

Market Orientation – Reference number 202012001
Marketing and PR support for the NFIA in London

Name of the requisitory party

Netherlands Enterprise Agency

Background information

Whether you're considering locating in the Netherlands or have existing operations here, the Netherlands Foreign Investment Agency (NFIA) is prepared to assist your company at every stage of establishing or expanding operations here. Free, confidential services offered by NFIA include: organising fact-finding missions; arranging meetings with relevant partners; and providing personalised guidance and counsel on tax, government and permit procedures, location options and business solutions.

An operational unit of the Dutch Ministry of Economic Affairs, the NFIA is your first port of call, connecting you with a broad network of business partners, regional economic development organisations and government institutions to facilitate your international expansion. The NFIA was established 42 years ago, and has since then supported more than 4,000 companies from nearly 50 countries in the establishment or expansion of their international activities in the Netherlands.

Purpose of the market orientation

Via this market orientation we would like to inquire which parties would be interested in and capable of developing and executing an integrated communications programme for the European, Middle east and Africa (EMEA) region, with focus on United Kingdom and Ireland that supports the overall goal of attracting foreign companies to establish or expand their European business operations in the Netherlands.

Duration of the assignment

The length of the assignment will be 1 year (from January till 31st of December 2021).

Budget of the assignment

The maximum available budget for this assignment will be € 132.000,- excluding VAT.

Purpose of the assignment

The NFIA London office seeks an integrated communications programme to improve the visibility and recognisability of the opportunities that the Dutch investment climate has on offer for (non-Dutch) companies based in the United Kingdom and Ireland. It wants to promote itself as a quality resource to assist potential and existing investors in their European site selection processes. Ultimately, the NFIA would like the marketing and PR strategy help to generate leads from companies with an interest in setting up or expanding in the Netherlands.

The remit of the contract encompasses support for whole of the EMEA region, with a specific focus on strategic advice and support for the NFIA Office in London (80%), and further supportive role for offices in the EMEA region, as coordinated by the NFIA Office in London (20%). As the majority of the work is focussed on providing services to the NFIA London office, an excellent insight in British and Irish politics and business communities and connections with British and Irish press are considered vital for a good execution of the contract, and a physical in the UK where the majority of the works is, will be considered a pre.

Expected deliverables

NFIA London seeks a proposal to improve the visibility and recognisability of the opportunities that the Dutch investment climate has on offer for (non-Dutch) companies based in the United Kingdom and Ireland. It wants to promote itself as a quality resource to assist potential and existing investors in

their European site selection processes. Ultimately, the NFIA would like the marketing and PR strategy help to generate leads from companies with an interest in setting up or expanding in the Netherlands.

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NFIA Goals:

- Position the Netherlands as the best strategic business location for establishing or expanding a company's pan-European operation;
- Promote the NFIA as a quality resource to assist potential and current investors in their decision-making and site selection processes;
- Setting up the Netherlands as a strong and stable investment location in Europe, also in light of global challenges like the COVID-19 pandemic, digitalisation and development of Key Enabling Technologies, climate change and the UK leaving the EU.;
- Generate new project leads and prospects through a targeted, effective and integrated marketing communications program.

Marketing & Communications Objectives:

- Build awareness about the positive business investment climate among the target audience (see below). Also in comparison to our main competitors (i.e. Ireland, UK, Germany, Luxembourg, Belgium and France);
- Enhance perception among the target audience of the open & supportive business climate and entrepreneurial & innovative economy in the Netherlands. Focus on stability, security, accessibility, talent, liveability, infrastructure and innovation;
- Drive awareness within the target audiences of the services of the NFIA and the Invest in Holland network.
- Content should be considerate of the (political) sensitivities, for example around Brexit or COVID-19.

Target Audience:

- Primary: senior decision makers of companies and EMEA HQ's of companies based in the EMEA region, with a specific focus on companies based in the UK and Ireland..
- Key areas: Finance, Fintech, Creative, Advertising and Media Industries, Chemicals, Agri/Food, Aerospace, Automotive, R&D, Life Sciences & Health, IT, Logistics and E-Commerce sector;
- Secondary: Influencers (i.e. thought leaders; journalists) and multipliers (i.e. corporate lawyers, accountants and consultants; site selectors)

Key Performance Indicators:

- Additional interest in the Netherlands as a location to set up businesses. Preferably measured by meeting requests to NFIA London offices;
- Increased traffic at our owned digital platforms and improved visibility and ranking in search engines;
- Increased presence in media and press; both national and trade press;
- Awareness of the NFIA proposition pre- and post-campaign.

Procedure

Interested parties can express their interest by sending an email with a short motivation (max. 1 A4) outlining your interest and capabilities to undertake this assignment to the following contact of the Netherlands Enterprise Agency: aida.airnian@rvo.nl, with a copy to arjen.wingelaar@rvo.nl.

Please include your organisational information and your address in your email.

The deadline for responding to this market orientation is 4 January 2021.

Results of the market orientation

As a result of the market orientation, the Netherlands Enterprise Agency may decide to start a tendering procedure. Interested parties may be invited to submit a proposal. If there will be more than 5 interested parties, the Netherlands Enterprise Agency will make a selection of 5 parties. Expressing your interest through this market orientation therefore does not guarantee that you will be invited to the tendering procedure. Nor will there be a distinction made between parties who have responded to this market orientation, and parties who have not.

Kind regards,

Aida Airiian
Procurement Consultant IUC EZK