

Overseas Market Information



## The Netherlands

**Amsterdam as a Business Location :** As per a two year study conducted by the firm KPMG, Amsterdam is a popular business location in Europe and only the city of Lyon in France is more popular. Business costs in Amsterdam are lower than in London, Paris and Frankfurt. Compared with virtually all large cities in the US and Asia, the Amsterdam region is also cheaper. While conducting the study, KPMG looked at the start-up costs for new company locations and costs of labour, energy, telecommunications and taxes over a period of 10 years.

**Car Sales :** As per the automotive sector organizations, RAI and BOVAG, a total of 159,919 cars were sold in the Netherlands during the first quarter of 2006. The share of compact and small cars rose to 30% from 25.9% during the same period of 2005. The market share of diesel cars rose from 26.5% in 2005 to 28.7% in the first quarter of this year.

*(Source : Embassy of India, The Hague)*