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# Internationalisation programme success in India and China



***Dutch Design Fashion Architecture (DutchDFA) presented the results of 3 years of jointly promoting the Dutch creative industry in April, with notable successes in China and India. The economic achievements of DutchDFA's approach are such that policy makers are calling for the continuation of a collaborative international approach. The creative industry is one of the fastest growing economic sectors in the Netherlands.***

“DutchDFA's methods to first invest in branding Dutch Design, then build a network, and use this for matchmaking to create business opportunities based on local demand, are a model to achieve a strong international position.” says Marjan Hammersma, Director General of Culture and Media of the Dutch Ministry of Education, Culture and Science. “The Ministry of Education, Culture and Science, together with the Ministry of Foreign Affairs and the Ministry of Economic Affairs, Agriculture and Innovation would like to contribute to the continuation of this approach in the future.”

Victor van der Chijs, chairman of the Top Team Creative Industry, is also in favour of prolonging the achievements of DutchDFA. “DutchDFA successfully bridges the gap for small creative entrepreneurs and new large markets. These public private partnerships between the Dutch government and creative entrepreneurs should be maintained after the programme ends in 2012. DutchDFA's successor should broaden its scope and service to all disciplines of the creative industries.”

It has been shown in practice that the methods of positioning, network building and entrepreneurship are truly effective. [Connecting Concepts](#) is a travelling exhibition in which leading Dutch designs are combined with local examples, thereby connecting to local design sectors and industries.

The NAI brings together Dutch and Chinese or Indian designers to tackle urgent local design needs, which has for instance resulted in [the award of specific orders](#) by the major Chinese project developer Vanke. BNO director Rob Huisman describes the **Dutch Design Workspaces [in China](#) and [in India](#)** as a valuable tool in the internationalisation of Dutch Design. “After building up the image and the networks, the orders follow – and that is when practical local support is necessary and effective.”

For DutchDFA, the year 2012 is the fourth and last year. “After three years, DutchDFA has achieved visible and noticeable results that will continue to contribute to consolidating the international position of Dutch design”, says DutchDFA programme director Christine de Baan. Opportunities for creative entrepreneurs can increasingly be found in the emerging economies, and by joining forces they can strengthen their international position.





The Dutch

**Design Fashion Architecture (DutchDFA)** programme aims to strengthen the international position of Dutch design, fashion and architecture, by building long-lasting international partnerships, while addressing issues facing today's world through design. The four-year strategic programme (2009-2012) takes place in a selection of focus countries (**India, China, Germany and Turkey**).

This **joint public-private initiative** is supported by the Dutch Ministries of Economic Affairs, Agriculture & Innovation, of Education, Culture & Science and of Foreign Affairs. Involved are the sector-specific organisations Premsula, Dutch Institute for Design and Fashion, and the Netherlands Architecture Institute; professional branch associations BNO, BNA, BNI, and MODINT; and the Dutch creative hubs of Amsterdam, Arnhem, Eindhoven, Rotterdam, The Hague and Utrecht. Dutch Design Fashion Architecture (DutchDFA) presented the results of 3 years of jointly promoting the Dutch creative industry in April, with notable successes in China and India.

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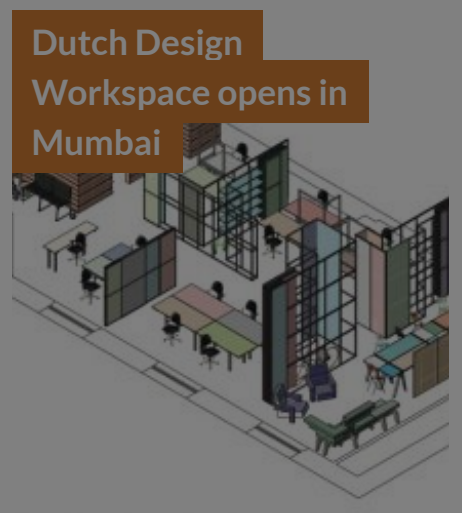
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