

PRESS RELEASE

## NXT Group joins forces with Holland House Colombia

Amsterdam / Bogotá, March 29, 2016

The logo for NXT Group, featuring the letters 'NXT' in a large, stylized font above the word 'GROUP' in a smaller, sans-serif font, all in white on an orange square background.

NXT Group and Holland House Colombia (HHCO) have agreed to enter into a strategic partnership. The goal is the full integration of the HHCO operation in the NXT Group.

By joining forces the two companies create an organization with a lot of experts in the field of internationalization. With its own network of offices on three continents – Europe, Asia, and Latin America – and in four countries: the Netherlands, Turkey, India and Colombia.

NXT Group is experienced in privatizing Dutch NGOs that provide support to Dutch companies in the internationalization process. Examples include the privatization of the Trade & Investment Center Turkey (TIC) and the Trade & Investment Centre (HIC) Morocco. TIC and HIC were established in 2002 and 2003 as public foundations and privatized in 2010/2011 by Michael Westenberg.

### Why this partnership?

The aim of the merger of NXT Group and Holland House Colombia is to improve the service to our customer base, and to increase the collaboration with stakeholders in the Netherlands.

HHC thus gains access to the acquisition and customer services of NXT in the Netherlands.

Holland House Colombia is the first official Holland House – opened in November 2013 by King Willem Alexander – that provides Dutch entrepreneurs practical support to realize their international ambitions. What started as a pilot project has been developed into a successful concept that should be replicated soon in other emerging markets.

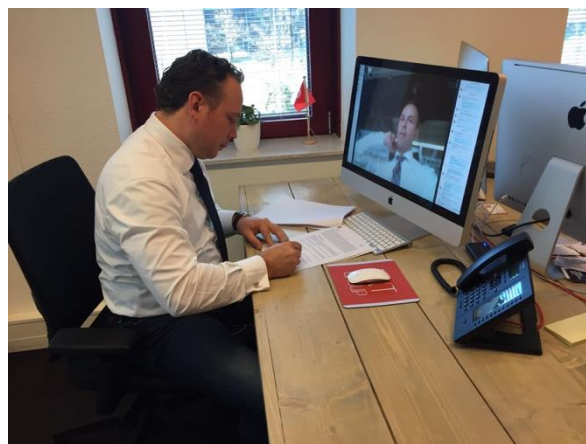
NXT's offices in Istanbul and Bangalore act so far only as service centers with the same philosophy as HHCO. With the merger of NXT Group with HHCO the Holland House concept will be implemented into the services of our operations in Turkey and India too. In the short term other international locations will be added.

NXT GROUP OF COMPANIES

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Jan Willem van Bokhoven, Managing Director Holland House Colombia.



Michael Westenberg, CCO NXT Group of Companies.

**Jan Willem van Bokhoven, Managing Director of Holland House Colombia:** *“Many entrepreneurs have limited knowledge and old fashioned stereotypes of Colombia. Yet the country has become the most business friendly country in Latin America. Colombia is in the top three for most Dutch trade mission destinations. The main common denominator between Colombia, Turkey and India is that all three are gateways to dynamic emerging economies. Countries where GDP growth, despite the economic headwinds in the world, are above 3 percent, and the middle class is expanding and earning more money to spend.”*

**Michael Westenberg, Chief Commercial Officer of NXT Group of Companies:** *“This strategic alliance between Holland House Colombia and the NXT Group directly leads to synergies for our clients who are looking for strategic advice and support from an organization with offices and networks in emerging markets such as Turkey, India and now Colombia. NXT Group is focused on strengthening our own network in what we call 'gateway' countries – countries that have a strong transit role in international trade. Its strategic location and many trade agreements with the US and EU have earned Colombia its nickname: “Gateway to Latin America”.*



### About NXT Group of Companies:

NXT Group was established by the merger of Trade & Investment Center B.V. and NexusNovus Services B.V. The NXT Group is one of the leading suppliers in the Netherlands of advice for companies and public organizations that want to grow internationally. NXT Group has the ambition to become the leader in its sector.

Key figures: Founded in 2015; 56 Employees. Offices in Amsterdam, Istanbul and Bangalore.

<http://www.nxt-holding.com/>

### About Holland House Colombia:

Holland House is a one-stop shop in Colombia that offers a wide range of services for market entry, market processing and market expansion. The membership consists of two groups: 1. companies who are already operating in Colombia; and 2. entrepreneurs who are considering taking the step to trade with or invest in Colombia.

Key figures: Founded in 2013; 10 employees. Office in Bogota.

<http://www.hollandhouse-colombia.com/site/index.php/nl/>

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