

## 10 REASONS TO INVEST IN WESTHOLLAND

### 1. STRATEGIC LOCATION



### 2. ATTRACTIVE COMPETITIVE AND FISCAL CLIMATE



### 3. EXCELLENT INFRASTRUCTURE



### 4. BEST INTERNET AND IT INFRASTRUCTURE



### 5. MULTILINGUAL, HIGHLY EDUCATED LABOR FORCE



### 6. INTERNATIONAL BUSINESS ENVIRONMENT



### 7. LARGEST CHOICE OF INTERNATIONAL SCHOOLS



### 8. HIGH QUALITY OF LIFE



### 9. HOME TO KEY SCIENCE CLUSTERS



### 10. STABLE POLITICAL AND LEGAL ENVIRONMENT



## WFIA SERVICE TO NEW TCM COMPANIES

The City of The Hague and West Holland Foreign Investment agency are ready to facilitate the process involved for TCM companies that plan to settle in The West Holland Region.

The West Holland Foreign Investment Agency offers free services to foreign companies that want to establish, relocate or expand their operation in The West Holland Region. We are happy to inform you about the region and the business possibilities, connect you to the right network in The Netherlands, assist you with

practical task, and more importantly, we would like to invite you to The Netherlands for a Fact Finding trip.

Want to learn more about our services?

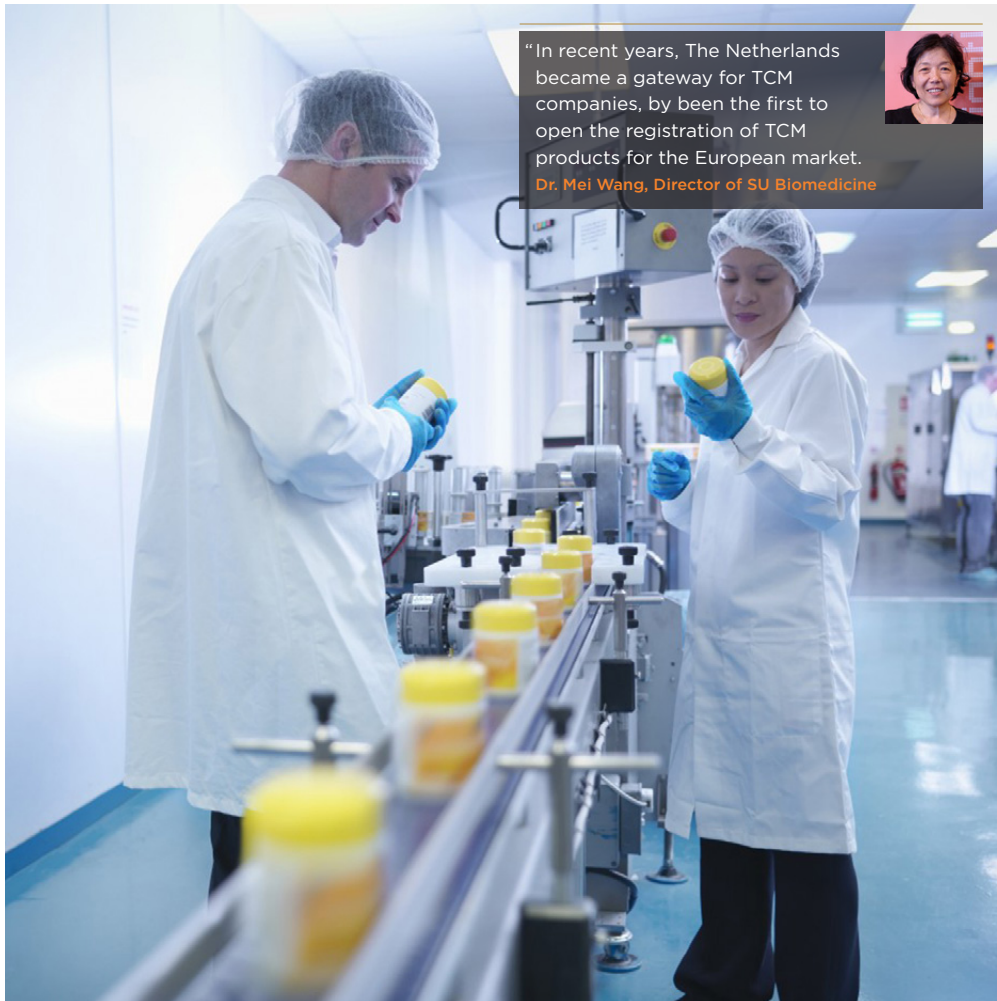
**Please contact us:**

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As the general public becomes more conscious of chemicals and synthetic treatment, they tend to seek out more traditional and herbal medicine. This brings about a new focus on growing interest and needs of Traditional Chinese medicine (TCM) worldwide. Due to the general competitiveness of the West Holland region for TCM related industries, it is gradually becoming a central hub for TCM companies to expand their business in Europe.



“In recent years, The Netherlands became a gateway for TCM companies, by been the first to open the registration of TCM products for the European market.  
**Dr. Mei Wang, Director of SU Biomedicine**



## TNO AND SU BIOMEDICINE

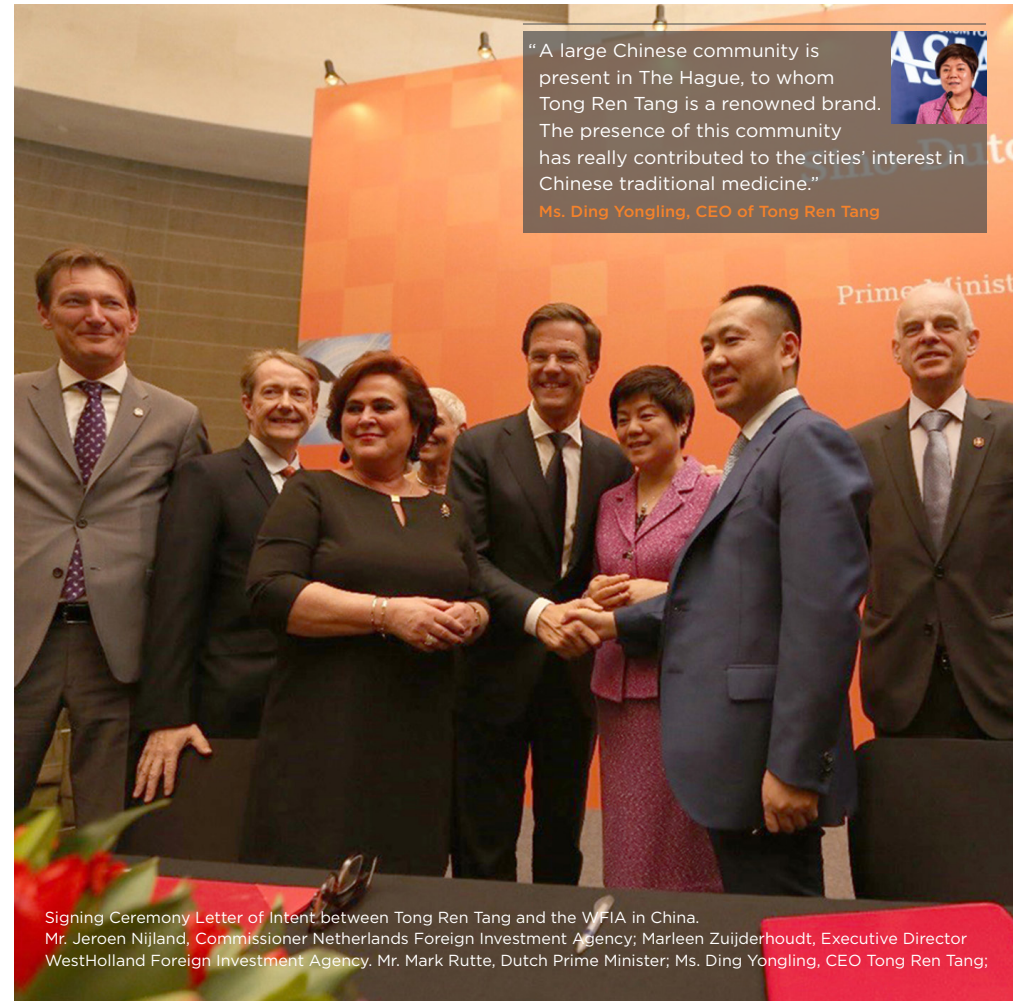
SU BioMedicine BV is a spin-off company of the Netherlands Organization for Applied Scientific Research (TNO), based on the unique expertise in Systems Biology, Chinese Medicine, registration procedures in the European Union and commercialization in the EU. The business model of SU BioMedicine is to provide scientific evidence using systems biology and perform commercialization of the Chinese herbal products in EU.

[www.tno.nl](http://www.tno.nl)  
[www.sinodutchcentre.nl](http://www.sinodutchcentre.nl)

## LEIDEN BIO SCIENCE PARK

Leiden Bio Science Park is the leading life sciences cluster in the Netherlands and ranks among the top five most successful science parks in Europe. It is fully dedicated to biomedical life sciences and offers opportunities for both established companies and start-ups to flourish.

[www.leidenbiosciencepark.nl](http://www.leidenbiosciencepark.nl)



“A large Chinese community is present in The Hague, to whom Tong Ren Tang is a renowned brand. The presence of this community has really contributed to the cities' interest in Chinese traditional medicine.”  
**Ms. Ding Yongling, CEO of Tong Ren Tang**



Signing Ceremony Letter of Intent between Tong Ren Tang and the W FIA in China. Mr. Jeroen Nijland, Commissioner Netherlands Foreign Investment Agency; Marleen Zuijderhoudt, Executive Director WestHolland Foreign Investment Agency. Mr. Mark Rutte, Dutch Prime Minister; Ms. Ding Yongling, CEO Tong Ren Tang;

## TCM IN WEST HOLLAND REGION

In the recent years, there is a growing demand for traditional medicine, especially Traditional Chinese Medicine, better known as TCM. The West Holland Region is home to an increasing number of TCM related companies. TCM is a broad range of medicine practices sharing common concepts which have been developed in China and is based on a tradition of more than 2,000 years.

TCM uses, in particular, analistic methods and takes a holistic approach of the patient, and includes acupuncture and massage as a way to treat patients. For the Western world to use these Chinese herbs and practices as medical approaches, TCM companies will have to develop certain approaches, activities which are taking place in West Holland region.