GLOBAL CHALLENGES
DUTCH SOLUTIONS

TEAM Holland

VOLVO OCEAN RACE
ROUND THE WORLD
GLOBAL CHALLENGES
DUTCH SOLUTIONS

HISTORY

❖ The Netherlands has been one of world’s leading trading nations.
❖ The Dutch always found their way across the globe via the oceans

TODAY

❖ Innovative solutions to global challenges in e.g. the sectors food, agri, water and energy.
❖ A global platform to showcase our knowledge.
Dutch companies have big business interests in the ports and countries the race will touch.

The Dutch government organises regular trade missions to these areas.

Team Holland offers an unique opportunity to promote our country's skills and expertise.

Promoting Dutch knowledge and innovations within our topsectors and generate business together.

Team Holland will be grounded in Dutch identity.
TEAM HOLLAND PAVILION

🔥 At each of the 10 stopovers a TEAM Holland Pavilion will open its doors inside the Race Village.

🔥 This Pavilion will be the traveling showcase for the Dutch, topsectors and leading companies.

🔥 The TEAM Holland Pavilion will also represent the best the Netherlands has to offer when it comes down to art, music and design.
Stopovers take place in important countries for our leading top sectors.

Business leaders, national and international governments are closely involved in every country and every stopover.


www.teamholland.nl
A UNIQUE PUBLIC-PRIVATE PARTNERSHIP

2016 - 18
2,5 year campaign

Public funding
Trade missions

Public & private funding**
Holland Pavilion, global activation and campaign

Private funding
Sailing campaign

www.teamholland.nl
“Now we are heading for international cooperation—including aid, trade and investment.

I truly hope that we can lead the way. And truly cooperate.

Let’s not be marginal, let’s be pioneers.”

Ms Lilianne Ploumen,
Minister of Foreign Trade and Development Cooperation