

Export promotion: the Dutch approach

Policies supporting participation in global value chains

Siemen van Berkum

Wageningen Economic Research

IAMO Forum 2017

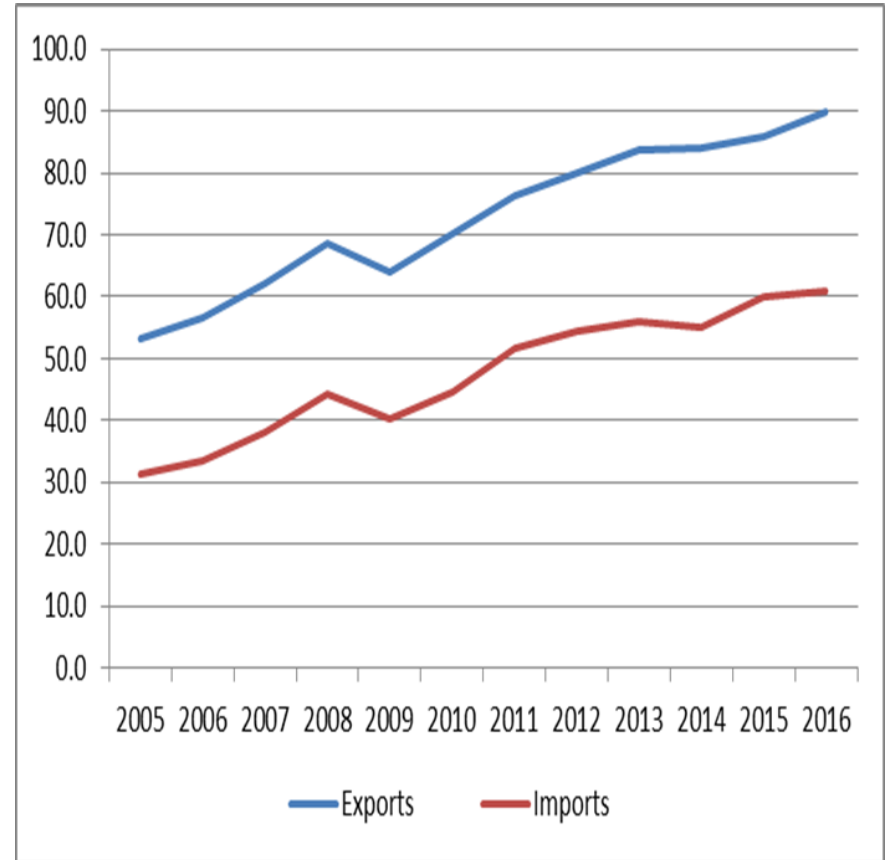
Eurasian Food Economy between
Globalisation and Geopolitics,
21-23 June 2017, Halle (Saale),
Germany

Session: Success stories of Export
Promotion Strategies in Europe and
Central Asia



Agricultural trade position of the Netherlands

- NL 2^e exporter of the world (€90 bln)
- Huge export surplus (€30bln)
- Imports are important as well: fruits, cereals, oilseeds (soy, palmoil), other feed components
- Many companies are part of global value chains (triangle trade)



Trade position based on strengths

- Comparative advantage in milk and meat production, and vegetable and flower production as well
- Intensive livestock sector based on cheap imports of feed components (soy, byproducts of cereal sector)
- Geographical location: at the heart of wealthy part of EU, a logistic conjuncture of Europe
- Long tradition in farming, build on long-standing relationships between (well-organised) business, government and science/education/extension networks
- Government policies that direct towards enhancing international competitiveness: encouraging knowledge and innovation for more efficiency and quality

Government policies supporting export and international business: attitudes

- Liberal, open attitude towards trade
- Business facilitation, not subsidization (example: Round Table on Responsible Soy, RTRS)
- Facilitation policies emphasise the role and responsibility for private businesses in trade issues
- Public-private partnerships as part of the implementation of export promoting policies and international investment strategy (e.g. Partners for International Business program, see www.rvo.nl)
- Investments abroad (as alternative to trade) are seen as contributing to resilience of the sector

Export promoting instruments (1)

- Agricultural counsellors network around the world
- Role: trouble shooter, networker, market information provider



Export promoting instruments (2)

- Standards on food safety and quality are key conditions in international trade relations
- Order your own house: build institutions that help prevent and combat (animal and plant) diseases, apply and monitor quality control, and offer services that reduce paperwork and procedures associated with international trade
- Market access teams (gov+bus) aim at reducing foreign san.+phyto. import barriers: in 2016 8 new country entries (for 11 products) realised, numerous trouble shooting and procedure smoothing activities
- Agribusiness sector contributes (in kind and via fees) to market access improvement efforts

Export promoting instruments (3)

- Export promoting missions (fair visits, etc.)
- Netherlands Enterprise Agency (RVO): a general counter for international business, helping with grants, match-making, market intelligence and compliance with foreign regulations (see www.rvo.nl for many examples)
- Dutch Good Growth Fund (DGGF): finance and insurance of Dutch SME trade and investment in developing and emerging countries (€300mln investment fund, focus on capital goods)
- Dutch Trade and Investment Fund: focus on non-DGGF countries, open to all Dutch companies (€100mln IF)

Useful websites

- www.rvo.nl: one-stop shop of public support for international business
- www.agroberichtenbuitenland.nl: monthly reports of all counsellors' activities
- www.nvwa.nl: Netherland Food and Consumer Product Safety Authority: supervision, risk assessment and risk communication regarding food safety, health and animal welfare requirements. Main task wrt imports, also provides export certificates
- www.een.ec.europa.eu/about/branches: Enterprise Europe Network (EEN) is a Programme of the EC for partner search in international trade, innovation/research and technological cooperation
- www.iob-evaluatie.nl: an independent policy evaluation service under the Ministry of Foreign Affairs, frequently evaluating NL export promoting instruments

Thank you for
your attention

Questions?

