

10 things I learnt when I Started my Business in the Netherlands

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Women's Business Initiative International





We give you:

Space to clear your head so you can focus think and act

Facilitation; Consulting; Coaching

Group; 1-2-1; Remote sessions



1. Cultural
2. How much do I want this?
3. What's my offer?
4. Simple business plan
5. What business form is best for me?
6. Paper work
7. Supports
8. Grow your network
9. Good (local) advice
10. Go for it & enjoy!

There are some differences

(depending on where you are from)

Netherlands

Easy to set up (legally resident)

Admin / paperwork needs to be in order first

Most (almost 90%) of NL start up businesses are set up as 'sole traders' (they then evolve to other legal forms as the business develops)

Personal risk as a sole trader

Other Markets

Ease / difficulty depends on market

Some markets give entrepreneurs up to a year to get paperwork in order

Most starting entrepreneurs form a limited company

Risk is limited as a limited company



There are some differences

(depending on where you are from)

Netherlands

Registration in Kamer van Koophandel is a legal requirement

Professional / Personal insurances & pensions are optional (depending on sector)

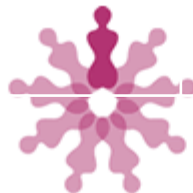
Health insurance - compulsory

Other Markets

Chamber of Commerce listing is optional. A company registration is needed in most markets

Professional / Personal insurances & pensions are compulsory (depending on sector and country of operation)

Health insurance (depends on market)



1. Cultural

‘Relatively’ easy to set up

Specific rules / actions when starting

No ‘Well Done for starting your own business’

Low litigation

Tend to pay on time / within credit terms

It ‘helps’ to make the effort to speak Dutch

2. How much do I really want this?

Why am I in business?
What's my motivation?

3. What's my offer?

Simple; Clear; Evolving?

How big is the need?

Who (specifically) will buy from me?

Why should they buy from me?

4. Simple Business Plan

Sets the frame

Clear research & insights

Who are the competition?

Accurate figures

Realistic goals & targets

Tracks achievements

Clarity of direction

5. Understand which business form is best for you

Types of Set Up

Eenmanszaak (ZZP)

Vennootschap onder Firma (VoF)

Vereniging / Stichting

Commanditaire Vennootschap (CV)

Besloten Venootschap (BV)

Naamloze Vennotschap (NV)

Maatschap Partnership

Legal form	Liability of legal form	Taxes
Sole trader One owner	No legal form Owner is liable	Income tax Turnover tax
General partnership (VOF) One business with two or more people (partners)	No legal form Each partner is liable for obligations	Income tax on each person's share of the profit Turnover tax
Limited partnership (CV) Two sorts of partner: Active partners Silent partners	No legal form Active partners are liable for obligations Silent partners are liable for the amount they invested	Income tax Active partners: on their share of the profits Silent partners: on remuneration received Turnover tax
Partnership Entrepreneurs working together to exercise a liberal profession	No legal form Each partner is liable for the obligations of the partnership but not for the individual obligations of the partners	Income tax on each person's share of the profit Turnover tax
Private limited liability company (BV) Capital needed on establishment	Legal form The BV is liable for obligations of the business	Wealth tax on the capital Corporation tax on the profit Turnover tax
Association or foundation An association or foundation runs a business	Legal form The association or foundation is liable for obligations	Corporation tax on the profit Turnover tax

6. Paperwork (set up)

Burger Service Nummer (BSN)

KvK

Bank

Tax office

Insurance

Permits / requirements

7. Supports

Access

MKB – Nederland

Syntens

Holland Investment Agency

Belastingdienst

8. Grow your network

Build a good network

American Chamber of Commerce

Ireland Netherlands Business Association

KvK Ondernemers events

Industry / Sector based groups etc....

9. Get good (local) advice

Accountant

Legal

Insurance

Other people in business

10. Go for it & enjoy

Innovation thrives here

Build your reputation & trust

Be professional

Useful pointers

1. Invoice in sequence (not by project)
2. Show on letterheads & invoices:
 - a. Business Name & contact details
 - b. KvK number
 - c. BTW number
 - d. Bank number on letterheads & invoices
 - e. Client Company / VAT number (international invoices only)
3. Dutch clients generally pay on time

Useful Resources

WBII:

<http://www.womensbusinessinitiative.net/about/doing-business-in-the-netherlands/>

Access:

http://www.access-nl.org/our_services/pdf/booklets/starting_your_own_business.pdf

KvK:

<http://www.kvk.nl/english>

Belastingdienst:

<http://www.belastingdienst.nl/english/business.html>

Before I finish, I want you to ask
yourself...

What do I really want?

What's my ideal working day?

Questions?

Thank You

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