

Cyber and Security Technologies Soft Landing Platform

January 1, 2016 – March 31, 2016



Canada - Netherlands

Are you a Canadian cyber, defence or security technology company looking to expand into the European market? We have an exciting offer for you to soft land in The Hague – the cyber security capital of Europe providing you with easy access to the full EU market.

In cooperation with Invest Ottawa, The Dutch security cluster The Hague Security Delta (HSD), InnovationQuarter, and the Dutch Embassy in Ottawa, the Canadian Embassy to the Netherlands has launched the **Canada-Netherlands Cyber and Security Technologies Soft Landing Platform**. This program offers Canadian and Dutch small and medium-sized enterprises (SMEs) a unique opportunity to 'soft land' for a trial period in the respective Dutch and Canadian markets.

Each company will land between January 1st, 2016 and March 31, 2016 for a period of up to three months. Within this period, start dates and durations of soft landings for each company are flexible, and these decisions are tailored to company needs.

The Soft Landing Platform offers

- Access to office space at the HSD Campus – the national innovation centre for security in the City of The Hague - fully funded under this program at no cost to you.
- Mentorship from HSD, InnovationQuarter, industry leaders, partners, the Canadian Trade Commissioner Service and the Dutch Embassy in Ottawa.
- Support in accessing financial resources, engaging strategic partners, and refining business models for market opportunities in the EU region.
- Greater exposure to global partners and opportunities to pursue clients.

Why you should land in The Hague

- The HSD Campus – the core of the largest security cluster in Europe - is located in The Hague .
- In the region of The Hague 400 security businesses realise a turnover of € 1.7 billion and employ 13,400 people.
- HSD has strong ties with other innovative and influential regions in the Netherlands and abroad.

- The HSD Campus is the national innovation centre for security with living labs, education and training facilities, flexible office space and meeting rooms. It is the place where businesses, governments and knowledge institutions from across the country collaborate to harvest knowledge, and develop products and services that contribute to a safer and more secure world.

Immigration considerations

When Canadian companies decide to benefit from the Soft Landing Platform, they should take the following into consideration with respect to immigration law.

Canadian citizens using Canadian passports do not require a visa to enter the Netherlands for tourism or business stays under 90 days. In general a work permit is needed if they want to work during their stay in the Netherlands. However there are some exceptions. Normal business activities are allowed such as:

- Attending business meetings (with European companies or potential customers).
- Attending events and seminars.
- Carrying out commercial activities such as negotiating, lead generation, closing deals.
- Organizing networking events.

When you wish to participate in the Soft Landing Platform and you do not hold a Canadian passport, other rules may apply to your situation.

Please keep in mind you will need a work and residence permit when your stay exceeds a period of 90 days.

For more information about regulations, please see www.travel.gc.ca/destinations/netherlands.



A Soft Landing Program is created to assist companies including startups to carry out international commercialization and export market development activities in a new foreign market through support and startup incubator resources for a trial period. This allows companies to establish customers and partnerships, leading to the possibility of establishing a permanent presence in the foreign market.

Contact

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