

INVITATION



ROYAL DIGITAL TRADE PROMOTION TO THE NETHERLANDS

2 NOVEMBER 2020

PARTNERING FOR GREEN TRANSITION



The organising team is pleased to invite Danish companies to join the first digital trade promotion headed by His Royal Highness the Crown Prince of Denmark. The Royal Digital Trade Promotion is focusing on the Netherlands and will take place under the theme of “Partnering for Green Transition”.

thenetherlands2020.danishroyalvisit.dk

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WHY THE NETHERLANDS?

Denmark and the Netherlands have strong trade relations. This is a result of shared values, mutual interests in building innovative and competitive economies, geographical proximity and a similar approach to business.

The Netherlands is Denmark's sixth largest export market and constitutes an important partner in both politics, trade and business. In 2019, Danish exports of goods and services to the Netherlands totalled more than 52 billion DKK. The export of goods to the Netherlands rose by 19.0 % in 2019 in relation to 2018. In the first five months of 2020, Danish exports of goods to Netherlands totalled 17.77 billion DKK, a rise of 13.3% relative to the same time-period in 2019.

WHY ATTEND?

In the coming years the Netherlands is planning a transition from an energy system based on fossil fuels to one based on renewable energy. The transition process will require substantial efforts in terms of finding renewable energy solutions and improving energy efficiency. While the Covid-19 crisis will undoubtedly impact on the Dutch economy in the coming years, large investments in energy transition will go ahead as planned. Green energy transition will play an important role in the economic recovery. At the same time, the two countries are pushing ahead with plans for large investments in wind energy and development of Power-to-X technology and, in the Netherlands, a new heating act focused on the expansion of fossil free district heating systems is under way.

This Royal Digital Trade Promotion will provide an excellent opportunity for Danish businesses within the energy sector to:

- Present their green solutions to important public and private decision makers in the Netherlands.
- Engage in interesting discussions on green energy solutions of relevance for Denmark and the Netherlands.
- Strengthen existing bonds and foster new business relations with partners in the Netherland.

THE NETHERLANDS AT A GLANCE

Population

17.3 million (2018)

Seat of government

The Hague

Size

41,543 km²

Population density

411 capita per km²

GDP

811 billion Euro (2019)

GDP Growth

1.7% (2019)

GDP pr. capita

46,817 Euro (2019)

Major industries

Agriculture, Energy and
Water Management

Danish export (goods & services) to the Netherlands (2019)

52.7 billion DKK

Danish import (goods & services) from the Netherlands (2019)

66.9 billion DDK

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SECTOR FOCUS

The focus of the visit will be on the energy sector. Activities will take place within the two tracks mentioned below.

DECARBONISING THE HEATING SECTOR

DISTRICT HEATING AND ENERGY EFFICIENCY

In the Netherlands, around 88% of households are heated with individual gas furnaces, while district heating only covers approximately 5% of households. Insulation of houses and offices is often inadequate.

The National Climate Agreement aims at transitioning 1.5 million households away from natural gas before 2030 and create a greenhouse gas-free heating sector in 2050. With 8.8 million buildings in the Netherlands, the task will be demanding. A fair estimate is that 50% of buildings will be converted to district heating and 50% to other solutions, such as individual heat pumps.

The planning process will consider available heat sources as well as the need for improved energy efficiency. The actual planning will be carried out on a local level in connection with municipal heat transition plans to be completed before the end of 2021. Local municipalities and the 12 Dutch provinces will play a role in this planning.



RENEWABLES IN THE ELECTRICITY SECTOR AND BEYOND

WIND ENERGY, GREEN FUELS AND HYDROGEN

The Netherlands is a market rich in opportunities when it comes to the transition to renewable energy. In 2019, approximately 20% of the electricity in the Netherlands was produced using renewable energy sources. In 2030 the target is 70%. A large share of this extra production will come from wind energy. The electricity sector, however, only accounts for approximately 15% of the energy consumption in the Netherlands. Green transition in other sectors requires an equally demanding effort.

Since the National Climate Agreement aims at phasing out natural gas from the Dutch energy supply, opportunities for reusing the natural gas network while building on the strong expertise in handling gas for other purposes are being considered. In this context, both green gas and hydrogen will be important areas for future investments. The Dutch green gas sector has ambitions to increase production to 2 billion m³ by 2030. Green hydrogen produced from renewable electricity and electrolysis will play an important role as well.

Generating sufficient quantities of renewable electricity to produce green hydrogen on a large scale will only add to the ambitious expansion programme for renewable energy. Important national players such as Gasunie, TenneT and the Port of Rotterdam therefore look further ahead and are developing plans for wind energy islands in the North Sea. Such plans are also under way in Denmark. Furthermore, the Dutch government has agreed to contribute 1 billion DKK to the development of large-scale Power-to-X facilities in Denmark. Both initiatives underline the potential for cooperation between the two countries.



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TENTATIVE PROGRAMME

For more information, please visit www.thenetherlands2020.danishroyalvisit.dk.
The latest version of the programme will be available on the website.

TIME	ACTIVITY		
9 OCTOBER 2020			
10:00 – 12:00	<p>On-line Pre-meeting</p> <p>This meeting aims at preparing the companies partaking in the digital trade promotion.</p> <p>The pre-meeting will focus on The Netherlands, the Dutch market and the program for the trade promotion, including the two round tables at the sector level.</p> <p>You will gain insight into what benefits your company can expect to obtain from partaking in this trade promotion and how to prepare for it.</p> <p>Participation of minimum one person from each company in the Danish business delegation is highly recommended.</p>		
2 NOVEMBER 2020			
09:30 –10:15	<p>Opening session of the Virtual Conference – Partnering for Green Transition</p> <p>Opening session with speech by His Royal Highness the Crown Prince of Denmark, followed by other high-level speeches.</p> <p>High-level Panel debate on Green Transition.</p>		
10:15 -10:30	<p>Virtual Trade Fair – Part I</p> <p>Danish companies' solutions are presented online. The Dutch participants will be able to visit the virtual stands and establish contact, which could lead to B2B meetings.</p>		
10:30 –11:15	<table border="0"> <tr> <td style="background-color: #d9e1f2;"> <p>High-level Roundtable on District Heating and Energy Efficiency – Part I</p> <p>Virtual roundtable discussions with key stakeholders of relevance to the Danish companies within the sub-sectors. The specific themes of the roundtable will depend on the participating companies.</p> </td> <td style="background-color: #d9ead3;"> <p>High-level Roundtable on Wind, Green Fuels and Hydrogen – Part I</p> <p>Virtual roundtable discussions with key stakeholders of relevance to the Danish companies within the sub-sectors. The specific themes of the roundtable will depend on the participating companies.</p> </td> </tr> </table>	<p>High-level Roundtable on District Heating and Energy Efficiency – Part I</p> <p>Virtual roundtable discussions with key stakeholders of relevance to the Danish companies within the sub-sectors. The specific themes of the roundtable will depend on the participating companies.</p>	<p>High-level Roundtable on Wind, Green Fuels and Hydrogen – Part I</p> <p>Virtual roundtable discussions with key stakeholders of relevance to the Danish companies within the sub-sectors. The specific themes of the roundtable will depend on the participating companies.</p>
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12.15 – 12:30	<p>Sum-up and closing remarks</p>		

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HOW DOES A ROYAL DIGITAL TRADE PROMOTION WORK?

A Royal Digital Trade Promotion is made up of a virtual conference with an opening session with high-level speakers from Denmark and the Netherlands, a high-level panel debate, and roundtables within the two sector tracks as well as a virtual trade fair. Your company will participate in the event on-line. During the event you will be provided with opportunities to engage with Dutch private and public decision-makers.

One of the platforms for interaction is the virtual trade fair, where your company can present its solutions on-line and the Dutch participants can visit your stand. This trade fair is a platform to establish contact and organise B2B meeting.

Prior to the event, a “Danish gastrodiplomacy goodiebag” will be sent to all the participants. The Dutch participants will also prior to the visit receive the official brochure, in which your company is presented.

An on-line pre-meeting will be held for all participants prior to the conference, during which, further information on how companies should prepare to obtain the full benefit will be provided.

In other words, the Royal Digital Trade Promotion is a unique platform to expand your company’s presence on the Dutch market. It will also lead up to the “real-life” Danish Royal Visit to the Netherlands, which is planned to take place in 2021, when the Covid-19 situation allows.

WHAT’S INCLUDED IN THE PRICE?

The fee for participation is DKK 5000 per company (the fee is based on 25 participating companies and an expected subsidy of 75 % from the Trade Council).

This includes:

- Online pre-meeting (how to prepare for the Royal Digital Trade Promotion) to take place on Friday 9 October at 11:00 to 12:00.
- Participation in the virtual conference with high-level speakers from Denmark and the Netherlands, including sector seminars with key stakeholders.
- Company participation in the official brochure.
- Company participation in the virtual trade fair, which provide possibility for interaction with the Dutch companies and thus possibilities for establishing contact and possible organise B2B meetings.
- Targeted invitation to Dutch partners to participate in the virtual conference.
- “Danish Gastro Diplomacy goodiebag”.

ADDITIONAL INFORMATION

CONTACT INFORMATION

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HOW TO SIGN UP

Please complete the online registration form no later than 25 September 2020. See:

thenetherlands2020.danishroyalvisit.dk

If you have joined one of the previous royal visits to Argentina, Korea or France or already signed up to the postponed Royal visit to the Netherlands and still work with the same company, just log into the website with the email address you used for any of those visits.

Upon registration, you will receive a confirmation of your participation and a newsletter with relevant information.



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