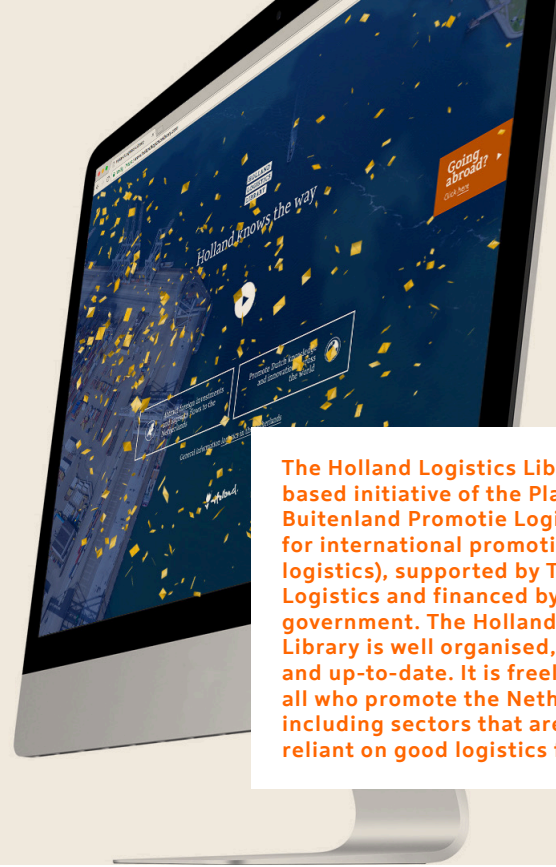


# HOLLAND LOGISTICS LIBRARY



First Anniversary of the  
Holland Logistics Library

## “A favourable development for Dutch business”



The Holland Logistics Library is a broad-based initiative of the Platform Buitenland Promotie Logistiek (platform for international promotion of Dutch logistics), supported by Top Sector Logistics and financed by the Dutch government. The Holland Logistics Library is well organised, user-friendly and up-to-date. It is freely accessible to all who promote the Netherlands abroad, including sectors that are only partly reliant on good logistics for their success.

The Holland Logistics Library (HLL) was launched in the spring of 2016. The Library – as the HLL has come to be known – was warmly welcomed by stakeholders from all corners of business and government. Today, hundreds of users take advantage of its up-to-date documentation and the insights it provides. The Library’s first anniversary provides a good opportunity to look back on the first year of existence of this digital platform for the Dutch logistics sector. What has been achieved? Have the goals been reached? And which interesting developments have taken place?

### GROWING NUMBER OF USERS

Dutch entrepreneurs are well aware of the HLL. We can safely conclude this from the ongoing increase in the number of users. As at 31 March 2017 more than 7,800 sessions had been registered, with an average of 500 sessions per month. It is clear that HLL content serves a need, for both inbound and outbound business. Successful business abroad benefits, after all, from thorough preparation. And as a portal the HLL provides a complete knowledge bank for Dutch business abroad. This does not only cover knowledge of law and regulations, directives and codes of conduct, language and culture, communication, marketing and market research. There is also information on transport, infrastructure, insurance, customs, products and markets. And coverage of issues related to logistics, both in terms of physical transport and streamlining data. Meanwhile, the Netherlands continues to approach its goal of becoming Europe’s leader in logistics by 2020 – both as the perfect country in which to locate and as the ideal gateway to Europe and to the rest of the world.

### POSITIVE FEEDBACK

The HLL’s executive body is the Holland International Distribution Council (NDL). Responsible for inbound, the NDL works closely with Dinalog, which is responsible for outbound knowledge export. NDL’s Director, Remco Buurman, responds enthusiastically: “We see more and more new users, as well as a steady stream of items on the platform. The positive user feedback confirms our observation that the HLL definitely serves a need. I recently spoke to an entrepreneur who, for instance, makes a habit of showing his international guests the film *Holland Knows The Way*. Yet another example of a company that actively uses HLL materials in its customer acquisition. This film has been used worldwide – and with success. For example, during trade missions and in other business meetings.”

### WORLDWIDE USE

It has, without doubt, been a successful first year. Buurman says: “We’re very encouraged by positive feedback from companies that use the HLL to get new customers. These practical

applications prove that we're doing the right thing. The platform's user profile tells us that the HLL is used worldwide. Both via the mail network of government embassies and offices and in the business world. In other words, the HLL is serving the needs of all who are internationally active, both in business and in government. We can rightfully claim that we've created a platform which provides up-to-date and complete information on Dutch logistics knowledge and skills. We're on the right track."

### **CONTINUED GROWTH**

Buurman continues: "The goal of the HLL remains growth through international customer acquisition, and actually bringing in the business. Looking to the future, we want to use active content and community management to make the Library even more complete, which will enable an even broader target group. Because the HLL can also be a tool for other sectors. There are several initiatives this year to reach new users and to add new content. Active content and community management ensure that the content is increasingly better and more complete. How do we do this? Through constant dialogue with parties that have new and relevant information for our target segments.

A recent example is the customs authorities. They have made some excellent film material available. The regions are also active in making a valuable contribution. Going forward we see a world of possibilities in the promotion of Dutch experience in innovation. The logistics sector will benefit from this. And other sectors can also benefit. It's a positive development for Dutch business."

### **VALUABLE TOOL**

The initiator of the HLL is Arthur van Dijk, who is also Chairman of the Board for International Promotion at Top Sector Logistics: "The HLL offers a particularly valuable tool for customer acquisition – and indeed also for other sectors in the Netherlands. And it does that in a relatively simple manner. You should see the HLL as a central archive, which uses smart search to make finding the relevant information on Dutch logistics knowledge and skills easy, for all users. Other sectors can use the HLL to reinforce their own logistics proposition, by using the additional information about the sector. Digitisation changes chain management and increases cooperation with the various sectors. We think it's important that the world knows that the Netherlands is fully committed to this area. And this innovative aspect of the Netherlands is, in turn, reflected in the Holland Logistics Library."

### **NEW CONTENT**

As a driver of logistics innovation, Dinalog is responsible for knowledge export. Liesbeth Staps is Dinalog's international programme manager: "An interesting side-effect of the HLL is that the inbound and outbound aspects of logistics meet on this platform. I make regular use of information on inbound when speaking about knowledge export. I also regularly refer people to the HLL. In the meantime, we are continuously adding new content, on successful logistics export services based on innovation knowledge. This enables continued consolidation of the Netherlands' leadership position in this regard. Recent examples are Supply Chain Finance, Fashion Coordination Centers and Service Logistiek."

### **ENTHUSIASTIC RESPONSES**

Jeroen Haver is Logistics sector specialist at the Netherlands Foreign Investment Agency. He is also the secretary of its International Promotion Board. Jeroen: "At the NFIA we constantly bring the HLL to the attention of new parties, as well as using the mail network of embassies abroad. And this is appreciated. Once the HLL is discovered the reactions are, without exception, enthusiastic. People are particularly impressed by its professionalism, quality and overall presentation, and by the level of cooperation within the sector. The HLL is a real find when it comes to the preparation of presentations. Especially if you need the support of up-to-date information. I'm also a frequent user. The visuals and the PowerPoint presentations are extremely useful. During missions abroad I always present the HLL. And this always draws particularly enthusiastic reactions. People are amazed that it exists! The essence of the HLL is experienced as unique: its excellent demonstration of how innovative and valuable we are, as a country possessing highly-developed logistics."

### **NATIONAL PRODUCT**

Haver presents the HLL as an innovative product in itself and a testament to the high level of cooperation in the Dutch logistics sector: "The Library shows how well we work together and how we develop a national product. We have now presented the HLL to the Buijink Commission. This Commission has been asked by ministers Kamp (Economic Affairs) and Ploumen (Foreign Trade) to advise on the strengthening of Dutch trade promotion. One of its recommendations is that Dutch (top) sectors must present themselves more as components of a single whole: each singing its own verse, as it were, but all sharing the same chorus. I've demonstrated that the existence of the HLL is already making this possible for Top Sector Logistics. Companies and organisations which are registered at the HLL can each make their own presentation, using their own content, or 'verses'. The 'chorus' is then the basic material stored in the Library. This means we use the same basic figures and information, for instance, for both our ocean and air terminals. And the film *Holland Knows The Way* is the cherry on the cake. So every sector has its own story, but always with this same chorus." Haver also praises the broad interactive possibilities offered by a unique community platform such as the HLL. "We're thinking, for instance, of a map that shows at a glance where the customer acquisition and export promotion opportunities lie for logistics companies. In conclusion, we're busy coordinating the international travel agenda. A development which is steadily increasing the value of the HLL as a platform for the community."

### **RIGHT TO EXIST**

If we look at our goals: 1. attracting flows of goods and investment and 2. exporting Dutch logistics knowledge and skills, we see that they are being achieved through the sharing of knowledge. Knowledge that the HLL makes available and shares. As one entrepreneur told us: "Development starts with curiosity. Knowledge achieves progress. The HLL makes a substantial contribution in this regard. As a result, we're pushing the boundaries. And achieving international ambitions." All in all, we see that the increasing use of the Library is clearly anchoring in the evoked set of a growing group of users. And that is the best proof of the success of the HLL.