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Former Representative of Teijin Group in Europe and Chairman of Japanese Chamber of Commerce in the Netherlands

Norio OTSUKI

Ex-Representative of Teijin Group Europe and President of Teijin Holdings Netherlands B.V.

<Theme>

Dutch people: enterprising in management and cosmopolitan

— Ideas from the Netherlands, a country with a robust economy and high quality of life —

<Abstract>

Most Japanese people have an image of the Netherlands as a peaceful and idyllic place with traditional windmills and fields of colorful tulips. The reality is that this country not only has a picturesque landscape but is also one of the mightiest economic powers in the world. The Dutch have a deeply established cosmopolitan and mercantile sense, and they have built one of the richest countries in the world, achieved one of the best qualities of life in the entire world, and continue to contribute to global stability. The Dutch seem to act as a beacon to Japanese people who are seeking the right direction in the increasingly global world.

<Key words>

Dutch, cosmopolitan, enterprising management, the richest countries, high quality of life