

Introduction to Dutch Brands!

How come Holland has so many strong brands?

* **Need to know**

Contrary to popular belief, The Netherlands is not about weed and Red light district (these are for tourists). In fact this little country in North-West Europe is the home base of international businesses and well-known brands.

* **Here it is**



Quick Facts

16 million people

They speak 2-3 foreign languages

2 times size of New Jersey State

16th largest economy of the world



200+ *International Brands*

50 *Global Brands*

10 *Brands in the 500 most valuable brands*
(Brand Finance Ranking)

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