



جمعية الأعمال الأردنية الأوروبية جيبا
Jordan Europe Business Association JEBa

Netherlands Trade Profile-2024



Preface

Dear Members,

We are delighted to present the Netherlands Trade Profile, a comprehensive overview compiled by the Jordan Europe Business Association.

This document aims to provide valuable insights into the economic landscape, trade opportunities, and business environment in the Netherlands, a key player in the European market.

The Netherlands is a beacon of economic strength, logistical prowess, and innovation within the European Union. Understanding the dynamics of the Dutch market becomes crucial for our members seeking to build strong and mutually beneficial business relationships.

The document covers a diverse range of sectors, focusing on key economic indicators, trade statistics, and investment prospects. By analyzing the details of the Dutch market, we aim to equip our members with the knowledge needed to make informed decisions and explore new avenues for collaboration.

Through this collaborative effort, we hope to strengthen the ties between Jordan and the Netherlands, fostering a deeper understanding of each other's markets and creating a platform for sustainable business partnerships. We extend our gratitude to our members, partners, and stakeholders for their continuous support in advancing the objectives of the Jordan Europe Business Association.





Geography

Location

Situated in Western Europe, between Belgium and Germany, with a coastline along the North Sea.

Climate

The Netherlands has a temperate coastal climate, influenced by the North Atlantic Current, while the interior is colder with more rainfall, and the west coast is rainy year-round.

People and Society

Population

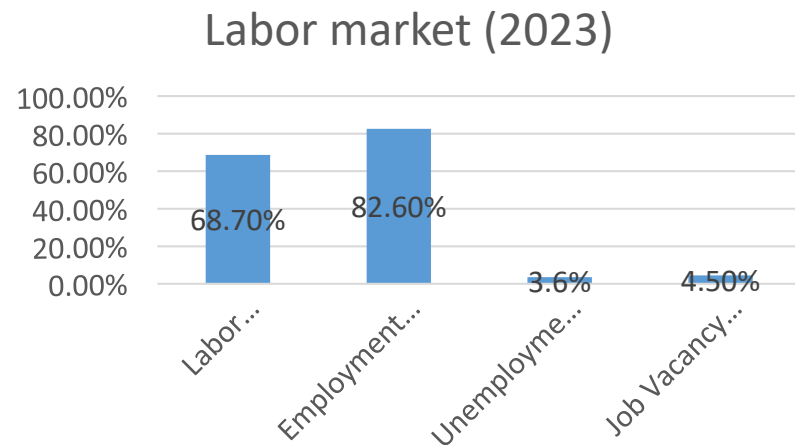
17,821,419 (2023 est.)

Languages

Dutch Netherlands (official), Frisian (official), English Official in the Caribbean Netherlands, Papiamentu Official in Bonaire, Dutch Low Saxon Recognized as a regional language, Limburgish: Used in the southeastern province of Limburg.

Economic Snapshot

The Dutch labor market is characterized by its flexibility and high participation levels, with an employment rate of about 82% for individuals aged 20-64, one of the highest in the EU. However, there is a growing need for skilled workers in technology and engineering, making the skills gap a critical challenge. To address this, the Netherlands has introduced various labor market reforms aimed at encouraging participation and ensuring fair practices, striking a balance between flexibility and worker security.



Economically, the Netherlands faced headwinds in 2023, resulting in a GDP growth rate of 0.1%. Despite these challenges, the country maintained a low unemployment rate of 3.6%. Inflation remained relatively controlled at 4.1%. In 2023, the country's GDP reached \$1.15 trillion USD, and the GDP per capita was \$64,572.

Key industries driving the Dutch economy include agriculture and food processing, recognized for their efficiency and innovation; chemicals, which are significant contributors to global exports; logistics, supported by the world-class Port of Rotterdam; and high-tech sectors such as semiconductors, software development, and advanced materials. Personal remittances received accounted for 0.24% of GDP. These industries collectively position the Netherlands as a robust and diversified economy within Europe.

Green Transition

The Netherlands is working intensively on achieving a comprehensive green transition with the goal of reaching a carbon-neutral economy by 2050. Here's a summary of the most important information and statistics related to this topic:

- **Renewable Energy:** The country aims to generate 100% of its electricity from renewable sources by 2050. Substantial investments are being made in wind and solar power.
In 2024, renewable energy in the Netherlands made a significant contribution to electricity generation, accounting for 53% of production in the first half of the year and 50% of total production throughout the year.

During the same year, renewable energy produced approximately 61 billion kilowatt-hours of electricity.



Regarding **wind energy**, the installed capacity reached about 11,714 megawatts by January 2025, with 40.5% of it being offshore wind. In 2024, wind energy generated 33 billion kilowatt-hours of electricity, accounting for a quarter of total production.

The Netherlands aims to increase its offshore wind capacity to 21 gigawatts by 2030.

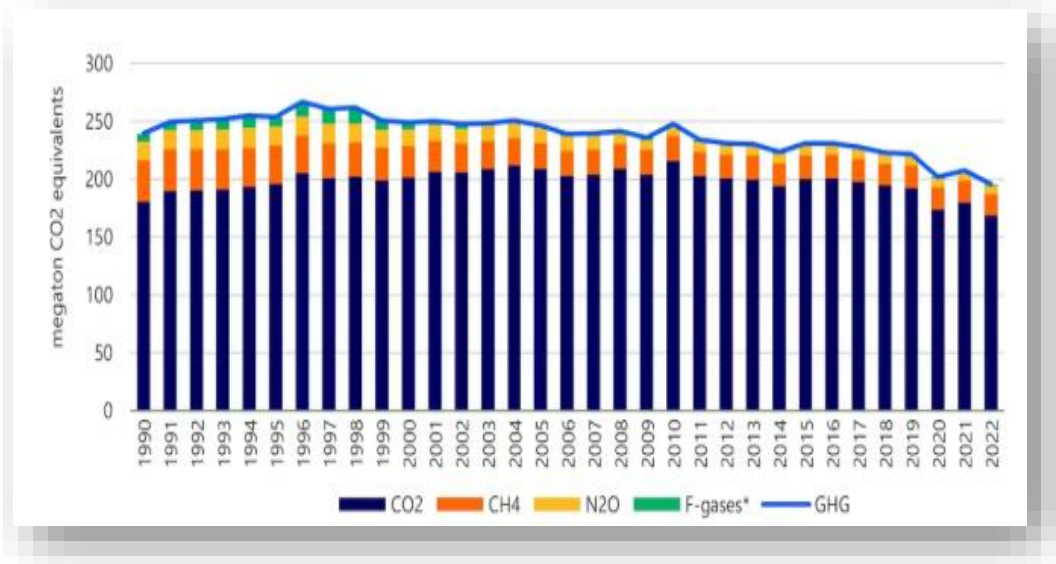
In the field of **solar energy**, 22 billion kilowatt-hours of electricity were produced in 2024, there was an increase in production by 11% compared to 2023. The cumulative solar capacity in the Netherlands reached 26.06 gigawatts by mid-2024.

- **Circular Economy:** The Netherlands aims to have a fully circular economy by 2050. This includes reducing the use of raw materials, replacing them with sustainable materials, and recycling products and raw materials efficiently.

The Circular Economy Program (2023-2030) focuses on education, circular procurement, and circular business models.



- **Carbon Emission Reduction:** The Netherlands targets a reduction of greenhouse gas emissions by 55% by 2020 and 95% by 2050 compared to 1990 levels



- **Climate Goals:**

The Netherlands participates in the European Green Deal, which aims to transform the EU economy into a sustainable and circular one while preserving its competitiveness. Furthermore, the Netherlands is a member of the "Green Growth Group," an informal coalition of climate ministers from 15 EU Member States. This group works to promote an ambitious, cost-effective, and growth-oriented low-carbon agenda within the EU and supports constructive contributions to international climate negotiations.



Health and economic, social and institutional resilience

- **Health Resilience:** The Netherlands has a well-developed healthcare system known for its quality and accessibility, with healthcare spending accounting for about 10% of GDP.



- **Economic Resilience :Diversified Economy:** Strong performance in diverse sectors like agriculture, chemicals, energy, and logistics, contributing to economic stability.



- **Institutional Resilience:Effective Governance:** Transparent and accountable governance structures ensure stability and trust in institutions, with a corruption perception index score of 78 out of 100 in 2024.



- **Social Safety Nets:** Comprehensive social security system providing support during economic downturns, with social spending accounting for around 25% of GDP.

- **Social Resilience:Community Engagement:** Emphasis on social cohesion and community involvement in policy-making, with a high level of civic participation.



Netherlands Investment Opportunities by Sector

Norway offers a number of investment opportunities in multiple sectors, including;

- **High-Tech:** The Netherlands is a hub for innovation and technology, particularly in sectors like AI, cybersecurity, and semiconductors, with investments in R&D accounting for about 2.3% of GDP.



- **Water Management:**

The Netherlands' water management is one of the most advanced in the world, featuring cutting-edge technologies for flood control and water treatment.

The Netherlands is a leader in flood protection technologies, relying on dikes and the storm surge barrier in Zeeland to prevent flooding. The Dutch authorities work to maintain the quality of surface and groundwater, focusing on wastewater treatment.

The Netherlands applies integrated water management techniques, including recycling and sustainable water use, making it a model for environmental sustainability and enhancing international cooperation in this field.

- **Logistics:** The Netherlands boasts world-class logistics infrastructure, making it an ideal location for investments in transportation, warehousing, and supply chain 10% of GDP.

- **Agribusiness and Food Processing:** Renowned for its agricultural expertise, offering opportunities in sustainable farming, food technology, and innovative food processing, with agriculture contributing 1.7% to GDP.



- **Renewable Energy:** With its focus on sustainability, the Netherlands offers opportunities in renewable energy projects, including wind, solar, and bioenergy, aiming to increase renewable energy production by 20% annually.



- **Tourism:** The tourism sector is expected to witness significant development, with a focus on sustainable tourism, urban development, and the promotion of rural and cultural tourism.

In 2023, the tourism sector in the Netherlands continued to thrive, contributing to the GDP with an amount of up to 99 billion euros. Approximately 20.3 million tourists visited the country, surpassing pre-COVID-19 pandemic levels.

Domestic visitors accounted for 77.5% of tourism spending, while foreign visitors accounted for 22.5%.

The tourism sector supported around 1.5 million jobs in 2023. In Amsterdam, the city welcomed about 9.4 million visitors who spent 22.1 million nights there. However, the city faces significant challenges due to overtourism, prompting it to take measures such as increasing tourist taxes and restricting short-term rentals.



Netherlands visitors to Jordan 2023-2024

2023 Jan- Dec

Tourists Overnight	Same day Visitors	Total
35,116	2,806	37,922

2024 Jan- Dec

Tourists Overnight	Same day Visitors	Total
19,734	325	20,060

Netherlands and Jordan Investment Opportunities by Sector

Jordan and the Netherlands have significant potential to enhance their bilateral cooperation in several strategic sectors such as :

- **Agriculture and Industry:** There are opportunities to enhance cooperation in agriculture and industry, leveraging Dutch advanced technology to improve productivity in Jordan.
- **Science and Technology:** Cooperation can be strengthened in technology and science, especially in digital transformation, artificial intelligence, and cloud computing.
- **Trade and Services:** Opportunities exist to boost trade between the two countries, particularly in e-commerce, and facilitate online trade. Initiatives can be supported to improve the business environment, facilitate trade, and reduce non-tariff barriers.
- **Social Protection and Employment:** Opportunities exist to enhance social protection and improve decent work opportunities by supporting private sector growth and promoting entrepreneurship.

- **Science and Technology :** Cooperation can be strengthened in technology and science, especially in digital transformation, artificial intelligence, and cloud computing.



- **Water Management:** Opportunities exist for cooperation in water resource management, leveraging Dutch expertise to improve water efficiency in Jordan.

- **Energy and Environment:** There are opportunities to enhance cooperation in energy and environment, including the use of renewable energy and improving resource efficiency.



- **Education and Vocational Training:** Cooperation can be enhanced in education and vocational training, particularly in technical and vocational education and training (TVET) to improve skills for refugees and local communities.



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