

2017

# Northern Test Region

Revision 1.1



In this brochure we invite you to look at our options for innovations and test technologies in the field of **mobility, knowledge and infrastructure** in the (Northern) Netherlands. We would like to inspire you about what the Northern provinces could offer you and how they might be important on a larger scale from an economic perspective.

## Self-driving cars are a game changer for our future.

Who will still own a car in the near future? Will our children still have to obtain their driving licence? What about safety? And liability? Would we really be rid of traffic jams? The answers to these questions lie hidden in the future. But until then, new technologies and concepts will have to be tested extensively so that they can be used on public highways with the highest possible degree of safety in the future.

Our Minister of Infrastructure and the Environment recognises opportunities to position the Netherlands internationally here.

The Northern Netherlands sees the option of supporting this ambition and further enhancing the opportunities for creating this international status.

## What do we have available for this?

- Space
- An innovative area with knowledge centres and a great deal of young talent
- An entrepreneurial climate geared towards cooperation, where third-party use and PPP are possible
- An area that is easily accessible internationally
- A regional economy with all conceivable facilities
- A stimulating entrepreneurial climate for businesses and start-ups to establish themselves
- An appealing living environment with a hands-on culture
- Short administrative lines facilitating fast action, administrative simplicity and innovate power



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- The provinces of Groningen, Friesland and Drenthe have the following to offer, among other things:
- Sufficient available space with crucial facilities in the immediate vicinity, such as water, bridges, connecting roads, airports, and a city with knowledge, culture and all conceivable facilities
- A very short connecting route between the Netherlands and Germany
- A very extensive knowledge environment
- An ideal breeding ground for innovations with many start-ups and knowledge centres, such as universities, colleges, vehicle technology training courses and test centres (including for 5G)
- An excellent entrepreneurial climate for new Dutch and foreign businesses that recognise the benefits resulting from the presence of the many knowledge institutes in Groningen and the surrounding area.
- Excellent financial opportunities for innovations
- Low land prices: between 15 and 20 million euros worth of additional investment money is available for the set-up, design and innovative development of these international test facilities
- A very fast and flat administrative decision-making structure and culture
- A sustainable environment, focused, for example, on solar energy in combination with innovation and entrepreneurship
- A busy city that offers a good quality of life and is a good place for new employees and entrepreneurs

## The Northern Netherlands has everything required to live up to this international ambition

The Northern Netherlands offers a great many benefits that facilitate the achievement of this ambition. Its administrative simplicity, short lines, its culture that is geared towards cooperation, in combination with a strong IT economy and financial and innovative power, make the Northern Netherlands the ideal location to serve as a leading international test region.



**Prime Minister Rutte**  
impressed with Groningen as a city  
of knowledge and innovation

Groningen  
has a student  
population of  
50,000

Dagblad van het  
Noorden (Northern  
daily newspaper)

Groningen has  
more start-ups  
than Amsterdam

Groningen is  
the youngest  
city in the  
Netherlands

city  
of  
talent

Rutte commends the new Groningen as:  
“extremely energetic and entrepreneurial”

## Knowledge, innovation and entrepreneurship

Groningen is a lively, innovative centre in an area full of young students studying at the various knowledge institutes located in the North.

It is for good reason that Groningen has the highest number of start-ups in the Netherlands. The presence of an international, state-of-the-art test region offers many opportunities for economic activity. Conversely, the test region benefits from the presence of so much knowledge and innovative power.

## Groningen has the following knowledge facilities:

- **Technical knowledge** available through vehicle technology training courses at the level of higher and intermediate vocational education, as well as at the level of pre-vocational secondary education
- A **state university** offering courses that include traffic science, behavioural sciences, traffic psychology and sustained mobility. There is also a science and engineering faculty
- **Extensive cooperation** with the University of Twente and the Delft University of Technology
- **Innovative training** courses and businesses in the field of sensor technology
- **Businesses and agencies** that specialise and have a great deal of experience in big data in combination with security, such as Target Holding, the Netherlands Vehicle Authority (RDW), the Education Executive Agency (DUO), the Dutch natural gas infrastructure and transportation company (Gasunie), IBM, Google, Insite Security and the Radio Communications Agency (Agentschap Telecom)
- A **sensor academy** at the level of higher vocational education that offers specialisation in road traffic and roads, among other areas of specialisation
- **Specific knowledge** of sound in the field of traffic and infrastructure
- **Energy**: a great deal of knowledge of various fuels is available within knowledge institutes and businesses, focusing on the deployment of energy and alternative fuels. In addition, the Energy Valley and the Energy Academy Europe are based in Groningen
- **Knowledge institutes** in the field of data communication (Radio Communications Agency)
- **Groningen is the first area in Europe with an experimental site for 5G tests**, where communications between roads, vehicles, bridges and boats are set up as use cases.



# 5G

5 Groningen makes Groningen the experimental site for the latest generation of mobile Internet. Entrepreneurs and non-profit organisations are working together with experts to test 5G applications. This experimental site is known as the '5G field lab'.

Applications are being tested in the field of care, energy, traffic and logistics, agriculture and the living environment. For example, diseases in crops on the land are measured, where sensors measure data, and the fast 5G network allows for the rapid transmission of vast amounts of data for analysis. Another example is remote diagnosis: the fast connection enables the doctor in the hospital to watch the proceedings in the ambulance live.

*In het begin van 2017 starten  
The first five pilots will start at  
the beginning of 2017.*

*5Groningen is an initiative of the Economic Board  
Groningen and is made possible by the involvement of  
10 partners.*



## Innovative power

The Northern Netherlands has enormous potential in the field of innovation

Current activities and developments including open data, big data, ethical hacking, sensor technology, data science and new data communication concepts are already being expanded and frequently applied. Combined with the availability of various relevant and high-quality training courses and knowledge institutes, this makes the Northern Netherlands a highly appealing region for new entrepreneurship and establishing the R&D departments of international businesses.

# Available instruments



The province has a **fantastic entrepreneurial climate**, where starting, new and existing businesses are supported in their growth opportunities.

In addition, the province has various financial instruments to stimulate innovation and growth. A great deal of financial support will be available over the next decade for the development of the test region and various research programmes.

## The various funds include:

- ERDF (European Regional Development Fund) for innovation: 10 million euros
- Investment fund: 10 million euros
- Interreg cross-border projects with German partners: 5 million euros
- Presence of large international businesses with investment power, including IBM and Google
- Economic ties with Germany
- Favourable conditions for innovative growth via the Northern Netherlands Provinces Alliance (SNN) with a strong lobby in Brussels
- Investment fund via the Economic Board and the Investment and Development Agency for the Northern Netherlands (NOM)
- Third-party options with Google / Tesla / Apple and others
- A great deal of new knowledge in the field of information provision available with the University of Groningen (RuG) / Hanze University of Applied Sciences / NHL University of Applied Sciences / Stenden
- A great many businesses involved in ICT and data provision



## Administrative simplicity

Administrative lines are short in the Northern Netherlands. We always manage to find each other quickly, literally and figuratively speaking. When it really comes down to it, all the relevant directors of governments, business and knowledge institutes meet within a day to discuss important developments with each other. Everyone is subsequently committed to the selected option because 'a deal is a deal' here. The three Northern provinces have been united in the Northern Netherlands Provinces Alliance for years. Together, they have built a good name for themselves in Brussels, The Hague and Germany. The government, knowledge institutes and entrepreneurs are involved in extensive cooperation in the field of lobbying, programme developments and project.

**This means:**

Short lines  
Decisiveness  
A deal is a deal



• Stimuleert • Faciliteert • Verbindt

## Living environment and culture

The Northern provinces represent a fantastic area to live and work. For those who seek quiet and space, we offer beautiful and perfectly accessible countryside with many idyllic villages, a number of slightly larger towns and bustling, lively cities with a great range in terms of culture and shops. Together with knowledge institutes, major businesses and the provinces, we established the International Welcome Centre North (IWCN) to assist employees and knowledge workers in their arrival in the Northern Netherlands. Employees are supported here when applying for a visa, they are assisted with temporary or permanent housing and they can ask for help in finding employment or in the search for a business partner. In short, everybody receives a warm welcome.



### The Northern Netherlands offers:

- Accommodating towns and pleasant countryside
- A good place for staff of new businesses to base themselves
- Clean air
- A great deal of green space, green energy and many solar parks
- Focus on 'healthy ageing'
- An extensive offering of cultural activities and festivities
- An energetic city and surrounding area

Organisation

Statement

We participate in the following range:

Our range would become significantly richer and even more unique if the test region were to offer us the following:

Contact person

Contact person  
e-mail address

Telephone number

## Affiliated parties



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