



NBSO Texas

Netherlands
Business
Support Office

**Turning Transatlantic
Connections into
Business Opportunities
and Lasting Partnerships!**

Annual Report 2025



Colofon

Contact details

The NBSO Texas Office is located in The ION on the second floor in Suite 205.

Address:

4201 Main Street
 Houston, Texas 77002

Email office@nbsso-texas.com

Website www.nbsso-texas.com

LinkedIn linkedin.com/company/nbsso-texas/



Baukje 'Bee' Kothuis

Chief Representative

bee.kothuis@nbsso-texas.com

Anne Sophie Pijnacker

Deputy Representative

annesophie.pijnacker@nbsso-texas.com

Stef van de Vijver

Economic Officer

stef.vandevijver@nbsso-texas.com

Honorary Consuls in Texas

Houston: Aura Cuellar houston@nlhonoraryconsul.nl

Dallas: Mabrie Jackson dallas@nlhonoraryconsul.nl

Austin: Marius Haas austin@nlhonoraryconsul.nl

Consulate General of Kingdom of Netherlands in Miami

Email: MIA-EA@minbuza.nl

Embassy of Kingdom of Netherlands in Washington DC

Email: WAS-EA@minbuza.nl

In this printed edition, references are made to various online resources, the corresponding links can be found in the digital version of the annual report on our website.



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Introduction

This annual report marks a special milestone for NBSO Texas. For the first time since the establishment of our office, we present a comprehensive overview of our work, our network, and the impact we have created together with our partners. It is a true premiere and a fitting one! The year 2025 represents a peak in the steady upward trajectory that NBSO Texas has been building over the past years. It reflects the growing strength of Dutch Texan economic cooperation, the deepening of our relationships across sectors, and the increasing number of Dutch companies and institutions that find their way to Texas.

In this report, you will find an overview of our activities, missions, events, and strategic programs, as well as concrete results in terms of companies supported, services delivered, and network growth. We highlight key developments in our focus sectors, share partner perspectives from Texas and the Netherlands, and look ahead to the opportunities that lie before us.

NBSO Texas supports Dutch organizations that want to explore, enter, or expand in the Texan market by providing market intelligence, strategic positioning, matchmaking, and access to key innovation ecosystems. Texas is one of the largest and most dynamic economies in the world. For this reason, we concentrate on five priority sectors: Life Sciences and Health, Sports, Water and Resilience, Energy, and Technology, while also assisting companies and organizations across a wide range of additional industries. By connecting people, knowledge, and opportunities, we contribute to long term partnerships that go beyond individual projects and create lasting transatlantic cooperation.



Turning Transatlantic Connections into Business Opportunities and Lasting Partnerships!

We are proud to be part of the global network of Netherlands Business Support Offices, with its home base in The Hague and operating under the auspices of the Netherlands Enterprise Agency (RVO). At the same time, our work is firmly embedded in the Dutch Economic Network in the United States. Together with our Honorary Consuls in Houston, Austin, and Dallas, the Embassy of the Kingdom of the Netherlands in Washington, D.C., the Consulates General in Miami, Atlanta, New York, Chicago, and San Francisco, and of course our fantastic colleagues at NBSO Los Angeles and NBSO Phoenix, we form one coordinated team that strengthens the economic ties between the Netherlands and the United States every day. The close collaboration within this network is essential to our success and enables us to deliver real value to Dutch companies, knowledge institutions, and public partners.

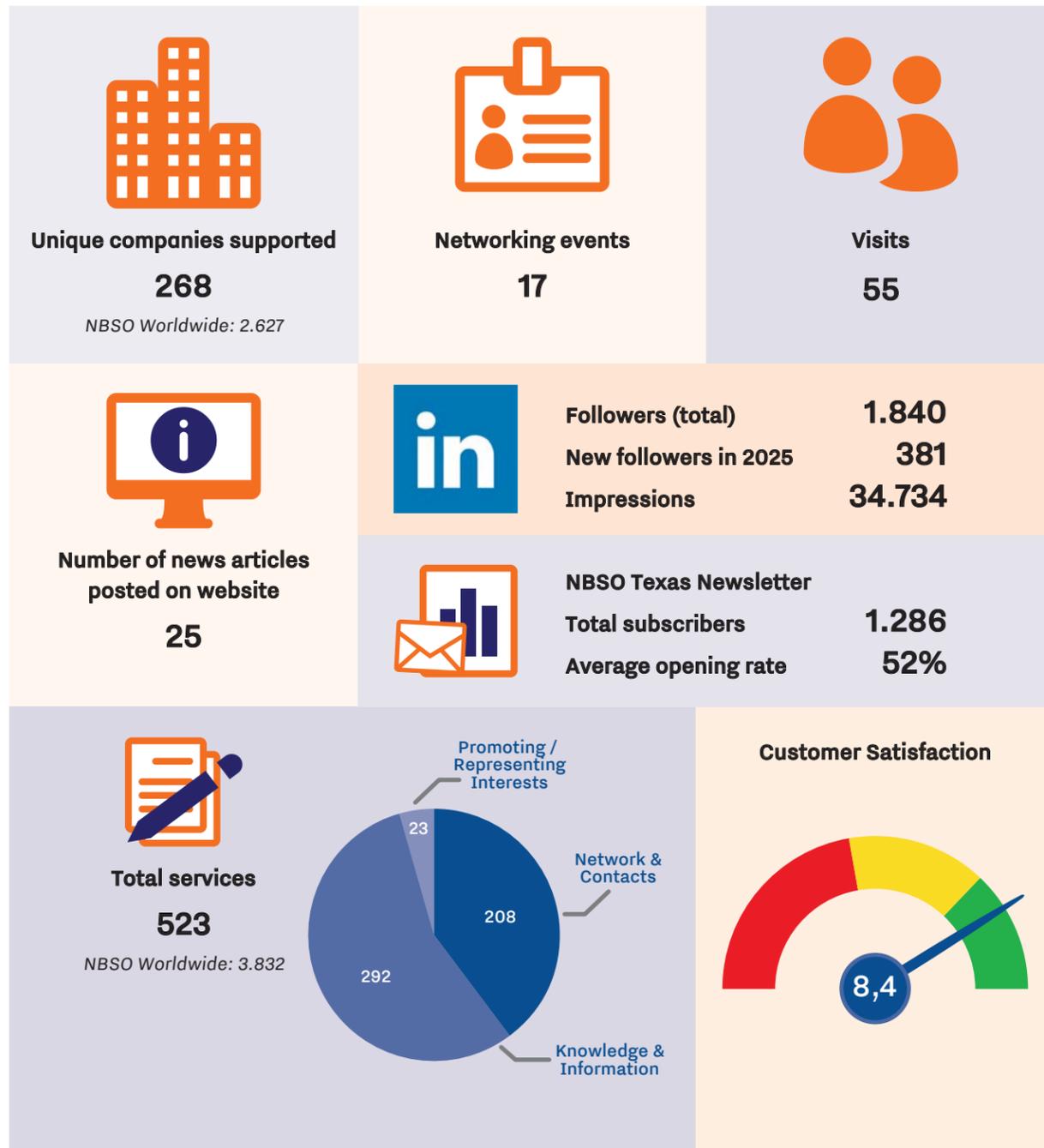
None of this would have been possible without the trust, commitment, and collaboration of our many partners in Texas and in The Netherlands, from companies and knowledge institutions to government agencies, innovation hubs, and our colleagues across the Dutch economic network. We would like to sincerely thank all of you for the excellent cooperation throughout the year.

With this first annual report, we not only look back with pride, but also look forward with confidence. We are determined to continue this positive momentum and to make 2026 (a year that will put Texas in the global spotlight with the FIFA World Cup!) another outstanding year for Dutch Texan collaboration.

Warm regards from the NBSO Texas team!



Our Year in Overview - Statistics



The NBSO Texas Team



Bee Kothuis - Chief Representative

Dr. Baukje “Bee” Kothuis is a design anthropologist with extensive experience in international program development, public-private partnership building, and market positioning at the intersection of water, energy, and innovation. Affiliated with Delft University of Technology, she has contributed for many years to international flood protection research and knowledge exchange, while developing a strong track record in connecting Dutch expertise to strategic opportunities in the United States. For over a decade, she has played a key role in strengthening economic and innovation ties between the Netherlands and Texas.

As Chief Representative, Bee has headed the NBSO Texas office since 2021. In this role, she has built strong partnerships with companies, industry, government agencies, and research institutions to advance Dutch-Texan collaboration, identify business opportunities, promote knowledge exchange, and develop long-term partnerships. Her sector focus is on energy, particularly hydrogen, and on water, with an emphasis on coastal and urban resilience. She is particularly passionate about translating Dutch knowledge and technology into concrete projects and connecting people and sectors to create practical, adaptive solutions for complex challenges.



Anne Sophie Pijnacker - Deputy Representative

Anne Sophie has served as Deputy Representative at NBSO Texas since January 2025. She holds a Bachelor of Laws from Leiden University and a Master of Laws from the University of Connecticut, providing her with a strong understanding of both Dutch and U.S. legal and business environments. Prior to joining NBSO Texas, Anne Sophie gained experience in international relations at the European American Chamber of Commerce (EACC) Texas, worked in U.S. business immigration law at law firm in Houston, and previously worked at the Ministry of Foreign Affairs in the Netherlands.

Within the NBSO Texas team, Anne Sophie focuses on communication and office administration, supports companies with legal and visa-related questions, and works closely with Bee on activities related to the energy and water sectors.

Stef van de Vijver - Economic Officer

Stef van de Vijver has served as Economic Officer at NBSO Texas since November 2024. He holds a Master's degree in Strategic Management from Tilburg University and brings a strong background in advising small and medium-sized enterprises on growth, internationalization, business development, strategic positioning, finance, innovation, and organizational development. Prior to joining NBSO Texas, he worked as a Strategic Advisor to SMEs in the Netherlands, supporting companies in translating their ambitions into concrete market strategies and scalable business models.

Within NBSO Texas, Stef focuses on the Life Sciences & Health, Sports, and Technology sectors, where he works on identifying business opportunities for Dutch companies and strengthening connections with Texan innovation ecosystems. Outside of work, Stef is a passionate football supporter, his club is PSV Eindhoven, and he enjoys strength training.



NBSO Texas in the Dutch Government Network Abroad

Dutch Economic Network in USA

NBSO Texas is part of the broader Dutch economic network in the United States. This network consists of the Embassy of the Kingdom of the Netherlands in Washington, D.C., the Dutch Consulates General, The Netherlands Foreign Investment Agencies (NFIAs), and the Netherlands Business Support Offices (NBSOs), all working together to strengthen economic ties between the Netherlands and the U.S.

In addition to their consular responsibilities, the Embassy and Consulates General play an important role in economic diplomacy. The Embassy in Washington D.C. focuses on economic relations at the federal level, while the five Consulates General in Atlanta, New York, Miami, San Francisco, and Chicago operate primarily at the state and regional level. Texas falls under the regional resort of the Consulate General in Miami. As a result, NBSO Texas works closely with the Consulate General in Miami and collaborates frequently on economic missions, trade promotion activities, and sector-focused initiatives.

Dutch Economic Network in the United States



Where economic ties with the Netherlands are particularly strong, the Ministry of Foreign Affairs, in cooperation with the Ministry of Economic Affairs, establishes Netherlands Business Support Offices. In the US, NBSO's are located in Los Angeles, CA, Phoenix, AZ and Houston, TX.

Given the size and economic importance of Texas, NBSO Texas focuses on five priority sectors: Life Sciences & Health, Sport, Water & Resilience, Energy, and Technology. Each of these sectors is addressed in more detail throughout this annual report. Approximately 60% of our time is dedicated to activities within these focus sectors, while the remaining 40% supports companies in other industries and contributes to broader business support and network development.



NBSO Global Network

NBSO Texas is one of 23 Netherlands Business Support Offices worldwide, operating under the auspices of the Netherlands Enterprise Agency (RVO), with its home base in The Hague.



Focus Sector: Life Sciences & Health



Overview

The Life Sciences & Health (LSH) sector is a strategic pillar for collaboration between the Netherlands and Texas. With its strong ecosystem in MedTech, digital health, clinical research, and value-based care, the Netherlands is well positioned to connect to Texas' globally leading medical and innovation clusters, creating concrete opportunities for Dutch companies, startups, and knowledge institutions.

At the same time, the scale, speed of adoption, and strong private investment climate in Texas provide an excellent testbed for validation, clinical collaboration, and market entry. The experience gained in areas such as hospital innovation, data-driven healthcare, and public-private partnerships is highly relevant for the Netherlands as it works toward more integrated, accessible, and affordable healthcare systems.

With the Texas Medical Center in Houston, the largest medical complex in the world, along with rapidly growing health innovation hubs in Dallas and Austin, Texas offers a dynamic environment for Dutch LSH organizations to pilot technologies, build partnerships, and scale internationally. The Texas-Netherlands BioBridge connects the Texas Medical Center and the Dutch life sciences ecosystem to accelerate clinical validation, commercialization, and soft-landing opportunities for health tech companies on both sides of the Atlantic. It provides a structured pathway for startups and scale-ups to access leading clinicians, investors, and innovation programs in one of the world's largest healthcare markets.



Highlights

Life Sciences & Health

Ecosystem scouting Dallas

An early highlight of the year was NBSO Texas' visit to Pegasus Park in Dallas, one of Texas' fastest-growing life sciences and health innovation campuses. The program included meetings with key ecosystem partners and provided valuable insight into the region's strong support structure for startups and scale-ups, as well as into how Dallas's health tech ecosystem is increasingly attracting international entrepreneurs, further positioning the city as a promising soft-landing and collaboration hub for Dutch LSH companies.

Sector Intelligence San Antonio

A visit to San Antonio highlighted one of Texas' most distinctive Life Sciences & Health ecosystems, where healthcare, bioscience, and military medicine are closely connected. Through engagement with BioMedSA, NBSO Texas gained valuable market intelligence and access to a network highly relevant for Dutch LSH companies, particularly in areas such as wound care, burn treatment, and rehabilitation. A tour of the Alamo BioCenter further demonstrated the city's advanced lab and office infrastructure, offering strong soft-landing opportunities for biomedical startups and scale-ups.

Trade Mission to Houston and Austin

The Life Sciences & Health mission to Texas, bringing over 35 Dutch MedTech and Digital Health innovators to Houston and Austin, was a clear highlight of the year. Organized by Task Force Health Care, RVO, and NBSO Texas, the program offered intensive engagement with leading Texas hospitals, investors, innovation hubs, and policy stakeholders, providing concrete pathways for market entry and clinical collaboration. The mission also advanced the TMC BioBridge partnership, with steps toward a dedicated Dutch cohort in the TMC Innovation Accelerator, and significantly strengthened the Dutch presence and visibility in the Texan health innovation ecosystem.

Netherlands BioBridge

Another key milestone was the visit of a high-level delegation from Texas Medical Center (TMC) to the Netherlands during HLTH Europe, marking a major step forward for the Texas-Netherlands BioBridge. As the world's largest medical complex, TMC offers Dutch health tech companies direct access to a unique clinical and innovation ecosystem, including accelerator programs and clinical trial pathways.

The program featured roundtables with leading Dutch health stakeholders and a well-attended NBSO LSH networking lunch, creating concrete opportunities for collaboration in commercialization, clinical validation, and market entry.

Ecosystem Positioning

The Houston MedTech Oktoberfest, organized by LifeBlood, provided NBSO Texas with a strong platform to engage with founders, investors, and corporate leaders in the regional MedTech ecosystem. A key element of the program was NBSO Texas' participation in a panel session, where we presented our services and shared practical insights on U.S. market entry, regulatory navigation, and network building for Dutch MedTech companies.



"In 2025, NBSO once again proved valuable for Loop Robots. During various events we made a number of strong connections. The NBSO team often provides us with great introductions, and they genuinely think along with us about how NBSO can support our next steps. Very valuable!"

Mark van de Vrede -
 Loop Robots

Mark van de Vrede is co-founder of Loop Robots, a company that automates disinfection using robots to make medical-grade disinfection faster, safer, and digitally auditable; Mark moved to Texas to start the first pilot for Loop Robots at Houston Methodist Hospital in 2025.



Missions and Activities in 2025

Life Sciences & Health

March

Networking Mission | Organizing working visit with Consul General to Dallas and Frisco, multi-day program with stakeholders in health tech, semiconductors, fintech, and sports tech.

[Read more](#)

Conference | Attending SXSW Health & MedTech Track, focus on transforming healthcare innovations AI in healthcare, mental health and women's health.

[Read more](#)

March, June, September, December

Networking Events | Attending TMC-i 3-monthly networking meetings on start-ups in the Texas Medical Center healthcare Innovation ecosystem.

[Read more](#)

June

Summit & Expo | Participating in HLTH Europe 2025, Europe's Healthcare Innovation Event with 5,000+ leaders and innovators spanning the European healthcare landscape.

[Read more](#)

Networking Event | Organizing TMC BioBridge networking lunch during the HLTH Europe Summit.

[Read more](#)

September

Presentation | Participating in Panel discussion at Lifeblood conference on MedTech companies in market entry featuring Stef van de Vijver and AnneSophie Pijnacker

[Read more](#)

Summit | Participating in Houston MedTech Oktoberfest - MedTech innovation, investment, and collaboration.

[Read more](#)

October

Mission | Organizing RVO/HLTH Netherlands Health Tech Mission to Houston and Austin with 35 Dutch MedTech and Digital Health innovators.

[Read more](#)

December

Conference | Participating in Pumps & Pipes Conference with cross-industry innovation leaders in Aerospace, Energy, and Medicine.

[Read more](#)



Looking ahead: What to Watch in 2026

- **South by South West** - SXSW Health Track showcasing cutting-edge technologies transforming healthcare, Austin, 12-18 March 2026.
- **HLTH Europe 2026** - Europe's Healthcare Innovation Event, Amsterdam, 15-18 June, 2026.
- **BioNTX iC³ Summit** - Dallas



"The NBSO's programming, relationship-building, and regular dialogue with TMC institutions like Houston Methodist create real connections for Dutch companies looking for collaboration. We are fortunate to have such a dedicated team facilitating Dutch innovation that supports Houston Methodist's vision of prioritizing patients in everything we do and our culture of excellence and collaboration. The interactions with Dutch companies are carefully curated and purposeful to ensure meaningful engagement."

Homer Quintana - Houston Methodist Hospital



Homer Quintana is director of the Center for Rapid Device Translation at Houston Methodist, and facilitates innovation and collaboration between industry, academics and clinicians to drive innovative technologies and solutions towards the clinic.



Focus Sector: Sports



Overview

The Sports sector is an increasingly important area for collaboration between the Netherlands and Texas, driven by the upcoming FIFA World Cup 2026™, the rapid growth of sports innovation, and the strong presence of professional clubs, leagues, and sports-tech accelerators across the state. With its global reputation in soccer, data-driven performance, fan engagement, and smart venue development, the Netherlands is well positioned to connect to Texas' dynamic sports and entertainment ecosystem, creating concrete opportunities for Dutch companies and knowledge institutions.

At the same time, Texas offers a unique scale and commercialization environment, where sports, technology, media, and urban development are closely integrated. Innovation hubs such as Frisco's sports tech cluster and major event-driven investments provide a real-life testing ground for new solutions in areas like athlete performance, fan experience, and smart stadiums. These developments are highly relevant for the Netherlands as it prepares for large-scale international events and further professionalizes its sports innovation ecosystem.

By building partnerships with clubs, host city committees, accelerators, and public stakeholders, NBSO Texas supports Dutch companies in accessing this fast-growing market and in positioning themselves within long-term transatlantic sports and sports tech collaboration.



Highlights

In 2025, NBSO Texas accelerated Dutch positioning in the Texan sports ecosystem by building strategic World Cup partnerships, organizing targeted missions, and creating platforms for visibility and matchmaking.

Sportstech Mission

A major highlight in the Sports sector was the Sports Tech Innovation Bridge (STIB-US) mission, which brought a high-level Dutch sportstech delegation to Dallas and Houston in the run-up to the Soccer World Cup 2026. Organized by NBSO Texas together with RVO, the Embassy of the Kingdom of the Netherlands in the USA, KNVB, Sportinnovator, and the Voetbal Innovatiehub, the multi-day program connected Dutch companies to leading clubs, universities, accelerators, stadiums, and host-city stakeholders. This gave Dutch innovators a strong platform to showcase their technologies in areas such as performance tracking, fan engagement, and smart venues.

Strategic Partnership

NBSO Texas further strengthened its strategic partnership with T.E.A.M. Houston to connect Dutch sports, innovation, and business stakeholders to the region's rapidly developing FIFA World Cup 2026 ecosystem. Through joint programming, ecosystem introductions, and mission support, this collaboration provides Dutch companies with direct access to key decision-makers and opportunities in areas such as smart stadiums, fan experience, sustainability, and urban development, while positioning Houston as a central landing spot for Dutch sports and sports-tech initiatives.



“What I value in the collaboration with NBSO Texas is the combination of commitment and decisiveness. You have a strong understanding of what is happening in the region and translate that seamlessly into opportunities for Dutch stakeholders (directly or through colleagues). Over the past year we have taken great steps together, and I look forward to maintaining that momentum toward 2026, especially in the context of the World Cup.”

Maurice Ouderland -
 Embassy of the Kingdom of the Netherlands in the USA



Maurice Ouderland is Program Director World Cup 2026 and Sports Diplomacy Lead at the Embassy of the Kingdom of the Netherlands in the USA, leading the Dutch World Cup 2026 efforts on behalf of the Netherlands Government in the USA.



Missions and Activities in 2025

Host City Engagement

Another key highlight in 2025 was the close collaboration over the year with the Greater Houston Partnership, the Houston Sports Authority, and the Houston 2026 World Cup Host Committee, including a joint meeting with the Ambassador's delegation at the start of 2026 to discuss tournament preparations and long-term legacy plans. This engagement opens concrete opportunities for Dutch companies in areas such as infrastructure, international cooperation, tourism, and innovation, while enabling early positioning in one of Houston's largest economic development projects.

Ecosystem Networking

NBSO closed the year with Orange Networking Event "Dutch Drinks & Sports Talk", marking a strong moment in the sports calendar, featuring keynote contributions from Houston Dutch Lions FC, part of an international football organization focused on player development and transatlantic talent pathways, and from T.E.A.M. Houston (Together Everyone Achieves More), the public-private coalition supporting the city's FIFA World Cup 2026™ preparations and long-term sports and economic legacy. Their contributions underscored the growing Dutch-Texan collaboration in sport, talent development, and global event opportunities.

March

Conference | Attending SXSW SportsTech Track, focus on the latest trends in sports, technology, and fan experience.

[Read more](#)

Networking Mission | Organizing working trip with Consul General to Dallas and Frisco, visiting Dallas FC and The Sports Innovation Space.

[Read more](#)

May

Mission | Organizing Sports Innovation Mission to Dallas and Houston for the Sports Tech Innovation Bridge (STIB-US).

[Read more](#)

Summit | Supporting Dutch companies at World Cup Innovation Summit, Dallas.

[Read more](#)

Start-up Event | Participating in Pitch Event by Bob Heere, University of North Texas.

Summit | Co-organizing Soccer & Sport Innovation Summit, Houston.

[Read more](#)

June

Field Visit | Visiting the Houston Dutch Lions sports facility in Conroe, Houston, led by two Dutch entrepreneurs.

August

Field Visit | Visiting the Soccer Central Facilities in San Antonio, exploring opportunities for STIB-US.

[Read more](#)

October

Networking Event | 'Orange Networking – Dutch Drinks & Sports Talks' featuring key note by Dutch Lions FC and T.E.A.M. Houston.

[Read more](#)



"NBSO is a valuable partner for UNT SIS. Through their Dutch network, they regularly introduce us to high-quality companies and individuals who are important for our organization, and their location in Houston enables us to expand our activities there as well, one of the most interesting markets for our sports tech companies alongside DFW."

Bob Heere
University of Texas Sports Innovation Space



Bob Heere is the G. Brint Ryan Professor of Sport Entertainment Management, Executive Director of MBA Sport Entertainment Management at University of North Texas and Director of the UNT Sports Innovation Space; and pivotal in Texas to RVO's Sport Tech Innovation Bridge (STIB-USA).



Looking ahead: What to Watch in 2026

- **STIB USA Mission** – Visiting
- **WorldCup Soccer** – Curaçao vs. Germany, in Houston, June 14, 2026, at 12 noon
- **WorldCup Soccer** – Netherlands vs. Japan, in Dallas, June 14, 2026, at 3pm
- **WorldCup Soccer** – Netherlands vs. ??, in Houston, June 20, 2026, at 12 noon
- **Football Fiesta & FIFA Fan Festival™** – East Downtown, Houston, World Cup Watch Parties and more, June 11 – July 19, 2026
- **Soccer Celebration Fan Festival** – Simpson Plaza, Frisco, World Cup Watch Parties and more, June 11 – July 19, 2026
- **FIFA Fan Festival™** - Fair Park, Dallas, World Cup Watch Parties and more, June 11 – July 19, 2026



“The collaboration with NBSO Texas has been of great value to Sorama in 2025. Thanks to their proactive support, we have taken important steps in Texas – particularly in the sports sector, where we are now in advanced discussions with the Houston Texans and the Houston Dynamo. NBSO Texas has also connected us with the right stakeholders at the right time for our industrial activities, such as hydrogen and asset monitoring. Their network, their sense of timing, and their genuine commitment make them an indispensable partner in our growth in the United States.”

Rick Scholte- Sorama



Rick Scholte, Founder & CEO at Sorama. Sorama develops AI-driven acoustic technology that makes sound visible and measurable to optimize performance, safety, quality, and user experience in industries ranging from manufacturing and infrastructure to healthcare and sports venues.

Focus Sector: Water & Resilience



Overview

The Water & Resilience sector is a key area for collaboration between the Netherlands and Texas. With its world-leading expertise in flood risk management, delta technology, and climate adaptation, the Netherlands is well positioned to support Texas’ large-scale coastal protection and resilience investments, creating concrete opportunities for Dutch companies and knowledge institutions.

At the same time, the scale, pace, and diverse climate challenges in Texas provide a valuable living lab for innovation. The lessons learned there, on extreme rainfall, storm surge, governance, and implementation are increasingly relevant for the Netherlands as it prepares for more complex climate change scenarios.

The Coastal Texas Project to protect the Houston-Galveston region against hurricane disasters, is the largest and most expensive project ever undertaken by the U.S. Army Corps of Engineers. While a Dutch company was already successful in the first tender procedure, the \$50+ billion project will continue to offer major opportunities for Dutch delta technology for decades to come. Meanwhile, Texas’ broader urban resilience challenges are creating a strong and growing market for integrated water and climate adaptation solutions.

Highlights

NBSO Texas has further strengthened its Water & Resilience network in 2025 by bringing partners together and supporting a series of impactful initiatives and visits.



Strategic Stakeholder Engagement

A key highlight was the visit of Rijkswaterstaat Director-General Martin Wijnen and his team to Texas, for which NBSO Texas organized a high-level program with the U.S. Army Corps of Engineers, the Gulf Coast Protection District, and the Texas General Land Office, combined with site visits connected to the Coastal Texas Project and the future storm-surge barrier locations.





Water & Resilience

Tender Positioning

After multiple years of NBSO Texas facilitating meetings, workshops, roundtables, and other matchmaking activities for Dutch industry and knowledge institutes, this work has now translated into a major milestone within the Coastal Texas Project: the engineering design for the Bolivar Roads Gate System (the world's largest coastal storm surge barrier system) has been awarded to a consortium that includes the Dutch firm Haskoning, covering the financially largest component of this multi-decade USD 53 billion program.

Future Workforce Network

With a view to the longer term, NBSO Texas also supported a knowledge-exchange program of Texas A&M University to the Netherlands in close cooperation with TU Delft and Rijkswaterstaat and helped facilitate a Study Abroad program of Rice University. These exchanges create lasting transatlantic connections: students gain first-hand experience in each other's water and resilience ecosystems, build professional networks early in their careers, and later bring this knowledge and these relationships into the companies and organizations they work for.

PIB Consortium Development

At the same time, NBSO Texas helped initiate the PIB Dutch Flood Resilience Solutions program with RVO, creating a structured platform for Dutch companies to position their integrated flood-resilience solutions in the Texas market. The program brings together a public-private consortium that works with a multi-layered approach, from modeling and scenario analysis to rapidly deployable barriers, smart monitoring, and resilient infrastructure design, and combines Dutch expertise with U.S. local knowledge to deliver practical and scalable solutions.

Institutional Recognition

Finally, Chief Rep Bee Kothuis' appointment as a Distinguished Partner of the Institute for a Disaster Resilient Texas (IDRT) further reflects the structural and long-term nature of the Dutch Texan partnership in flood resilience.

Missions and Activities in 2025

Water & Resilience

January

Conference | Texas Water Development Board (TWDB) - Water for Texas.

[Read more](#)

February

Seminar | Center for Coastal Futures and Adaptive Resilience (CFAR) - Adap[tive Resilience for Improved Coastal Futures.

[Read more](#)

Workshop | Rice University Severe Storm Prediction, Education, Evacuation from Disasters Center (SSPEED) - Nature Based Solutions for the Houston-Galveston Region.

[Read more](#)

March

Networking Event | Organized by NBSO Texas - Holland to Houston: TU Delft Research Presentation & Networking on Coastal Protection.

[Read more](#)

Workshop | Institute for a Disaster Resilience Texas (IDRT) - Bolivar Roads Gate System

April

Mission | Organizing Visit DG Rijkswaterstaat and delegation to Texas.

[Read more](#)

Workshop | Society of Military Engineers (SAME) - Houston-Galveston Resiliency Workshop.

[Read more](#)

May

K2K Exchange | Texas A&M University and Rice University - International Research & Education for Students Program and Study Abroad Program in the Netherlands



"NBSO Texas has been an invaluable partner to Dutch Water Prevention in establishing and expanding our presence in the U.S. Their professionalism, strong network, and proactive support through the Partners for International Business program have opened doors that would otherwise remain closed. Their personal commitment makes them a truly trusted partner on the ground."

Raymond Hofer - Dutch Water Prevention



Raymond Hofer is founder and CEO of Dutch Water Prevention, CEO of Box Barrier, and Cluster Coordinator of the RVO 'PIB Dutch Flood Resilience Solutions for Texas and Florida' program.

Missions and Activities in 2025

Water & Resilience

October

Conference | Environmental & Water Resources Institute (EWRI) – 5th Annual Houston Conference.

[Read more](#)

PIB-RVO | Installation Partners in Business consortium - Dutch Flood Resilience Solutions for Texas and Florida.

[Read more](#)

November

Conference | Rice University Severe Storm Prediction, Education, Evacuation from Disasters Center (SSPEED) - Flood Protection Strategies: Infrastructure Solutions for Resilient Communities.

[Read more](#)

Presentation | Institute for a Disaster Resilience Texas (IDRT) – Distinguished Partners Lecture series featuring Bee Kothuis.

[Read more](#)



“NBSO has been a key resource and partner in connecting with Dutch experts on flood risk reduction. Our collaboration has helped to make the Texas coast more resilient over the long term.”

Sam Brody
Institute for a Disaster Resilient Texas (IDRT)



Sam Brody is Director of the Institute for a Disaster Resilient Texas (IDRT) and a professor at Texas A&M University; and has collaborated since 2012 with TU Delft and Rijkswaterstaat on research and knowledge exchange in flood resilience and climate adaptation.



Looking ahead:
What to Watch in 2026

- **PIB Dutch Flood Resilience Solutions** - Mission to Florida and Texas, Houston and San Antonio, April 16-17, 2026
- **ICCE** – International Conference on Coastal Engineering, Galveston, May 17-22, 2026



Focus Sector: Energy



Overview

Texas is one of the world’s most influential energy hubs and a key partner for the Netherlands in the transition to a low-carbon energy system. Alongside its role as a major producer of traditional energy resources, the state is rapidly positioning itself at the forefront of renewable power, carbon capture, and clean hydrogen. Texas leads the United States in wind energy production and has one of the fastest-growing utility-scale solar portfolios, highlighting both its scale and its pace of change.

This unique combination of infrastructure, industry, and investment creates real opportunities for Dutch companies and knowledge institutions to engage in large-scale projects and integrated value chains. The Texas Gulf Coast is also emerging as a central link in a transatlantic hydrogen corridor aligned with the ambitions of the Port of Rotterdam. Working together allows the Netherlands not only to export expertise, but also to gain valuable experience in large-scale implementation and system integration for its own energy transition.

Highlights

NBSO Texas has further strengthened the Transatlantic Hydrogen Corridor efforts, started in 2022 with the Royal Visit to Texas, by bringing partners together and supporting a series of impactful initiatives and missions.

Trade & Matchmaking

During CERAWeek, NBSO Texas facilitated the program for the Port of Rotterdam mission to Texas, joined by the Consul General in Miami and the Energy Counselor of the Embassy in Washington, D.C., with client meetings and targeted matchmaking. As the world’s most influential energy conference, CERAWeek brings together global industry leaders, policymakers, investors, and innovators to shape the future energy system. To enhance the impact of the delegation’s presence, NBSO Texas also organized a targeted networking reception, connecting them with key stakeholders from across the Texas energy sector.





Texas as powerhouse of the clean hydrogen economy

Opportunities for Dutch businesses



May, 2025

Factfinding & Trade

NBSO Texas welcomed a second Hydrogen mission, led by the City and Port of Rotterdam. This delegation focused on fact-finding and trade along the Texas-Louisiana Gulf Coast and further strengthened the long-standing Rotterdam-Gulf Coast energy connection. Following meetings with Louisiana port authorities and regional hydrogen developers, the delegation continued to Houston, where a program of in-depth sessions with major energy companies, a visit to a hydrogen production facility, and a strategic roundtable at the Greater Houston Partnership was in the program.

Hydrogen Market Scan

NBSO Texas proudly launched its newest publication: “Texas as Powerhouse of the Clean Hydrogen Economy – Opportunities for Dutch Businesses”, a market scan commissioned by NBSO Texas and the International Clean Energy Partnership (ICEP). The report outlines concrete opportunities for Dutch companies in the rapidly growing hydrogen sector in Texas.

[Download the report here.](#)

Transatlantic Hydrogen

A Texas hydrogen mission to the Netherlands was organized by NBSO Texas in close collaboration with the Netherlands Embassy in Washington, D.C. The program began in Groningen with visits to the Hydrogen Valley, Eemshaven, and Green Planet, providing first-hand insight into Dutch hydrogen production and infrastructure. In Rotterdam, participation in the World Hydrogen Summit, combined with an official welcome by the City and Port of Rotterdam, enabled high-level exchanges that advanced the Transatlantic Hydrogen Corridor and strengthened Texas-Netherlands energy cooperation.

Innovation

NBSO Texas and the Dutch Innovation Attaché network arranged the Innovation Mission on hydrogen to Texas. RVO brought a delegation of Dutch companies, knowledge institutions, and representatives from the Ministries of Climate & Green Growth, Foreign Affairs, and Economic Affairs to Houston to Houston for a deep dive into the regional hydrogen ecosystem. The local program included introductions at Greentown Labs and the ION, a roundtable on infrastructure and storage with the Gulf Energy Catalyst, and visits to Air Products and the University of Houston’s Energy Transition Institute, providing insights into large-scale storage, pipeline development, and liquid hydrogen applications.



“The Port of Rotterdam Authority highly values the strong partnership we have built with the Netherlands Business Support Office in Texas since 2023. The NBSO consistently provides exceptional support, acting as our reliable boots on the ground in Texas with fast, professional, and effective follow-up on all actions. Their team plays a crucial role in facilitating incoming Team NL missions to the United States, as well as U.S. delegations traveling to the Netherlands – including those attending the World Hydrogen Summit in Rotterdam. We greatly appreciate their dedication, expertise, and commitment to strengthening the transatlantic relationship between our regions.”

Sjoerd Robert Figdor - Port of Rotterdam Authority



Sjoerd Robert Figdor is Senior Business Manager at the Port of Rotterdam Authority, where he plays a key role in advancing Netherlands-Texas collaboration on emerging hydrogen opportunities along the Texas Gulf Coast.

Missions and Activities in 2025

Energy

March

Mission | Co-programming Port of Rotterdam Authority mission to Houston including CERAWeek participation.

[Read more](#)

Expo and Conference | Participating at CERAWeek AGORA Innovation - The market place on energy innovation and emerging technologies.

[Read more](#)

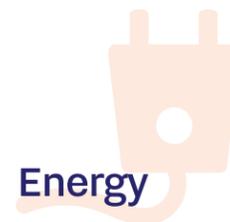
Networking Reception | Organizing Energy Sector networking reception with Netherlands Foreign Investment Agency (NFIA), Consulate General in Miami, and Netherlands embassy in Washington D.C.

April

Networking Event | Attending the University of Houston 10th Annual Energy Seminar and Banquet.

[Read more](#)





Missions and Activities in 2025

May

Expo and Conference | Visiting Dutch Companies at the Offshore Technology Conference & Expo (OTC) under the banner “Let’s Accelerate the Energy Transition Together”.

[Read more](#)

Round Table | Hosting the NMT-IRO round table under the banner “Smarter Working at Sea”.

[Read more](#)

Expo and Conference | Visiting Dutch Companies at the World Hydrogen Conference in Rotterdam.

[Read more](#)

Networking Reception | Co-organizing the OTC networking reception with the Netherlands Consulate General in Miami and branch organization NMT-IRO.

Intelligence | Organizing event to launch of the Market Scan ‘Texas as powerhouse of the clean hydrogen economy – Opportunities for Dutch Businesses’ at WHS.

[Get the Market Scan here](#)

Mission | Organizing Texas Hydrogen mission to the Netherlands (Groningen and Rotterdam) with Embassy of the Netherlands in DC.

[Read more](#)

June

Expo & Trade Show | Visiting Dutch companies at the Hydrogen Technology Expo North America.

[Read more](#)

November

Mission | Arranging the program Hydrogen Innovation Mission - Storage, Transportation, and Liquid Hydrogen.

[Read more](#)

Networking Reception | Hosting networking reception for representatives from Dutch and Texan industry, policy, research, and energy hub organization.

Mission | Co-organizing Factfinding Mission - Port of Rotterdam and City of Rotterdam to Texas-Louisiana Gulf Coast.

[Read more](#)



Looking ahead: What to Watch in 2026

- **CERAWeek and AGORA Innovation** - Largest energy conference and energy innovation hub in the world, Houston, 23-27 March, 2026
- **OTC** – Offshore Technology Conference and Expo, 4-7 May 2026.
- **WHS** - World Hydrogen Summit and Exhibition, including CCUS World and Energy Storage World, Rotterdam, 19-21 May, 2026
- **Updated Hydrogen Market Scan Texas & Louisiana Gulf Coast** reflecting the rapidly evolving policy, infrastructure, and investment landscape, to be published in May 2026.



“We have worked with the team at the Netherlands Business Support Office to build closer connections between the Gulf Coast and the Netherlands on clean hydrogen and its derivatives. As the CEO of Gulf Energy Catalyst, the primary organization along the Gulf Coast working on these issues, the support from the NBSO has been an invaluable resource. We are looking forward to continuing to collaborate on our common vision of building trade and business linkages between the Gulf Coast and the Netherlands to support a global clean energy market.”

Brett Perlman - Gulf Energy Catalyst



Brett Perlman is CEO of Gulf Energy Catalyst and 2026 Impact Fellow in Residence at Harvard University working on climate change and energy transition related challenges.

Focus Sector: Technology



Overview

The Technology sector is a cornerstone of the economic relationship between the Netherlands and Texas, with strong complementarities in semiconductors, artificial intelligence, digital innovation, and cybertechnology. Texas hosts some of the fastest-growing tech hubs in the United States, most notably in Austin, Dallas, and San Antonio, offering Dutch tech companies access to capital, talent, corporate partners, and rapid market adoption, which creates concrete opportunities to pilot, partner, and scale.

At the same time, the Netherlands brings globally recognized strengths in semiconductor equipment, deep tech, photonics, cybersecurity, and applied AI. Connecting these capabilities to Texas' entrepreneurial and investment-driven environment accelerates commercialization and helps Dutch companies position themselves in strategic value chains, from semiconductor supply chains to secure digital infrastructure and critical-technology applications.

For the Netherlands, engagement with Texas also provides valuable insight into rapid scaling, venture-driven growth, and public-private innovation models. Through targeted ecosystem engagement, soft-landing support, and strategic matchmaking, NBSO Texas helps Dutch technology companies translate their technological leadership into sustainable market presence in one of the world's most dynamic innovation regions.



"The collaboration with NBSO Texas was extremely valuable and very energizing! Thanks to their strong local network, targeted introductions, and thorough preparation, we were able to explore the Austin ecosystem effectively and identify concrete leads for further NL-US collaboration."

Peter Jan Kok - Scale NL



Peter Jan Kok is Start-Up Liaison Officer at Scale NL, a public-private organization working at the intersection of tech, entrepreneurship, and diplomacy, helping Dutch start- and scaleups take on the U.S. market.

Highlights

Ecosystem Scouting

First highlight of the year was NBSO Texas' working visit to Dallas and Frisco. The team engaged with stakeholders in semiconductors, fintech, sportstech, and health innovation. At SMU, NBSO Texas also joined the Texoma Semiconductor Tech Hub discussions to explore how Dutch companies can connect to emerging North Texas supply-chain and innovation priorities.

Cyber Market Access

In 2025, NBSO Texas continued to expand the local network to support Dutch positioning in U.S. cybertechnology through ecosystem connections focused on critical infrastructure and cross-sector security needs, building on the Partners for International Business (PIB) cyber engagement with stakeholders in Texas across energy, healthcare, finance, and local government.

Factfinding & Leads

A key highlight was the multi-day visit to San Antonio, where meetings with Southwest Research Institute and Port San Antonio provided NBSO Texas with a valuable network and in-depth insight into one of the United States' largest applied R&D and defense-linked cybersecurity ecosystems. The program also created concrete leads for Dutch companies in robotics, dual-use tech, aerospace, and hydrogen, while showcasing successful collaboration models such as Dutch company XYREC's partnership with SwRI. This engagement significantly strengthened NBSO Texas' sector intelligence and positioned San Antonio as a strategic entry point for future Dutch tech and cyber missions.

International Positioning

At SXSW in Austin, NBSO Texas played a central role in positioning the Netherlands within one of the world's leading tech and creative innovation platforms. By co-organizing the official Dutch welcome dinner and hosting a dedicated Dutch Meet-Up with tailored one-on-one market entry guidance, the team provided practical soft-landing support for companies exploring opportunities in Texas. Participation in the City of Austin International Business Forum and a European market-entry panel created strong visibility for the Dutch value proposition in areas such as digital innovation, energy transition, life sciences, and sports. Throughout the week, targeted networking with entrepreneurs, investors, and ecosystem partners translated into concrete follow-up leads and reinforced Texas as a strategic landing place for Dutch innovation.

Missions and Activities in 2025

January

Working Visit | Dallas and Frisco Tech Ecosystem Scouting & Networking Visit.

[Read more](#)

March

Conference | Attending SXSW Tech Track, focus on the latest trends in AI, cyber tech, secure digital infrastructure, immersive tech, and next-generation digital infrastructure.

[Read more](#)

August

Working Visit | San Antonio Tech Ecosystem Scouting & Networking Visit.

[Read more](#)

January 2026

Working Visit | Austin Tech Ecosystem Scouting & Networking Visit.

[Read more](#)



Looking ahead: What to Watch in 2026

- **SXSW** – Tech Innovation in its broadest sense, Austin, 12-19 March, 2026
- **PIB Cyber Mission** – Netherlands Enterprise Agency (RVO) mission to Austin, San Antonio and Phoenix, May 4-5, 2026
- **ScaleNL Mission** – Netherlands Enterprise Agency (RVO) mission to Austin with 15+ Academic Start-ups, Summer 2026



Start-Up Market Access

A major follow-up of all the efforts above was a successful strategic scouting visit together with ScaleNL in January 2026 to map opportunities for Dutch tech startups and scale-ups in one of the United States' fastest-growing innovation hubs. Through meetings with Opportunity Austin, the City of Austin, Capital Factory, Dell Medical School, Q-Branch, and leading Dutch companies already active in the region, the program provided in-depth insight into soft-landing support, access to capital, dual-use and AI development, and commercialization pathways. The visit confirmed Austin as a highly collaborative gateway for Dutch companies entering the U.S. market and laid the groundwork for follow-up missions in 2026, including a ScaleNL delegation of academic startups.



“The NBSO in Houston has been an outstanding partner for Opportunity Austin. In 2025, we had the pleasure of welcoming multiple Dutch delegations and connecting with innovative companies exploring the Austin region for their U.S. market entry. The NBSO’s ability to identify and prepare high-quality companies for expansion into our market speaks volumes about their team and their mission. It’s exactly the kind of partnership that creates real value on both sides of the Atlantic, and we’re excited about what’s ahead.”

Corey Rose - Opportunity Austin



Corey Rose is Vice President, Global Investment & Innovation at Opportunity Austin, the regional economic partnership fostering innovation, investment, workforce development, and livability across the Austin region.

Cross-Sector

Events and Activities 2025

January

Expo | Attending opening of Art expo by Dutch artist in Austin ‘Tenant of Culture’ at The Contemporary Austin.

Networking Event | Co-organizing New Years Reception with Netherlands-America Foundation in Houston.

March

Presentation | Participation in panel at SXSW on market entry strategies, regulatory landscapes and investment opportunities across several EU countries.

[Read more](#)

April

Special event | Hybrid Breakfast session ‘Doing Business in the US: Visa, Entity Setup and Legal Disputes’.

[Read more](#)

Expo | Attending and Business Support at the Specialty Coffee Expo in Houston.

[Read more.](#)

Onboarding visit | Attending CoMotion Miami and network visit to Consulate General in Miami.

[Read more](#)

Event | Attending Space Walk II organized by Capital Factory at the Houston Space Center.

[Read more](#)

May

Conference | Participating in Mobility Conference Amsterdam “Navigating through the city of tomorrow”.



Network visit | Incoming visit from RioPlex opened the door to new cross-border collaboration opportunities and provided insight into the rapidly developing innovation and manufacturing ecosystem along the Texas-Mexico corridor.

July

Visit | Visit to Nederland, TX, meeting with Mayor Darby and Nederland Economic Development Corporation.

[Read more](#)

Strategy Work Sessions | Executing NBSO Texas Internal Strategy Meeting 2025-2026 in Galveston.

[Read more](#)

Mission | Support and co-organize visit program for Port of Rotterdam to Houston.

Network visit | Supporting NBSO Arizona with opening new office in Phoenix.

September

Strategy Work Sessions | Participating in Economic Network Days in Washington DC.

[Read more](#)

Network visit | Supporting NBSO Los Angeles Anniversary, plus farewell and welcome Chief Representatives.

October

Networking Event | Organizing and hosting Networking event with theme Dutch Drinks and Sports Talks for Dutch business network in Houston.

November

Strategy Work Sessions | Participating in NBSO Americas Strategy Days and organizing workshop in Rio de Janeiro, Brazil.

December

Conference | Attending YTexas 2025 connecting international companies and investors to Texas’ business ecosystem.

[Read more](#)

Network visit | A visit to The Woodlands Area Economic Development Partnership provided valuable insights into the region’s fast-growing life sciences and corporate ecosystem.

[Read more](#)





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