



GEORGIA - NETHERLANDS COUNTRY CONNECTION

Government and Commerce

The Netherlands has maintained a consular presence in Georgia since 1819, and opened a new Consulate General in Atlanta in January 2019. Mr. Jaap Veerman has served as Consul General since July 2022.

Colocated with the Consulate General is the Netherlands Foreign Investment Agency (NFIA), a Dutch organization that facilitates direct investments by North American companies into The Netherlands. Boudewijn Barth serves as Director and head of the NFIA office in Atlanta.

The Netherlands-American Chamber of Commerce of the Southeast (NACCSE) is also located in Atlanta. The Chamber works to encourage, support and promote trade and investment relationships between The Netherlands and the United States. The current President of NACCSE is Ms. Manori de Silva.

In August 2012, former Governor Nathan Deal traveled to Switzerland and The Netherlands to strengthen and expand business relationships. The Commissioner of the Georgia Department of Economic Development led a return visit in spring 2018.

In October 2015, His Excellency Mark Rutte, Prime Minister of The Netherlands, led a large Dutch business mission to Atlanta.

The Ambassador of the Netherlands to the United States visited Governor Kemp in February 2020.

The state of Georgia has had continuous representation in Europe since 1973. Since that time the office has assisted hundreds of European firms in locating in

Georgia and Georgia companies exporting to Europe.

Academics

In the Fall semester of 2022, 81 Dutch students will be enrolled in USG schools.

The COVID-19 pandemic affected study abroad programs around the world, but these programs are expected to return to former participation levels soon. In previous years, the University System of Georgia (USG) offered 15 study abroad programs in The Netherlands that focus on industrial design, architecture, business and education.

Emory University and Georgia Tech offer exchange programs with different partner universities in The Netherlands.

Arts, Culture and Tourism

COVID-19 severely impacted the tourism industry in Georgia, but international visitation is expected to reach past numbers soon. In 2021, nearly 8,000 Danish visitors spent over \$8 million in the state of Georgia.

The High Museum of Art in Atlanta has featured several special exhibits of Dutch artists. In Spring 2018, the museum hosted an exhibit dedicated to the work of Dutch designer Joris Laarman, whose experimental designs are inspired by emerging technologies. In 2016, it featured a special exhibit showcasing the work of Dutch fashion designer Iris van Herpen; and in 2013, the museum showed 35 of the world's most beautiful paintings from the Dutch Golden Age in the exhibit *Girl with a Pearl Earring: Dutch Paintings from the Mauritshuis*.

More than 15,650 spectators attended the U.S. Women's National Soccer Team's faceoff against The Netherlands at the Georgia Dome in Atlanta in September 2016.

Frank de Boer served head coach of Atlanta United FC from his naming in December of 2018 through July 2020.

International Trade

EXPORTS: In 2021, Georgia exports to the Netherlands totaled **\$1.2 billion**. The Netherlands is the **6th** largest export market for Georgia.

Top exports from Georgia to the Netherlands include automatic data processing machines, civilian aircraft, telephone transmission devices, parts of typewriters, and tractors.

Georgia leads the nation in the export of the following goods to the Netherlands: tractors, peanuts, and reaction initiators.

IMPORTS: In 2021, Georgia imports from the Netherlands totaled **\$1.2 billion**. The Netherlands ranks **22nd** among Georgia's importer nations.

Top imports from the Netherlands to Georgia include telephone transmission devices, petroleum oils, motor vehicles, malt beer, and automatic data processing machines.

Capital Investment

There are at least **43** Georgia companies with operations in The Netherlands, including but not limited to:

- Georgia-Pacific
- InComm
- Interface
- NCR Corporation
- The Coca-Cola Company
- Travelport
- UPS
- WestRock

There are at least **293 Dutch facilities operating in Georgia**. These facilities employ more than 10,700 Georgians.

Leading Dutch companies in Georgia based on investment include DSM Engineering Plastics, Inalfa, Randstad, VDL Groep, and CSM Bakery Solutions.

Transportation

Hartsfield-Jackson Atlanta International Airport offers multiple daily direct flights from Atlanta to Amsterdam. In 2022, there will be an estimated 1,436 flights between the Netherlands and Georgia with over 450,000 travelers.

International connectivity has been limited by the COVID-19 pandemic. As restrictions ease, the Hartsfield-Jackson Atlanta International Airport expects a return to pre-COVID connections.

The Georgia Ports Authority (GPA) in Savannah has an established relationship with The Netherlands. The GPA offers four regular shipping services to the Port of Rotterdam.

About GDEcD

The Georgia Department of Economic Development (GDEcD) plans, manages and mobilizes state resources to attract new business investment to Georgia, drive the expansion of existing industry and small business, locate new markets for Georgia products, inspire tourists to visit Georgia and promote the state as a top destination for arts events and film, music and digital entertainment projects. For more information, visit www.georgia.org.

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