

NETHERLANDS ENTERPRISE AGENCY · RVO

Strengthen Your Position in the US Market



Partners for International Business (PIB)
for the Dutch Semiconductor Sector

THE OPPORTUNITY FOR DUTCH SEMICONDUCTOR COMPANIES

\$500B+

CHIPS Act
investment in the US

#1

Largest global market
for semiconductors

€280B

Dutch tech sector
annual export value

The US is the world's most strategic growth market for semiconductor equipment, materials and design companies. With the CHIPS Act driving unprecedented public investment, the window of opportunity is open. Dutch companies have a world-class reputation in lithography, precision engineering and metrology. PIB helps you turn that reputation into market share.



PIB gives you government-backed market access — so you compete as a nation, not just a company.

WHAT IS PARTNERS FOR INTERNATIONAL BUSINESS (PIB)?



PIB in one sentence

A government-backed, public-private program in which a cluster of Dutch companies jointly positions on a promising international market with coordinated diplomatic, financial and marketing support.



Duration: 2–3 years



Government budget: ~€350,000



50/50 public-private contribution



No subsidy — activities-based support

What?

A coordinated 2–3 year program consisting of e.g. trade missions, trade fairs, knowledge exchange and economic diplomacy.

Why?

The Dutch government supports NL business by deploying its diplomatic network and resources to amplify your commercial position.

For whom?

Minimum 5 Dutch companies from one sector with a compelling business case.

WHAT CAN PIB DELIVER FOR YOUR COMPANY?

Concrete, government-amplified advantages



Government Network Access

Embassy, consulates, NBSOs and RVO open doors that are hard for individual companies. Government meetings, company introductions, policy briefings.



Collective Market Power

Compete from a national sector proposition. A cluster of Dutch semicon companies carries far more weight than any single company.



Sustained Market Presence

A 2–3 year structured program. Not a one-off trade fair. Build lasting relationships and brand recognition in the US.



Knowledge & R&D Connections

Facilitated links to US universities, national labs (MIT, NIST) and government R&D programs (aligned with CHIPS Act priorities).



NL Branding Amplification

Co-branded 'NL Branding' positioning reinforces trust and quality perception with US procurement and investors.



Cost-Effective Entry

~€350K government co-investment. Shared coordinator costs. High-impact activities at significantly lower individual cost.

WHAT ACTIVITIES CAN A PIB PROGRAM INCLUDE?

Trade & Market Access

- Trade missions to e.g. the Valley, Austin, Oregon & NY
- Collective exhibits at e.g. SEMICON West & DAC
- Company-to-company matchmaking events
- Site visits

Government & Diplomacy

- Government-to-government (G2G) meetings
- Mitigation of trade barriers & procurement access
- Economic diplomacy via Dutch embassy and consulates

Knowledge & Innovation

- Knowledge-to-knowledge (K2K) academic workshops
- Joint R&D project identification
- Stakeholder & ecosystem mapping
- Formalized R&D cooperation agreements

On-the-Ground Representation

- Sector expertise & network maintenance
- Continuous lobbying & relationship building
- Follow-up on trade fairs & missions
- Local liaison with deep network in semicon

CRITERIA & REQUIREMENTS

Does your company qualify? Here's what PIB requires:

01

Cluster of Companies

Minimum 5 Dutch companies from one industry. Together you represent the Dutch semiconductor sector.

02

Compelling Business Case

A clear, evidence-based case that the Netherlands has a competitive advantage — and that government involvement adds genuine value.

03

Distinct Government Role

There must be a specific role for government: removing trade barriers, diplomatic introductions, policy influence — activities no company can do alone.

04

50/50 Co-Investment

The cluster co-funds the program. This includes financing a dedicated coordinator and in-kind contributions (preparation, presence, expertise).

05

Long-Term Commitment

PIB is not a one-off mission. All cluster members commit to a sustained 2–3 year program with clear goals, milestones and measurable results.

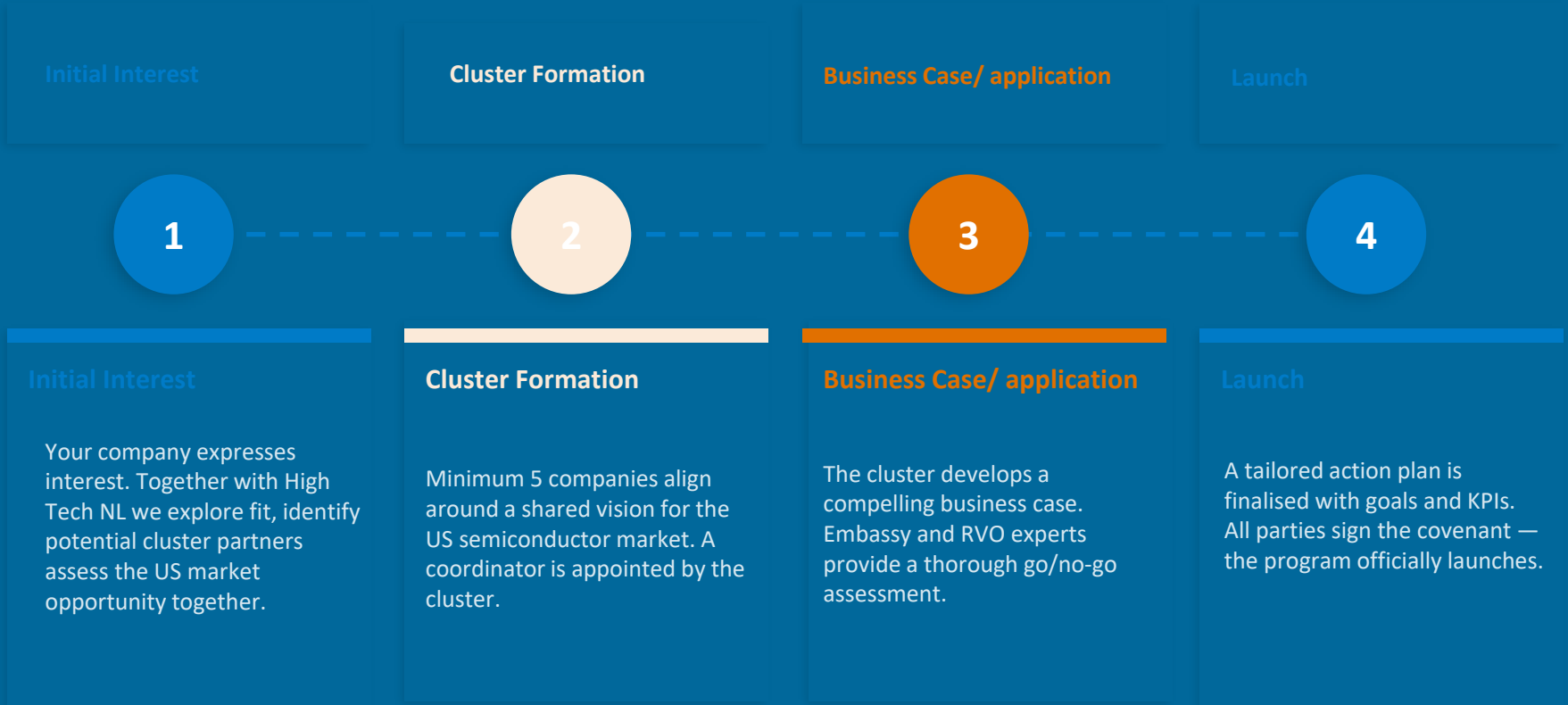
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National Policy Alignment

The program must align with Dutch top-sector policy and be initiated by the private sector. Government follows and amplifies.

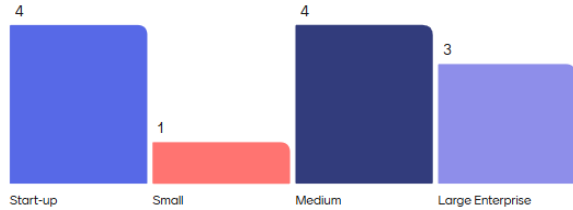
HOW TO GET STARTED

From first conversation to program launch in as little as 4 months

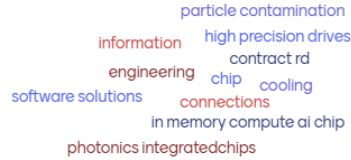


KEY QUESTIONS TO EXPLORE YOUR FIT

What kind of company do you represent?



What kind of products/ services are in your core proposition?



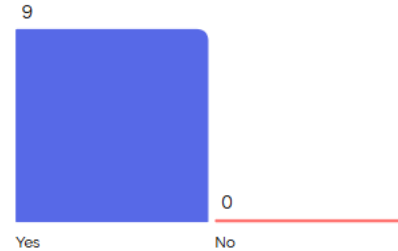
What kind of customers are you looking for in the US?



What is your geographic focus in the US?



Do you see added value working with the NL Gov. entering the US market?



Ready to explore PIB for the semiconductor sector?

Let's have a conversation. No commitment required.
Partners for International Business (PIB) | RVO.nl

Your contact at RVO

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Next Steps

- Follow up by HighTech NL
- Info session/ explore cluster fit
- Develop business case / application
- Application Go/ No Go
- Action plan and execution