

# A smarter and greener world with automotive solutions from the Netherlands



Mobility is the lifeblood of our society: efficient, sustainable transport of people and goods is essential for our prosperity and wellbeing. As more and more vehicles hit the road, mobility is one of the biggest challenges facing businesses, the government and road users. This challenge ranges from increasing road-traffic safety to reducing fuel consumption in order to lower harmful emissions and to accelerate the transition towards a sustainable economy.



Carina Weijma, HTSM International, with flying car PAL-V

Europe has the strictest regulations for motor vehicles in the world. In our densely populated country, the future requirements for urban mobility, smart urban planning and environmentally friendly transport solutions will become even higher; making the Netherlands the ideal place to test and implement innovative mobility concepts.

The Netherlands wants to play a prominent role in the transformation towards reducing fuel consumption and CO<sub>2</sub> emissions. We are excellently positioned for this: the quality of Dutch high tech automotive products, systems and components is high and is coupled with a high degree of creativity and innovativeness.

The top sector High Tech Systems and Materials (HTSM) strengthens the international position of the Dutch automotive sector with an HTSM international strategy. This strategy focuses on innovation and business opportunities, for example in Germany and France, including cross-over technologies such as lightweight materials and Artificial Intelligence.

Holland High Tech supports trade show presentations worldwide to promote excellent Dutch examples of smart, lightweight, durable mobility solutions, which contribute to global challenges in the field of green, smart and safe mobility. This Holland High Tech market development approach provides contacts, contracts and business cooperation for the Dutch automotive sector.

Until today, the Netherlands' centuries-old tradition of creativity, pragmatism, entrepreneurship, openness and willingness to collaborate has proven to be the ideal breeding ground for new high tech systems and materials. By combining the unique forces between government, knowledge institutions and companies, we can turn the current international crisis in the automotive sector into a chance.

It is precisely the typical Dutch way of bundling knowledge and skills from different disciplines to rethink the mobility systems as a whole that is necessary to come up with the solutions that are required in this transition towards a smarter and greener world.



**Holland High Tech**  
Global Challenges, Smart Solutions