

Assocham sets up European headquarters in Amsterdam

Our Bureau
Mumbai, Dec 2:

The Associated Chambers of Commerce and Industry of India (known as Assocham India) has officially opened its first Dutch branch in Amsterdam.

According to Vikas Chaturvedi, the founder of Assocham Netherlands, the launch of Assocham's European base in Amsterdam "will give a substantial boost in business between India and Europe. This will further enhance the role of the Netherlands as the gateway for Indian companies in Europe."

He added that "Assocham's presence in Europe can act as a platform for European companies to enter into the Indian market very smoothly."

In fact, more and more Indian companies are setting up shop in the Amsterdam Metropolitan Area due to the region's affordability, high levels of connectedness, high quality of life, and unique business ecosystem, Chaturvedi said.

Expats from India are the fastest-growing group of expats in Amsterdam, especially in the ICT sector. Major Indian companies such as Tata Consultancy Services, Cognizant, Sun Pharma, and Infosys Technology have already established their European or Benelux headquarters in the Amsterdam Metropolitan Area.

Assocham India assists its Indian members that want to expand abroad, and also helps foreign companies that want to do business in India. Established in 1920, Assocham India now counts more than 450,000 members.

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