



**Embassy of India
The Hague**

PRESS RELEASE

India-Netherlands Business Seminar

To promote the bilateral trade and investment between India and the Netherlands, the Embassy of India in The Hague organised the “India-Netherlands Business Seminar: Unlocking Growth Opportunities” on 12 March 2025 at Leonardo Royal Hotel Den Haag Promenade, The Hague. The Seminar witnessed the participation of over 125 distinguished guests, including government officials, business leaders, and industry experts from both the countries.

2. While the general focus of the event was on overall promotion of business and investment between India and the Netherlands, there was a specific concentration to explore the future of logistics and the innovative solutions that can drive efficiency and sustainability in the sector. The event started with the opening remarks by the Ambassador of India to the Netherlands, H.E. Mr. Kumar Tuhin. Ambassador highlighted the strong trade & investment ties between India and the Netherlands, current status as well as investment opportunities in India in various sectors including infrastructure, agriculture, health, technology, renewable energy, etc. He also highlighted India’s ambitions with regard to the India-Netherlands bilateral economic agenda and India’s growth in fields of hospitality, sports, women empowerment, telecom and digitalization. Ambassador also touched upon the multi-faceted bilateral partnership between India and the Netherlands, and encouraged Dutch companies to explore, invest and expand their ventures in the dynamic and promising environment of Indian market.

3. Ms. Nivruti Rai, Managing Director and CEO of Invest India, during her visit to the Netherlands also attended the Seminar. Ms. Rai interacted with the audience and delivered a presentation focused on the vast opportunities and potential for investment in India, urging attendees to explore and capitalize on the growing economic landscape. Ms. Rai highlighted several key sectors that are ripe for investment, including Renewable energy, Health and Life Sciences, Infrastructure, etc. She also underscored India’s robust growth trajectory, supported by a rapidly expanding middle class and a strong focus on innovation.

4. The Seminar featured an impactful speech by Michel Sweers, Director-General of Foreign Economic Relations at the Ministry of Foreign Affairs of the Netherlands. His speech focused on the collaborative opportunities between India and the Netherlands. In his address, Mr. Sweers expressed his optimism about the future of the India-Netherlands partnership, emphasizing that it is built on mutual respect, shared values, and a commitment to innovation and progress.

5. Mr. Hans Kuipers, Director of Investment Projects at the Netherlands Foreign Investment Agency (NFIA), delivered an insightful speech and shared insights on the India-Netherlands economic corridor, emphasizing how Dutch businesses can benefit from India’s booming infrastructure & green economy.

6. A fireside chat was arranged that featured distinguished speakers, including Mr. Rik Pek (CEO Broekman Logistics), Mr. Frank Prillewitz (VP International Affairs, Royal KLM Airlines) and Mr. Matthijs van Doorn (Vice President Commercial, Port of Rotterdam). The discussion was moderated by Ms. Sandra Singh (Director International Tax, M/s. HVK Stevens) who guided the conversation through key topics such as technological advancements, sustainability and supply chain resilience. The fireside chat provided a platform for participants to exchange ideas, share best practices and explore potential partnerships. The interactive format allowed for a dynamic and engaging discussion, leaving attendees with valuable takeaways and actionable insights.

7. Mr. Edward Bird, Head of Government Affairs at Royal Philips, delivered an inspiring speech on the importance of fostering international trade relationships and the potential for bilateral cooperation between India and Netherlands. Mr. Bird emphasized the need for collaborative efforts to address global challenges and create sustainable economic growth. He shared the experience of Philips doing business in India.

8. The Seminar also included an interactive Q&A session providing attendees with the opportunity to engage with the speakers and seek clarifications on various topics discussed during the event. The Q&A session fostered a lively exchange of ideas, offering valuable insights and perspectives on the future of India-Netherlands collaboration.

9. The event concluded with a networking session, providing participants with the opportunity to connect and explore potential business partnerships.

The Hague
04/04/2025