Eric Bakermans of the Netherlands Board of Tourism and Conventions (NBTC): "Each and every Dutch city has its own specific knowledge profile. It's handy to immediately see which city has the expertise and support you need."

EXCEL

Upon accessing the portal, visitors first select a 'Top Sector'. The Dutch government has appointed nine top sectors in the Netherlands in which to excel and to grow. Bakermans: "The Peace, Justice & Security cluster, for instance, is specifically represented in The Hague. For a top sector like Life Sciences you can decide between Amsterdam, Rotterdam and Utrecht. Every city can add its unique flavor to it as it happens to be a broad sector." There is a deliberate, strong link between top sectors and conventions. International conventions are

NETHERLANDS BOARD OF TOURISM AND CONVENTIONS

The conventions.holland.com convention portal is an initiative of the Netherlands Board of Tourism and Conventions. The Board helps those who organize international conventions with their selection and can also introduce them to professional organizers, among other parties. NBTC is funded with a government contribution from the Ministry of Economic Affairs and collaborates with relevant parties in the industry.

found to take full advantage of the knowledge climate in the Netherlands. Bakermans explains why: "We are very effectually organized around knowledge in the Netherlands. Initiators of major conventions do not go unnoticed in the Netherlands. Whoever comes here can count on wholehearted contributions from relevant knowledge circles, resulting in convention programs whose contents are more effective than anywhere else."

TAKE A LOOK

The convention portal also gives a good impression of how versatile the Netherlands is with its impressive scenery, history and culture. Visitors get an idea of the convention cities and their knowledge flows through pictures, video clips, brief explanations, maps, and more. Bakermans: "The portal provides quick information, helping you to make a conscious and strategic choice of location for your convention. It's definitely worth taking a look."