

Dutch lead in quality of life, modern industries

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Known for its beautiful sights, rich history and culture, the Netherlands' centuries-old tradition of creativity, pragmatism, entrepreneurship, openness and collaboration also make it the perfect place to find innovative solutions to the challenges society is facing. In this respect the Netherlands is a key player in several fields, including agro-food, sustainable urban development, elderly and health care, as well as innovation and startups. Cutting-edge Dutch designers, architects, urban planners and engineers have done an outstanding job fusing creativity, innovation, social needs and business together to reach sustainable solutions.

These are also areas where the Netherlands and China cooperate.

Sustainable urban development

As a densely populated country surrounded by water, the Netherlands has a long history with water defense and land reclamation. Today, the water management skills of the Dutch are well-known all over the world; "water is in the genes of the Dutch," it is often said. Windmills (once used to pump out excess water), dikes and levees form a powerful international symbol.

The Dutch Ministry of Infrastructure and the Environment and the Chinese Ministry of Water Resources started to work together about a decade ago. In this problem-oriented cooperation between the two countries, twinning has become an important ingredient to learn from each other.

In 2009, a Dutch Green Alliance (DGA) was established under the coordination of the Dutch Consulate in Shanghai.

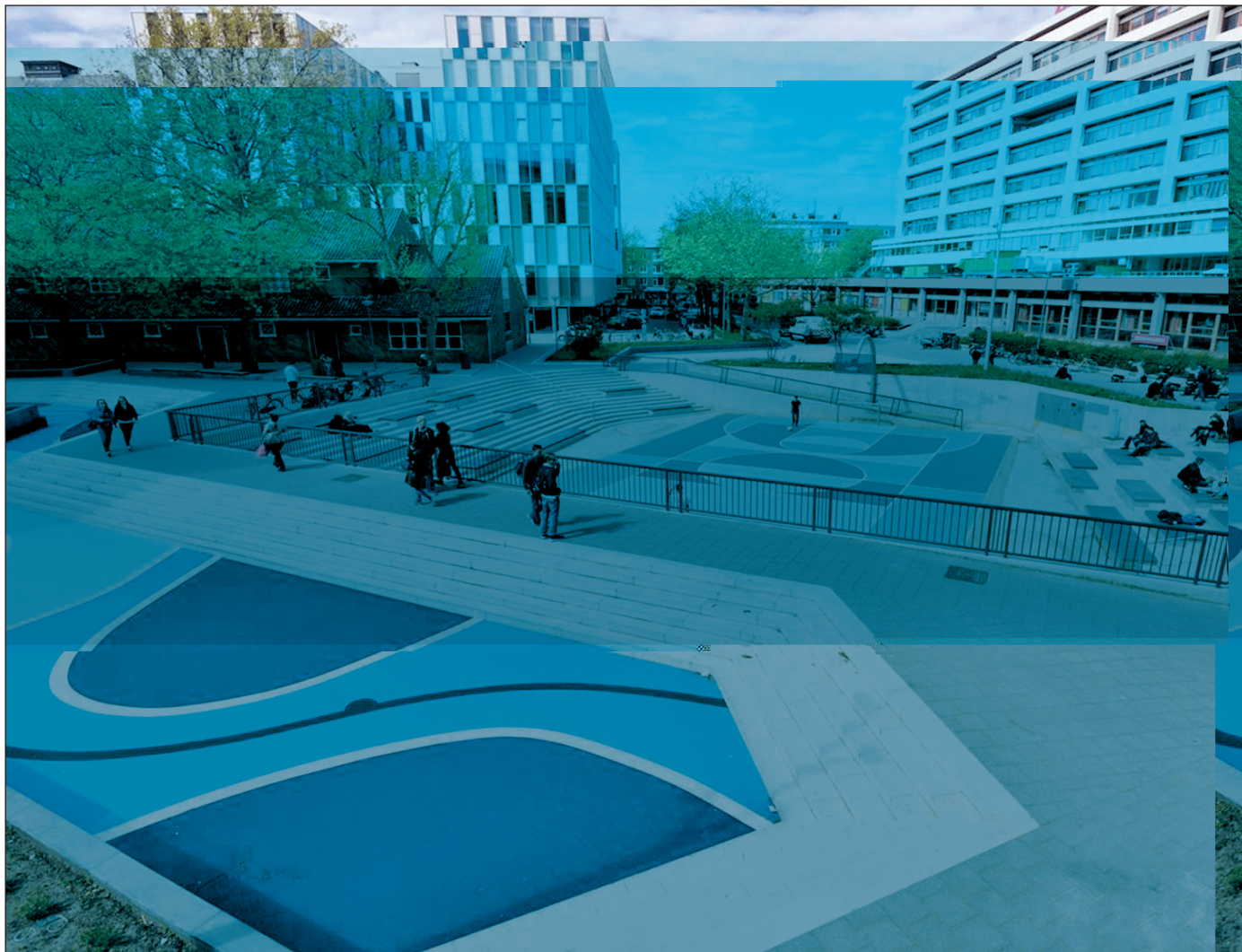
More than 10 Dutch companies from industries like architectural design, urban planning, eco-city development, water management, green building materials and engineering management have become the members of this platform.

For years, the Dutch Consulate in Shanghai has co-organized various Sino-Dutch Sustainable Urban Development events for the DGA and other Dutch construction companies in different cities with local governments. This year, "sponge city" development seminars were held in Nantong, Ningbo, Shanghai and Nanjing.

The Dutch government and companies are aiming to provide multi-disciplinary sustainable urban solutions based on the combination of Dutch expertise and local knowledge. More and more Dutch companies are now active in the forefront of China's sustainable development, providing all inclusive sustainable solutions to Chinese cities of different scales.

Healthcare

An aging population and rising healthcare costs mean that people have to live longer at home, while more care is provided by fewer people. Both in the Netherlands and China, the demand for care — and therefore its cost — will increase, while the workforce will also decrease. Dutch care providers and knowledge institutes are working hard to enable people to live happily and safely in familiar surroundings for as long as possible. To achieve this, smart technologies are used and the service



Water plaza in Rotterdam — This plaza is normally used as a playground but it is also a place where water is collected in basins during extreme rainfall.



The elders relax in a day care center in Putuo district where Dutch company Buurtzorg provides home care service.

model becomes more client-centered. Founded in the Netherlands in 2007, Buurtzorg (translated as "neighborhood nursing" in English) has created an innovative method for nursing care at home.

In 2014, Buurtzorg introduced its model to Shanghai. To adapt itself to local needs, Buurtzorg China offers a community-based, client-centered alternative to traditional institutional care. Based in community-embedded elderly centers, professionals of Buurtzorg can provide assessment and consultation services to the elderly and arrange home care and support which match their requirements.

By now, Buurtzorg China has introduced this concept to people in cities such as Shanghai, Changzhou and

Qingdao; spreading the word about how reliable neighborhood nursing can improve quality of life for seniors.

Innovation and startups

The Dutch high-tech sector is world leading in the development of new technologies and materials for use in the communication systems of the future, the most economical and safest aircraft, hybrid and electric cars, the large-scale generation and storage of solar energy, but also advanced medical devices that can detect and treat diseases earlier and more effectively.

The Netherlands is Guest Country of Honor at the China Shanghai International Technology Fair (CSITF) which will be held in Shanghai 20-22 April 2017, where many Dutch companies will showcase their new technologies and innovations under the theme "Holland knows the way — 荷兰智道." During a recent visit to Shanghai, Special Envoy of StartupDelta, HRH Prince Constantijn of the Netherlands, explored opportunities for collaboration between China and the Netherlands.

During meetings with Shanghai Municipality authorities, as well as visits to local startup incubators and co-working spaces, Dutch and international entrepreneurs and companies found many promising opportunities for collaboration between the Dutch and Chinese startup ecosystems. Developing the "Orange Bridge" program to promote easy market access for startups and talent will enable Dutch entrepreneurs to do business in China. It will also provide a way for Chinese startups and entrepreneurs to establish themselves in the Netherlands.

Agro-food

The Netherlands is a major agro-food powerhouse. Although small in size (roughly half the size of Jiangsu Province), the Netherlands is the second largest exporter of agro-food products in the world, including cut flowers, flower bulbs, fruit and vegetables, cheese and other dairy products.

In this sector, there have been many cooperation projects between Shanghai's Pudong government and South Holland. These cover greenhouse technology innovations and the provision of training courses.

Shanghai Sunqiao Modern Agriculture Development Co Ltd is planning to join with Wageningen University & Research on the exploration of bio-based businesses related to environmental issues and energy savings.

"Being a small country, the Netherlands is extremely proud of our global — or, I could say, our trendsetting and market leading — position in the horticulture sector," said Consul General Anneke Adema. "We have a world-leading position in greenhouse horticulture. Our inventiveness under glass is well known."

The recent Sino-Dutch Protected Horticulture Seminar co-organized with Zhejiang University brought together 11 Dutch and 30 Chinese companies and organizations sharing and exchanging knowledge on protected horticulture technology.

"I trust today's meeting will be a great step to further deepen our cooperation and I hope the success of the Dutch 'Golden Triangle' model can inspire us to work together," Anneke Adema, Consul General of the Netherlands in Shanghai, said at the closing of the seminar.