



Navigating Your Business in the Netherlands

12 Dec 2024 | 4:00 PM GMT+8

Presenter(s): Laurent Sans, Roland Brouwer, Lydia Liu

Organiser: **BIPO** | Make Life Easier.

Speakers



Laurent-Pierre Sans

Regional Director, Europe

- Professional with more than 25 years of experience in global HR technology service provider companies, specialist in global and international partnerships/international private sectors in the field of human resource management.
- Expert in business expansion in the European territory and market, as well as reputed business expert specialised in HR outsourcing services.



Roland Brouwer

Regional Director (Europe), Corporate & International Relations

- Before joining BIPO Roland worked as Executive Director for the Netherlands Foreign Investment Agency (NFIA) and held the position of Consul of Industrial Affairs at the Netherlands consulate in Shanghai. Prior to moving to Shanghai, Roland worked as Chief Representative at the Netherlands Business Support Office (NBSO) in Wuhan and the Jinan & Qingdao offices for more than 4 years.
- Roland studied Chinese & Chinese culture and history at Wenzao Ursuline College of Languages in Kaohsiung, Taiwan and received his MBA from Rotterdam Business School. Roland has a professional knowledge background, and rich work experience in the Chinese business environment.



Lydia (Yueying) Liu

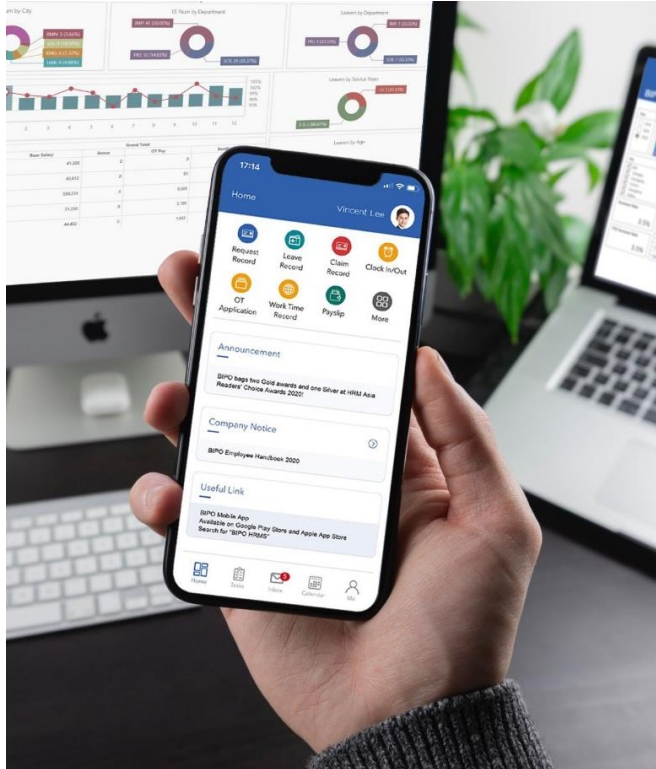
Business Development Manager

- Business Development and Visa Compliance Specialist.
- 13 years of experience living and working in Europe.
- Fluent in Dutch, English, and Chinese.
- EU Law Background, specialising in immigration and labour law, market entry and compliance requirements in Europe.



BIPO at a Glance

Established in 2010, BIPO is a **Global HR Technology and Solutions Provider**



14

Years of experience

23

Payroll engine
across countries

4,600+

International clients

1,000+

Employees
worldwide

46

International offices

20+

Languages available
on Web & Mobile
Apps



Gartner

BIPO

Our Expertise & Product Lines

BIPO's technology-enabled **Total HR solutions** streamline the employee lifecycle from onboarding to offboarding. Our integrated suite of cutting-edge HR and payroll solutions empower companies to navigate today's world of work.

Total HR Solutions for your Global Workforce

Human Capital Management Solutions (SaaS)

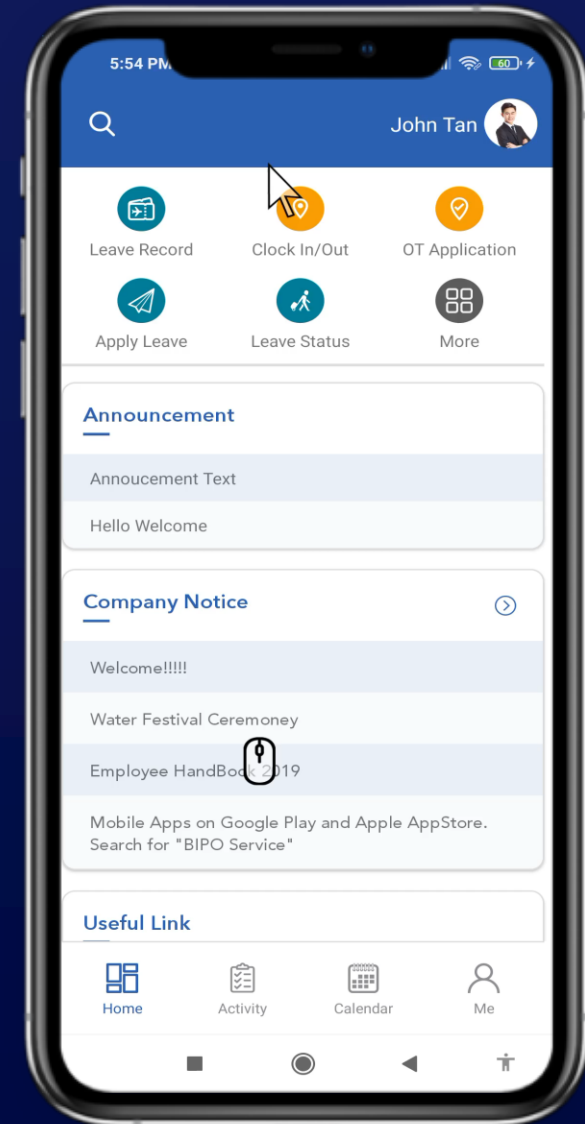
- **BIPO HRMS**
- **Athena BI**

Global Payroll Outsourcing

Multi-currency salary payments with Butter

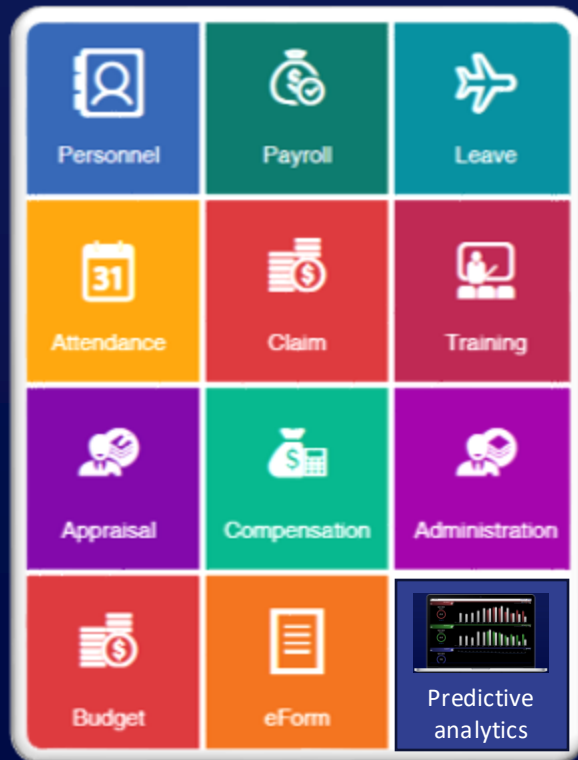
Employer of Record (EOR)

Hire and manage talents in 160+ global markets with Butter

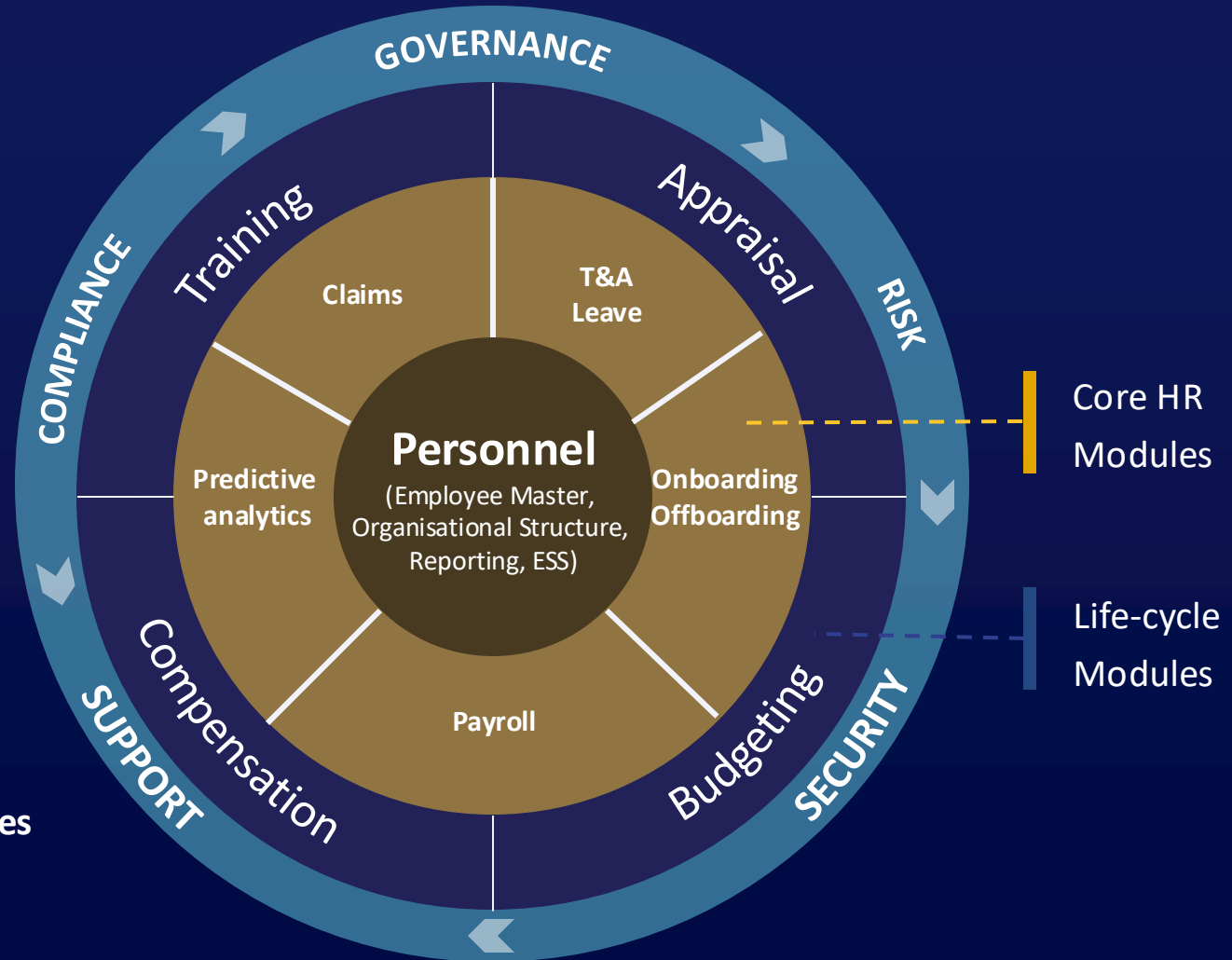


Manage Your Associates in a Simple & Efficient Fashion Across Geographies

Mobile ready solutions



20 languages included





About Netherlands

Overview



Key Facts

- **Population**
17,94 million
- **Capital**
Amsterdam
- **GDP per capita**
€57,800
- **Unemployment rate**
3,6%
- **Credit rating**
Aaa
- **Official language**
Dutch

Business Environment of the Netherlands

#1 

Most connected
economy (world,
DHL 2022)

#2 

Digital competitiveness
index (world, IMD 2023)

#2 

Healthcare system
(Europe, EHCI 2023)

#3 

Work-life balance
(Europe, OECD 2023)

#3 

Digital Economy and
Society Index (EU, 2022,
EC)

#4 

The good country index
(Simon Anholt, 2023)

#5 

Happiest country
(World happiness
report, 2023)

#5 

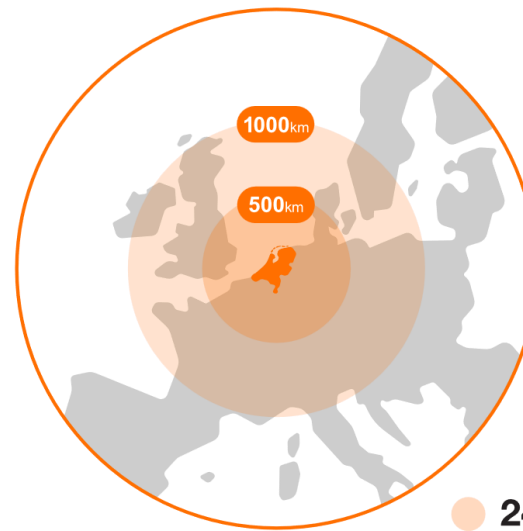
The global innovation
index (WIPO 2023)

#5 

The World
competitiveness report
(world, IMD 2023)

Significance in the European Business Landscape

- Gateway to Europe
- Logistics Hub
- Access to European Markets
- Innovation and Technology
- Business-Friendly Environment
- Financial Hub



95%

of Europe's most lucrative
consumer markets
are just
around the corner

● 244 million
● 170 million

Key Factors Contributing Favorable Employment Situation

- **Stable Economy**
- **Flexible Labour Market**
- **Active Labour Market Policies**
- **Strong Social Dialogue**
- **Skilled Workforce**



Quality of Life



Rank	City	Quality of Life Index
1	The Hague (Den Haag), Netherlands	217.3
2	Eindhoven, Netherlands	206.9
3	Luxembourg, Luxembourg	205.5
4	Rotterdam, Netherlands	203.7
5	Valencia, Spain	199.2
6	Helsinki, Finland	189.8
7	Vienna, Austria	189.1
8	Copenhagen, Denmark	187.3
9	Munich, Germany	186.7
10	Amsterdam, Netherlands	185.8

Labour Market Trends

Historically, the Netherlands has maintained relatively **low levels of unemployment** compared to many other European countries.

The Dutch labour market is known for its **flexibility**, with a high percentage of part-time and temporary employment contracts. This flexibility allows for adaptability in the workforce and contributes to a more **dynamic labour market**.

The Netherlands has seen **growth in technology and innovation sectors**. Cities like Amsterdam have become attractive hubs for startups and tech companies, leading to increased demand for skilled professionals in areas such as IT, data science, and engineering.



Labour Market Trends

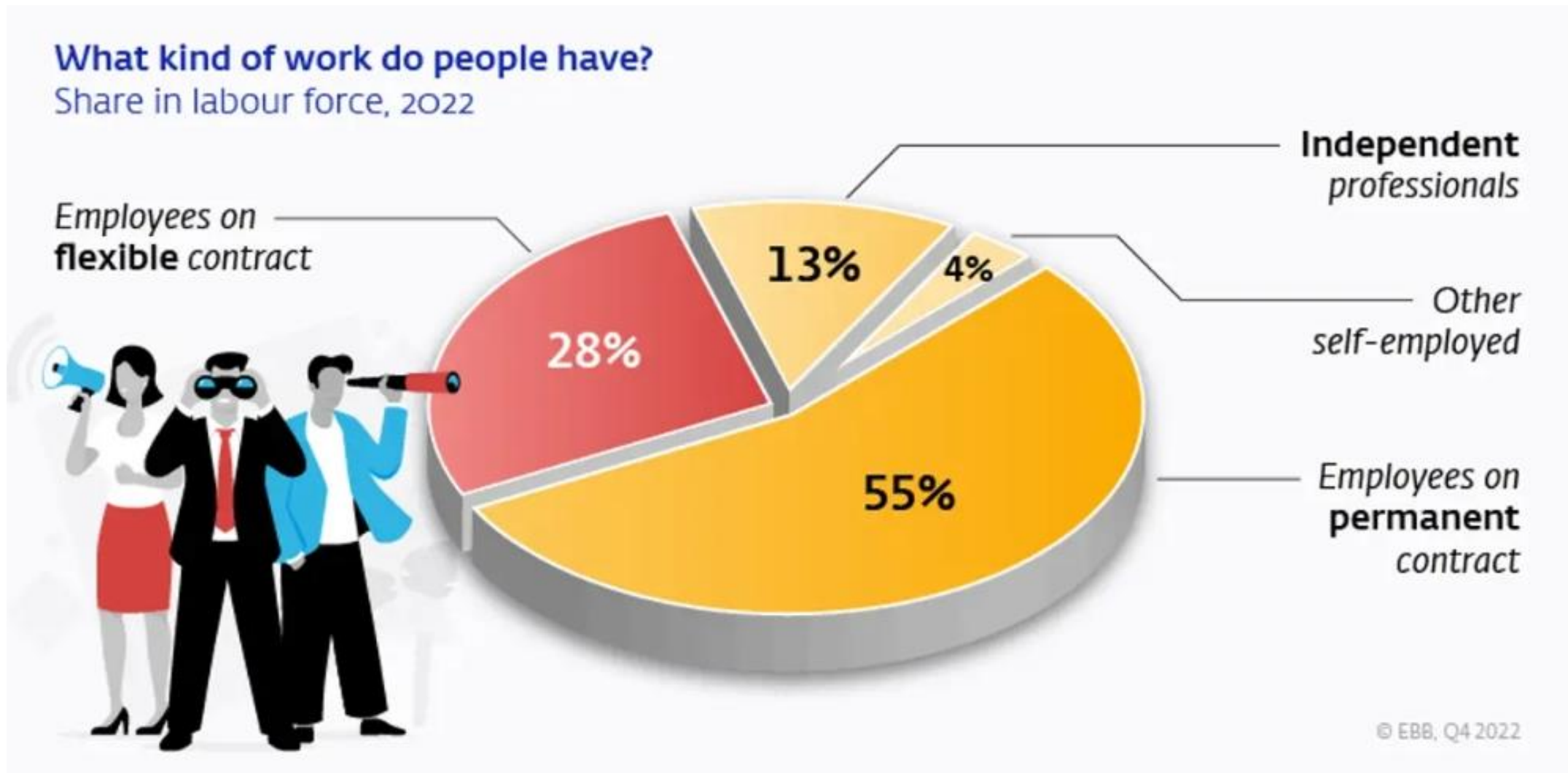


COVID-19 pandemic has influenced the way people work in the Netherlands. **Remote work and hybrid work models** have gained prominence, and many employers are adopting **flexible work arrangements**.

There has been a growing emphasis on **sustainability and green initiatives** in the Netherlands. This trend has led to an increased demand for professionals in renewable energy, environmental sciences, and sustainable business practices.

To address the **changing nature of work**, there has been an emphasis on **lifelong learning and continuous upskilling**. Both employers and employees are recognising the importance of staying relevant in a rapidly evolving job market.

Type of Labour Contract



Unemployment in the Netherlands



Source: Statista

The Netherlands generally had a relatively **low unemployment rate** compared to other European countries. The country's strong economy, diverse industries, and flexible labour market contributed to a stable employment situation.

Like many other nations, the Netherlands experienced **disruptions to its labour market due to the COVID-19** pandemic. Lockdowns, restrictions, and economic challenges led to temporary spikes in unemployment.

Labour shortages can be found in sectors such as: Technology and IT, Healthcare and Life Sciences, Engineering and Manufacturing, Construction, Education, Agriculture and Horticulture, Logistics and Transportation, and Hospitality and Tourism

Communication Style in the Netherlands

Directness

- Dutch communication is often direct and to the point.

Openness and Transparency

- There is a cultural emphasis on openness and transparency in communication. People appreciate straightforwardness and honesty, even if the message is negative.

Equality and Informality

- The Dutch culture promotes equality, and this is reflected in communication styles. People are generally comfortable with informality and addressing others by their first names, regardless of hierarchical positions.

Conciseness

- Dutch communication tends to be concise and focused. People value efficiency in both written and spoken communication, avoiding unnecessary details or lengthy explanations.

Communication Style in the Netherlands

Bluntness vs. Rudeness

- The direct communication style may come across as blunt to those from cultures where indirect communication is more common. However, it's essential to understand that this directness is not intended to be rude but is a cultural norm.

Decision-Making

- Decision-making processes in the Netherlands can be efficient, with an emphasis on clear communication of expectations and goals. Consensus-building is valued, but decisions are often made after open discussions.

Respect for Personal Space

- Dutch people generally value personal space and may stand at a comfortable distance during conversations. Physical contact tends to be reserved for close relationships.

The Management Style in the Netherlands

Participative Decision-Making

- Dutch management often emphasises inclusivity and involvement in decision-making processes. Employees are encouraged to contribute ideas and opinions, and there is a preference for consensus-building.

Flat Organisational Structure

- The Dutch workplace tends to have a flat organisational structure with minimal hierarchy. There is a cultural aversion to excessive displays of authority, and managers are often approachable and accessible.

Open Communication

- Open and direct communication is a hallmark of Dutch management. Managers are expected to communicate clearly and honestly, providing feedback and addressing issues directly rather than relying on indirect or hierarchical channels.

Team Collaboration

- Collaboration is valued in the Dutch workplace, and managers often foster a team-oriented environment. Teams are encouraged to work together toward common goals, and team members are expected to share responsibilities.

Emphasis on Equality

- Dutch management emphasises equality and treats employees with respect, regardless of their position in the organisation. Managers often use a first-name basis, reflecting the cultural preference for informality and egalitarianism.

The Management Style in the Netherlands

Work-Life Balance

- Dutch management often promotes a healthy work-life balance. While the Dutch are known for their strong work ethic, there is also a recognition of the importance of leisure time and personal well-being.

Results-Oriented Approach

- Dutch management is generally results-oriented. The focus is on achieving goals and objectives, and employees are expected to contribute to the overall success of the organisation.

Flexibility and Adaptability

- The Dutch work culture values flexibility and adaptability. Managers and employees alike are expected to be open to change and innovation.

Constructive Feedback

- Feedback is an integral part of Dutch management. Managers provide constructive feedback to help employees improve their performance, and they also appreciate receiving feedback from their team members.

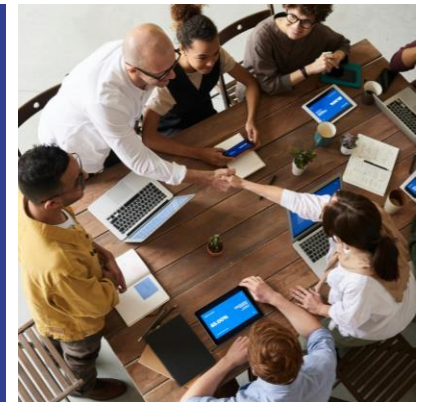
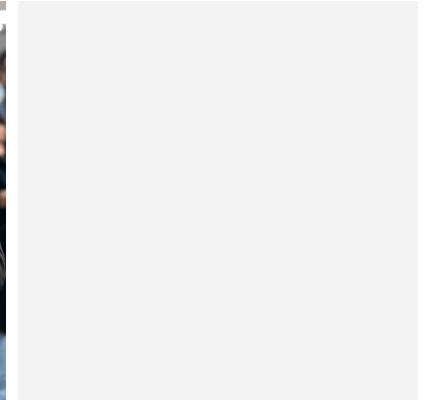
Business Structure

Foreign SMEs located abroad are not allowed to directly recruit staff in the Netherlands

Need to set up **company**

If step too far can hire through **Employment Services**

Or **outsource** to a third party



Hiring Staff

An enterprise can hire staff through three basic options:

01 Direct hiring

- Need to set up a company

02 BIPO Employment Services

- Hires workers from BIPO
- BIPO is the de facto legal entity that is responsible for the administrative management of the employees
- Save hiring costs, avoid administrative processes, and minimise risks and legal responsibilities for potential labour disputes

03 Outsourcing

- Applied to tasks that require specialist skills, a high degree of confidentiality, such as IT development, accounting, tax filing, HR administration, and payroll processing
- No direct employment relationship with the outsourcing employees



Hiring Staff

Compared to direct hiring, **employment services** is particularly preferred

A company is **not allowed to hire employee directly**, because the business hasn't got its business license,

Business priority is given to **revenue-generating activities** over any other concerns, especially when the business is small-size and at its very early stage;

There is an inconsistent workflow for businesses in seasonal and project-based industries.



Hiring Staff

Outsourcing has its special characteristics

The outsourcing task usually require a high level of **specialisation, confidentiality, or defined** scope

The outsourcing agreement usually **does not refer to specific employees or performance criteria**, but rather defines the work that needs be done

The outsourcing company usually retains a **high-level of autonomy** to direct whichever resources it feels are best for each project





Employee Lifecycle in the Netherlands

Employee Life Cycle in the Netherlands

From Visa to Payroll

01

Visa and Immigration

- 2024 Salary requirement (30 years old and excel 8% holiday allowance)
 - €5,331
 - €3,909
 - €2,801
- KM work permit application process
- Documents:
passports, CV, JD, job title, etc.
- Duration: 2-3 months
- MVV

02

Arrival and Registration

- Register with Dutch municipality to obtain BSN (citizen service number)
- Assist with opening a Dutch bank account for salary payments
- Provide guidance on securing mandatory health insurance
- 30% Ruling

Employee Life Cycle in the Netherlands

From Visa to Payroll

03

Local Contract

- Job Description: Role, responsibilities, and work location
- Salary and Benefits: Salary, holiday allowance (8% of annual salary), and additional benefits
- Working Hours: Full-time or part-time arrangement and daily working hours
- Leave Entitlement: At least 4 weeks of paid annual leave
- Probation Period: Duration and terms, if applicable
- Notice Periods: 1-2 months, depending on employment duration

04

Basic Benefits

- Paid Vacation: Minimum 4 weeks per year
- Holiday Allowance: 8% of annual gross salary
- Pension Contributions: Often included in contracts
- Parental Leave: Generous policies for maternity and paternity leave
- Sick Leave: At least 70% salary for up to 2 years or end of the fixed term contract

Employee Life Cycle in the Netherlands

From Visa to Payroll

05

Ongoing Support and Development

- Address ongoing inquiries regarding payroll, benefits, or work conditions.
- Offering cultural and integration support.
- Offer professional development opportunities, including training and upskilling.
- Manage updates to employment contracts or personal information.

06

Termination Rules

- For Fixed-Term Contracts: Contracts end automatically at the specified date unless renewed.
- Early termination requires mutual agreement or legal grounds specified in the contract.
- For Permanent Contracts: Termination requires valid reasons and compliance with legal procedures.
- Employees may be entitled to severance pay.

BIPO NL – Service Capabilities

BIPO Employment Service

One-stop service from On-boarding to Off-boarding

Statutory documents support

Letter templates
Staff handbook
Employment contract
Other employment-related documents as requested

HR Consulting

We provide employment and flexible solutions to clients according to their needs



GPO

Payroll, Statutory social insurance, Income Tax  **HRMS**

HR administration

From On-boarding to Off-boarding. We serve for stable operation of business as HR partner

VISA Sponsorship + Tax support

Sponsor foreign workers to work and live in the Netherlands, 30% tax ruling application

THANKS



Fill in the form to receive the webinar deck!
<https://bit.ly/bipowebinar-feedback>



Laurent-Pierre Sans

Regional Director, BIPO Europe

✉ : laurent.sans@biposervice.com



Roland Brouwer

Regional Director (Europe), Corporate & International Relations, BIPO Netherlands

✉ : roland.brouwer@biposervice.com



Lydia (Yueying) Liu

Business Development Manager, BIPO Netherlands

✉ : lydia.liu@biposervice.com

