

# UPDATE ON NL-US CYBERSECURITY COLLABORATION

On behalf of: NL Embassy and Consulates in the US, RVO,  
Ministry of Foreign Affairs, InnovationQuarter, HSD



Ministerie van Buitenlandse Zaken



Rijksdienst voor Ondernemend  
Nederland



HSD  
securitydelta.nl

OCTOBER 2021



## NL-US partnership post-Covid

Now that the US has announced that border restrictions will be relaxed in November, we can look forward to a year in which we can once again do business, make connections, innovate, collaborate, and reach our goals in the US face-to-face. The possibility of organizing a Dutch mission to the US in 2022 is currently being explored and various other projects that had been temporarily put on hold due to Covid restrictions are being picked up again.

It thus promises to be an exciting year for anyone looking to do business and make connections in the US.

In the meantime, we would like to update you on the US-NL relationship in the field of cybersecurity, and the programming currently being undertaken to support this relationship.

### NL-US Events coming up:

Fintech roundtable  
November 16, 2021  
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RSA Conference  
February 7-10, 2022  
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PIB Covenant presentation  
Q1 2022  
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ICSSS 7th Edition  
August, 2022  
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## MULTIYEAR ROADMAP CYBERSECURITY US

To guide Dutch cybersecurity projects and initiatives in the US for the coming years, a roadmap has been developed for the 2020-2023 period through a collaborative effort by the Dutch cyber sector, RVO, IQ, HSD, the Dutch embassy and consulates in the United States, and various policy makers at Dutch Ministries.

In this roadmap, three main goals are laid out; improving the access to the US market for Dutch companies through cooperation with US-based institutions; increasing the number of US partners that structurally commit to the Netherlands as a gateway for cybersecurity in Europe; and the strengthening of academic collaboration with mutual investments in public-private research & development and innovation procedures.

These three goals will be achieved through various project and initiatives, some of which have recently started. This update will provide more information on the exciting developments currently taking place and the opportunities coming up in the near future.

## US MARKET ANALYSIS

In April, Good Harbor Cyber Security and Risk Management presented a cyber market analysis commissioned by the Embassy of the Netherlands in the US during a virtual round table on the Washington D.C., Virginia, and Maryland (DMV) region.

The analysis focused specifically on opportunities in this region. For example, demand and market growth in managed security services, identity (Zero Trust) solutions, and data security/privacy provide great opportunities for Dutch players in these markets to provide solutions, innovate, and cooperate with local actors. Especially as the US suffers from shortages in cybersecurity talent, there are ample possibilities to be explored by Dutch entrepreneurs and businesses.

The sectors of 5G security, cloud, Secure Access Service Edge (SASE), and Artificial Intelligence/Machine Learning are also expected to see significant growth in the coming five years. These sectors would thus also be interesting for Dutch companies looking to grow in the US market.

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## HOLLAND IN THE VALLEY AND SCALE NL

Holland in the Valley is a network of Dutch and American entrepreneurs, businesses, universities, and governmental agencies that connects the Netherlands and Silicon Valley (San Francisco). The Holland in the Valley platform also offers various exciting programs and events for anyone in the Dutch tech sector seeking to extend to the US.

Whether it be a soft landing, accelerator, or simply a need for funding, Holland in the Valley has the platform and the tools to help Dutch entrepreneurs achieve this. Due to its success in the last few years, the initiative is soon to be expanded towards an ecosystem for the entire US with local hubs to support their activities. We are currently exploring how we can reinforce each other's activities in the near future.

The current platform and the wider future initiatives provide support, deeper knowledge, and local connections for Dutch people looking to do business in the US. For more information about this initiative, click the 'Read More' button below, the Scale NL platform will be launched next month.

[Read More](#)

## COMING UP: CYBER SECURITY IN FINTECH ROUND TABLE

From the 18th until the 22nd of October, the Fintech week took place in New York City. Although the Dutch mission unfortunately had to be cancelled due to Covid restrictions, HSD, IQ, the NL Consulate in New York, and RVO, in collaboration with relevant stakeholders in the cybersecurity and Fintech sectors, will be hosting a Fintech roundtable on the 16th of November.

During this informative roundtable event, there will be discussions about the opportunities for said sectors in the US (NYC and Atlanta) market and the challenges that must be considered when taking such a leap as a Dutch company. At the end of the session, there will also be the option for a one-on-one meeting with representatives of the Dutch consulate, Holland Fintech, HSD, and IQ.

This thus promises to be an informative, useful, and valuable event for any cybersecurity or fintech focused company considering extending to, or wanting to grow in, the US market.

[Register Here](#)

## RSA Conference

### COMING UP: RSA CONFERENCE

From February 7th to 10th, the annual RSA conference will once again take place in San Francisco. The RSA conference has been the leading cybersecurity conference for almost 30 years and provides the ultimate forum for cybersecurity organizations to broaden their network, work on their brand, and position themselves in the American market.

At the 2020 RSA conference, a 65+ person strong delegation traveled to San Francisco to share their expertise, get updated on the latest innovations and developments, and connect with other cybersecurity experts. This delegation included members of 8 organizations that showcased their work on the Dutch pavilion. Next to the business aspect, there was also plenty of time for fun, the beer tasting, dinners, and networking events made the RSA 2020 not only useful, but also very enjoyable.

In 2022, the Netherlands hopes to represent itself once again as a strong force in cyber security through a Dutch mission to the RSA. For more information about applications and how to participate, please contact Isabel Barnhoorn (IQ) at [isabel.barnhoorn@innovationquarter.nl](mailto:isabel.barnhoorn@innovationquarter.nl)

[Read More](#)

### INTERNATIONAL CYBER SECURITY SUMMER SCHOOL

From the 22nd until the 27th of August, multiple American students and organizers took part in, and successfully completed, this year's online version of the annual International Cyber Security Summer School.

60 motivated students and young professionals successfully completed the program. They followed multidisciplinary lectures from public, private, and knowledge institutions and participated in challenges provided by i.a. Leiden University, Accenture, Palo Alto, Cisco Networking Academy, Europol European Cybercrime Centre, NATO CI Agency, and Security Delta HSD. This allowed the students to gain a unique understanding of and insight into the field of cybersecurity from various angles.

This project once again underscored the successful cooperation between NL- and US-based organizations. In the summer of 2022, the seventh edition of the ICSSS will take place and provide another opportunity for students and young professionals to take part in an exciting programme powered by a collaboration between Dutch, American, and European organizations.

[Read More](#)

### COMING UP: PARTNERS FOR INTERNATIONAL BUSINESS (PIB)

The PIB program Cybersecurity US is a collaborative effort by seven Dutch businesses in the cybersecurity sector (aXite Security Tools, Compumatica, EclecticIQ, Zivver, Audittrail, ExctLabs, and Radically Open Security) who recognize the added value of growing in the US market through a structural, long-term, collective approach.

They will do so with coordination of HSD and IQ, supported by RVO, the consulates and an appointed local liaison that will promote the cluster's interests in the US. The cluster will focus on two main regions; the greater Chicago area (manufacturing industry) and San Francisco (big tech). Additionally, some activities and economic diplomacy will be focused on the Washington DC area.

On the 5th of October 2021, a productive second meeting took place in which the cluster defined some of their common interests in the US market, providing a base to work from in the coming 3 years. A third meeting will take place on the 10th of November and the official covenant will be presented in the beginning of 2022.

### MESSAGE FROM THE CONSULATE

The Netherlands Consulate General in San Francisco in collaboration with HSD, IQ, and RVO has started preparations for RSA 2022, we are excited that there will again be a Dutch pavilion at the RSA. The Dutch RSA delegation consists of a broad group of corporates, start-ups, universities and government representatives, led by Deputy Director General, Peter Potman.

The cybersecurity PIB companies will be on-boarded to the Holland in the Valley platform, this platform of more than 150 members has mentors, VC's, Dutch and American corporates, consultants, founders, and serial entrepreneurs. This Silicon Valley network is available to the PIB companies and (future) members, you can register on the Holland in the Valley website.

We look forward to seeing you soon!