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## Looking to expand into the European Market? A message from the Canadian Embassy in The Netherlands

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

“We would be pleased to see your companies visit the Netherlands in the **first week in October 2018** as they will participate in a great week event and also they could combine their visit to use our soft landing platform (similar to [CTAConnects](#) in US) here for free for up to three months at [The Hague Security Delta \(HSD\)](#) which is based here in The Hague,” said Caroline Bolduc, Trade Commissioner-Innovation, Canadian Embassy. .

Here you will find details and invitation to “**Cyber Security Week CSW 2018: Submit your Event, Workshop and Join the Expo**” within the [flyer](#) and the full [program](#): October 2-5 2018 is all about cyber security in its most varied aspects! CSW will take place in the same week as the [ONE Conference](#) and [CIPRE \(Critical Infrastructure and Protection Resilience\)](#). When in the Netherlands, Canadian companies may also join the [Canada-Netherlands Cyber and Security Technologies Soft Landing Platform](#).

### What are the benefits?

This initiative provides a chance for Canadian firms to work in a co-working space at HSD for a period of up to three months. By participating in the program, firms are provided with access to key resources and support/mentoring to build a strong regional network in this market and make strategic connections.

Ultimately, it gives the opportunity of a low risk entry trial to Canadian companies entering a new international market, accessing the resources they need to more readily tap into commercial opportunities. We aim to connect them with new partners, closing new deals, and possibly setting up a permanent presence here.

The Netherlands is an important "gateway" for Canadian firms to do business in Europe. Therefore, this initiative promotes exporting, foreign investment but also innovation collaboration between Canada and the Netherlands.

The Hague Security Delta (HSD) is the largest security cluster in Europe. In this Dutch cluster, businesses, governments, and knowledge institutions collaborate on innovations and knowledge in the field of cyber security, national and urban security, protection of critical infrastructure, and forensics. They have a shared ambition: a secure world and economic development. The 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 Program**. 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. Within this trial period, start dates and durations of soft landings for each company are flexible, and these decisions are tailored to company needs.

### The Soft Landing Program 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.

A Soft Landing Program is created to assist companies including start-ups to carry out international commercialization and export market development activities in a new foreign market through support and start-up 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.

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