



Milieuzone Utrecht
01-01-2015

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aan duurzaamheid

Seminar E-Booklet

Netherlands as a European Base



Background Information

Date

13 September 2018,
Thursday

Time

12pm to 6pm

Venue

Singapore Business Federation,
160 Robinson Road
#06-01 SBF Center

Ranked by the World Economic Forum as the number one Most Competitive Economy in the EU, the Netherlands is home to more than 15,000 multinational companies. The country's strategic location in the heart of Europe allows businesses to reach the continent's most lucrative markets in less than a day. The Netherlands is also rated top in OECD's Better Life Index, making it one of the best places to work and live.

The seminar provides practical advice from experts on starting or expanding business in Europe via the Netherlands. Topics include incorporation, finding partners, legal agreements, taxation, import and VAT-facilities, European distribution centre, managing assets and EU-Singapore Free Trade Agreement.

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40 Years of Rolling Out the Orange Carpet

The Netherlands is one of the best places in the world to do business. Find out why so many companies – from global giants to fast-growth gazelles – have chosen the Netherlands as their gateway to Europe.

The **Netherlands Foreign Investment Agency (NFIA)** stands ready to help. Our highly knowledgeable staff, supported by an outstanding network of partners, provides free, confidential assistance to streamline every facet of your project. Let us roll out the orange carpet for you.



Program Outline

Registration and Networking Lunch
12pm – 1.30pm



Plenary opening session
1.30pm – 2.45pm



Parallel Session 1:
Netherlands as Base
for Manufacturing and
Value Added Logistics
3pm – 5pm

Parallel Session 2:
Netherlands as
location for European
Headquarters
3pm – 5pm

Parallel Session 3:
Doing business in
the Netherlands
3pm – 5pm



Networking
5pm – 6pm

Plenary Opening Session

Time

1.30pm – 2.45pm

Program

Welcoming and opening speech

i. Mr Elmar Bouma

Executive Director South East Asia, Netherlands Foreign Investment Agency

ii. Mr Ho Meng Kit

CEO, Singapore Business Federation

iii. H.E. Margriet Vonno

Ambassador of the Kingdom of the Netherlands to Singapore

1. Main features Netherlands legal system for business, advantages of Netherlands as European Headquarters

Barbara Voskamp, Loyens & Loeff

2. Setting up business in the Netherlands, Commercial Court, EU-Singapore Free Trade Agreement

Minos van Joolingen, Banning NV

3. Main Netherlands Taxation Features and Changes in 2019

Jeroen van Mourik, EY, Asia Pacific Tax Centre

Plenary Opening Session

Speakers' Profile



Barbara Voskamp
Tax Adviser/ Partner, Loyens & Loeff

Barbara is a Dutch qualified (tax) lawyer focusing on the corporate and tax aspects of cross border investments and registered foreign lawyer in Singapore since 2006. She earned her LL.M. at the University of Rotterdam. Admitted to the Amsterdam Bar, she has a postdoctoral tax degree, and is a member of the Dutch Association of Tax Advisors (NOB) and the International Fiscal Association (IFA). Barbara. Serving clients varying from multinational public companies to medium size multinationals, she has extensive experience with a variety of international tax issues, including finance and acquisition structures.

[Click here](#) for more information on Loyens & Loeff



Minos van Joolingen
Partner/ Attorney at Law, BANNING N.V.

Minos advises companies on a legal and strategic level concerning cross-border expansion. The underlying business opportunities and issues, including the potential growth and investments, from the starting point of any decision to expand internationally. Minos assists in the setup of a sound legal structure that supports the business strategy and international objectives of his clients.

[Click here](#) for more information on BANNING N.V.



Jeroen van Mourik
Partner, Asia Pacific Tax Center, Hong Kong, Netherlands/EU Desk, EY

Jeroen joined EY in 2002 and is a Partner with EY's International Tax Services practice. He is currently based in Hong Kong, leading the Dutch/European Tax Desk initiative in Asia Pacific and Japan. Prior to joining the Tax Desk, Jeroen was based in Amsterdam, in the International Tax services group assisting Asian companies with their Dutch/European investments and operations. Jeroen enjoyed secondments to Chicago, Sydney, Tokyo and London.

[Click here](#) for more information on EY



Parallel Sessions

Parallel Session 1

Netherlands as Base for Manufacturing and Value Added Logistics

Time

3pm – 5pm

Program

- 1. Netherlands trade facilitation: import and VAT-facilities, bonded zone facilities, PCC**
Rick Ligthart, Customs Administration of the Netherlands
- 2. Setting up a European distribution centre and supply base in the Netherlands, adding value in the Netherlands, e-commerce**
Edvard Rinck and Sidney Rouwenhorst, EY, Asia Pacific Tax Centre

Parallel Session 2

Netherlands as location for European Headquarters

Time

3pm – 5pm

Program

- 1. Netherlands tax treaties, substance, OECD BEPS**
Vinod Kalloe, KPMG
- 2. Managing European Assets from the Netherlands**
Barbara Voskamp, Loyens&Loeff

Parallel Session 3

Doing business in the Netherlands

Time

3pm – 5pm

Program

- 1. Setting up business, finding partners and making agreements in the Netherlands**
Paula Kemp, Banning N.V.
- 2. Finding Business Partners in the Netherlands**
Edo Offerhaus, NLinBusiness
- 3. Market trends**
Elmar Bouma, Netherlands Foreign Investment Agency

Parallel Session 1

Speakers' Profile



Rick Ligthart

Customs Attaché, Customs Administration of the Netherlands

Rick joined the Customs Administration of the Netherlands (CAN) in 1981 and has since built experience in a wide variety of positions in the field of customs. His career started in the port of Amsterdam, to the IT-center of CAN, customs offices at Amsterdam Airport Schiphol and the investigation unit of the Tax and Customs of the Netherlands. He has represented as Customs Attaché in Germany, the Peoples Republic of China and (since 2014) Singapore.

[Click here](#) for more information on Customs Administration of the Netherlands



Edvard Rinck

**International Director, Asia Pacific Tax Center, Singapore,
Leader OME in Asia Pacific, EY**

Edvard leads EY's Operating Model Effectiveness (OME) practice for our Asia Pacific area. He has 25 years of experience in corporate roles and in tax advisory services. Edvard has worked in the EY OME practice (f.k.a. Tax Effective Supply Chain Management of TESCM) since 1 January 2000, in Europe, the USA and, since 2011, in Asia. Currently, Edvard is based in Singapore.

[Click here](#) for more information on EY



Sidney Rouwenhorst

Director, Asia Pacific Tax Center, Hong Kong, Indirect Tax, EY

Sidney started his career at EY in 2006 and joined the OME team in the Amsterdam office. He has more than 7 years of experience with assisting multinationals on VAT, Customs and Regulatory compliance issues in international restructuring projects. In 2013, Sidney joined the Asia Pacific Tax Centre team in Hong Kong. He is working in close cooperation with the indirect tax practices in Greater China, Singapore and Australia.

[Click here](#) for more information on EY

Parallel Session 2

Speakers' Profile



Vinod Kalloe

Head of International Tax Policy KPMG EMA & Head of EU – ASEAN desk KPMG Meijburg & Co, KPMG

Vinod is working for KPMG Meijburg & Co in Amsterdam as the head of international tax policy for the EMA region and from KPMG Bangkok (Thailand) for the ASPAC region. In this capacity Vinod is involved in a wide range of EU and ASPAC tax projects. In the present context of the debate on aggressive tax planning and BEPS, Vinod is translating all current EU and OECD developments into valuable risk and opportunities analyses for multinational companies.

[Click here](#) for more information KPMG



Barbara Voskamp

Tax Adviser/ Partner, Loyens & Loeff

Barbara is a Dutch qualified (tax) lawyer focusing on the corporate and tax aspects of cross border investments and registered foreign lawyer in Singapore since 2006. She earned her LL.M. at the University of Rotterdam. Admitted to the Amsterdam Bar, she has a postdoctoral tax degree, and is a member of the Dutch Association of Tax Advisors (NOB) and the International Fiscal Association (IFA). Barbara. Serving clients varying from multinational public companies to medium size multinationals, she has extensive experience with a variety of international tax issues, including finance and acquisition structures.

[Click here](#) for more information on Loyens & Loeff

Parallel Session 3

Speakers' Profile



Paula Kemp

Client Service Executive Asia / Attorney at Law, BANNING N.V.

Paula specialises in complex cross-border transactions involving parties from civil and common law jurisdictions. Her practice focuses on commercial contracts and disputes, with deep expertise in transactions between the Netherlands, Singapore and China. Drawing on her research into international contract and sales law, Paula is well-positioned to advise strategic expenditure of corporate activities.

[Click here](#) for more information on BANNING N.V.



Edo Offerhaus

Managing Director, NLinBusiness

Edo Offerhaus is Managing Director at NLinBusiness and a seasoned business executive with more than 20 years' experience in building businesses in emerging markets such as Europe, Africa and Asia. Edo has vast experience in sales and marketing at multinationals such as Unilever and FrieslandCampina in various countries.

[Click here](#) for more information on NLinBusiness



Elmar Bouma

Executive Director, Netherlands Foreign Investment Agency

Elmar Bouma is the director for South East Asia and Australia of the Netherlands Foreign Investment Agency (NFIA), based in Singapore. Before joining NFIA, he was the Director of INA, the Indonesian-Benelux Chamber of Commerce in Indonesia based in Jakarta, supporting companies with a broad range of services, from market research and partner search to company establishments and fiscal administration. He has worked for the Confederation of Netherlands Industry and Employers VNO-NCW in The Hague.

[Click here](#) for more information on the Netherlands Foreign Investment Agency



Speaking Organisations

BANNING has been an established name in the Netherlands for more than 50 years, with offices in 's-Hertogenbosch, Amsterdam and a Representative Office in Singapore. The firm and its attorneys are well known for their entrepreneurship, high quality service, in-depth market knowledge and great involvement with clients. As a full service office with its own training institute and cassations practice, BANNING has built up an excellent reputation.

EY is a global leader in assurance, tax, transaction and advisory services. Its insights and quality services help build trust and confidence in the capital markets and in economies all over the world. Outstanding leaders who delivers on promises are developed. In so doing, EY plays a critical role in building a better working world for its people, clients and communities. EY refers to the global organization, and may refer to one or more member firms of Ernst & Young Global Limited, each of which is a separate legal entity. Ernst & Young Global Limited, a UK company limited by guarantee, does not provide services to clients.

KPMG is a global network of independent member firms offering audit, tax and advisory services. KPMG member firms can be found in 154 countries and territories and collectively employ 200,000 people across a range of disciplines. KPMG Meijburg & Co tax lawyers is based in the Netherlands and is one of the leading tax advisory firms in the Netherlands.

Loyens & Loeff is an independent internationally oriented tax/corporate law firm with over 1,500 employees. The main offices are based in Luxembourg, the Netherlands, Belgium and Switzerland. In total the firm has 12 offices in the main global financial centres.

Netherlands Foreign Investment Agency (NFIA) is the agency of the Netherlands government that facilitates the investment of companies from around the world into the Netherlands. NFIA provides comprehensive and specific information on markets, logistics, regulations, and taxation, and assists companies in finding the best locations and staff in the Netherlands and connections with all other relevant government and research institutions. NFIA also offers fact finding trips and essential assistance in work permits.

NLinBusiness was established to coordinate and professionalise (Dutch) trade promotion and international business development mainly focusing on small and medium sized companies, to further grow and fortify its economic positions in growth markets in Asia, South America, Africa and the Middle East, as well as in more established markets in Europe and the US. NLinBusiness also supports international firms as they are looking for opportunities to trade with the Netherlands by connecting to relevant companies and support services.

Contact Us



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Photo Directory

Cover page

Hoog Catharjine, Utrecht

With more than 26 million visitors a year, Hoog Catharijne is the most frequently visited shopping center in the Netherlands. It is located at Utrecht Centraal, the largest and busiest railway station in the Netherlands with more than 176,000 passengers per day, making it the most important railway hub of the country.

Background Information

Erasmus Sky Bridge, Rotterdam

The 800-meter long Erasmus Bridge is a striking feat of engineering and must see-fixture on every visitor's itinerary in Rotterdam. The bridge has also been nicknamed The Swan ('De Zwaan') by locals due to the distinctive shape of that one, asymmetrical pylon.

Program Outline & Photo Directory

Keukenhof, Lisse

Keukenhof (Kitchen Garden), also known as the Garden of Europe, is one of the world's largest flower gardens, situated in Lisse, South Holland, Netherlands.

Plenary Opening Session

The Hague

The third-largest city in the Netherlands, home to foreign embassies and more than 150 international organisations, including the UN's International Court of Justice.

Parallel Sessions

Cube Houses, Rotterdam

Cube houses are a set of innovative houses built in Rotterdam and Helmond in the Netherlands, designed by architect Piet Blom. The concept is "living as an urban roof": high density housing with sufficient space on the ground level, since its main purpose is to optimize the space inside.

Parallel Session 3

The Blob, Eindhoven

Standing among Eindhoven's city center is a futuristic building that stands out from its surrounding environment. "The Blob" is located on the central square and can hide 1,700 bikes in its belly. The organic glass and concrete building serves as the entrance to The Admirant – a major commercial center – and it has become a natural meeting point in the Dutch city, which is famous for this outstanding mix of technology, design and culture.

Company Directory

John Frost Bridge, Arnhem

The John Frost Bridge is named after Major-General John Dutton Fr, who commanded the British forces that reached and defended the bridge during the Battle of Arnhem in 1944.



Photo Directory

Contact Us

Markthal, Rotterdam

Markthal (Market Hall) includes a huge market floor on the ground floor under an arch of apartments. Its shape, its colorful interior and the height turns Markthal into a unique spectacle, especially the way the different functions are combined. The combination of an apartment building covering a fresh food market with food shops, restaurants, a supermarket and an underground parking is found nowhere else in the world. The inside of the building is adorned with an 11,000 meter square artwork by Amo Coenen, named Hoorn des Overvloeds (Horns of Plenty). The artwork shows strongly enlarged fruits, vegetables, seeds, fish, flowers and insects.

Back Cover

Amsterdam

Netherland's capital, known for its artistic heritage, elaborate canal system and narrow houses with gabled facades.

 Holland.

