

Market orientation

International Marketing and Communication Support – Promotion of the Netherlands as Business Location for Foreign Direct Investment - ref. 202506001

Organisation: The Netherlands Enterprise Agency

The Netherlands Enterprise Agency (in Dutch: Rijksdienst voor Ondernemend Nederland, RVO) supports private and public organisations with funding, international business partners, knowledge, and regulations.

More information about RVO can be found on: www.rvo.nl and <http://english.rvo.nl/>.

The Netherlands Foreign Investment Agency (NFIA) is an operational unit of the Dutch Ministry of Economic Affairs and part of the Netherlands Enterprise Agency (RVO). The NFIA is the official 'Investment Promotion Agency' for the Netherlands. The NFIA attracts, helps and advises foreign companies on the establishment, rolling out, and expansion of their international activities in the Netherlands. Besides its headquarters in The Hague, the NFIA has its own offices in 26 locations worldwide at Dutch embassies and consulates general. The NFIA closely collaborates with regional development agencies, a number of large cities and HIDC (Holland International Distribution Council) in the Invest in Holland network.

More information on NFIA and Invest in Holland [can be found here](#).

Purpose of the notification

The purpose of this market orientation is to determine whether there are suitable parties and how many parties are able to and want to carry out the work within the available budget, timeframe and requirements set. The result of this market orientation is used to decide which public European tender procedure will be initiated by The Netherlands Enterprise Agency.

Extent and duration

The framework agreement will run up to a maximum of four (4) years starting from January 2026 up to and including December 2029.

Budget indication

max € 2.000.000 excluding Dutch VAT and including all local VAT and other costs (over four (4) years).

Purpose of the assignment

The NFIA is seeking a full service, innovative and results driven agency to strengthen the international marketing and communication capacity of the Netherlands Foreign Investment Agency (NFIA), as part of the Netherlands Enterprise Agency (RVO). The selected contractor will support NFIA with developing and executing an international and integrated (digital) marketing and communication program that supports our overall goal of attracting foreign companies to establish or expand their European business operations to the Netherlands. Companies that strengthen our ecosystems and contribute to solutions for today's global challenges.

The selected agency will be working with the global NFIA Marcom team (currently 5 FTE), based in The Hague, London and Washington D.C., that coordinates all marcom activities for NFIA worldwide.

Goals and deliverables

The goal of the assignment is to establish a long-term and flexible collaboration with an internationally oriented marketing and communication agency that can contribute to the execution and optimization of global marketing and communication activities aimed at foreign direct investment (FDI) promotion, specifically aimed at convincing companies to expand their businesses in the Netherlands.

Marketing & Communications objectives are:

- Build awareness about the positive business investment climate among the target audience. Also compared to our main competitors (Ireland, UK, Germany, France, Belgium, Luxemburg, Switzerland);
- Enhance perception among the target audience of the open & supportive business climate and entrepreneurial & innovative economy in the Netherlands. Focus on factors such as stability, security, accessibility, talent, infrastructure and innovation;
- Shine a spotlight on NFIA's services and the Invest in Holland network.

The following results need to be achieved during the assignment:

- A consistent and compelling positioning of the Netherlands as a business location across international channels and campaigns;
- Good level of visibility from, interest in and consideration of the Netherlands as a business location with companies in target markets and in target sectors;
- High-quality content development (copy, visuals, video) tailored to business audiences, in target sectors and markets;
- Digital campaign development and execution (including SEO, SEA, AEO, direct mailings, LinkedIn/Google advertising);
- Strong integration and alignment with NFIA's internal team, understanding of international network and external stakeholders;
- Reliable performance measurement, reporting, and optimisation based on agreed KPIs or benchmarks.

The assignment consists of activities in the following range (exact scope of work to be agreed upon per year):

- Strategy development for international marketing and communication;
- Content creation (website, blogs, videos, infographics, event materials);
- Design and DTP;
- Development, execution and monitoring of digital advertising campaigns;
- Management and delivery of reporting and analytics;
- Support in international PR and media relations;
- Possible support for events, trade missions, and/or network activities attended by Invest in Holland staff;
- Brand safeguarding and application across owned, earned and paid channels;
- Market research and media monitoring.

In case you possess demonstrable experience in similar projects you are invited to express your interest to the contact person mentioned below.

Requirements

The requirements of this assignment are as follows:

- Proven experience in international B2B or G2B marketing and communication, preferably related to economic development, nation or place branding or investment promotion;
- Proven experience with working in an international setting;
- A good understanding of foreign direct investment (FDI) or closely related sectors;
- Operational availability during CET working hours;
- Ability to deliver content and communication assets in fluent, native-level English (CEFR level C2);
- Strong skills in digital marketing, including AI tools, SEO/SEA, social advertising (LinkedIn/Google), and analytics;
- Experience working with public sector organisations is considered a plus;
- Preference for a full-service agency with integrated strategic, creative and executional capabilities;

- Stable team with consistent points of contact; any subcontracting must be well-coordinated.

Application

Interested companies are invited to send an expression of interest to The Netherlands Enterprise Agency by sending an e-mail to Quintin.Stoutjesdijk@rvo.nl of the Procurement Office. Please state the name of the contact person of your company and his or her e-mail address.

You do not have to send any documents; please only send a brief message with motivation for suitability and interest.

As a result of the market orientation, The Netherlands Enterprise Agency will decide the follow-up process. In this follow-up process, no distinction will be made between parties that have or have not participated in the market orientation.

Deadline

The deadline for responding to this market orientation is set at **19th June 2025**.