

NI ↔ NL BIZ

THE NEWSLETTER WHICH KEEPS NORTHERN IRELAND IN TOUCH WITH THE DUTCH.

ISSUE 15

GATEWAY TO GROWTH

SEE PAGES 10-12



Hello

NI-NL BIZ No.15 provides readers with an update on Northern Ireland – Netherlands trade relations in 2017.



In this 15th edition of NI-NL BIZ Steve Murnaghan, Founder of NI-NL...

- looks back at NI-NL's 11th Annual Dinner at The Heineken Experience Amsterdam
- describes how Invest NI's Going Dutch programme continues to build strong trade links year after year
- reports on Lisburn and Castlereagh City Council's Netherlands Outlook programme
- announces a new Invest NI initiative to Ease aspiring Exporters into Europe
- welcomes Ambassador Peter Wilson to the Netherlands
- explains how the Netherlands has been the Gateway to Growth for Northern Ireland for many years
- covers many trade successes between NI & NL achieved over the last year
- celebrates ASEE's 40 years in business
- congratulates KLM on the 3rd year of operation from Amsterdam into Belfast City airport

Background to NI-NL

The Northern Ireland Netherlands Trade and Export Society (NI-NL) was founded in 2006 to encourage and stimulate export trade between Northern Ireland and The Netherlands.

NI-NL is a forum and platform for companies and professionals active, or who wish to be active, in trade between Northern Ireland and the Netherlands. NI-NL's Mission is to "proactively assist in developing Partnerships in Trade, Enterprise & Investment between Northern Ireland and The Netherlands".

NI-NL is a not for profit foundation and plays an active role by organising a number of business networking events and activities per year and keeping businesses abreast of activity between the 2 regions.

The NI-NL BIZ magazine is published twice per year and has a circulation of 2350 export businesses and public sector organisations in Northern Ireland and the Netherlands.

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Please notify NI-NL by email on info@ni-nl.org if:

- you have any articles or news stories of interest to NI-NL BIZ readers
- you would like a business contact in NI or NL to receive BIZ
- the contact details on the envelope are not correct
- you would prefer not to receive NI-NL BIZ in the future

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Front cover

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THE PRE-DINNER NETWORKING RECEPTION, WAS A GREAT OPPORTUNITY FOR NORTHERN IRELAND AND DUTCH PARTNERS TO CATCH UP PRIOR TO DINNER.



NI-NL Founders Invest Northern Ireland and Lisburn & Castlereagh City Council dignitaries meet with British Ambassador Sir Geoffrey Adams.



Sir Geoffrey Adams (l) and Alison Gowdy (r) Director of Trade at Invest NI welcome business partners Peter Comello and Robin Adair.



SAM Mouldings availed of the NI-NL Dinner to discuss business with their table of Dutch building materials partners.



Fred Olthof Head of Economic Department Netherlands Embassy London and The Right Worshipful The Mayor Brian Bloomfield welcome Northern Ireland and Dutch guests during the Network Reception.

Many thanks to Heineken for arranging a tour of the Experience for NI-NL companies and guests, prior to product tasting.



NI EXPORTERS OUT IN FORCE IN THE NETHERLANDS

Dutch and Northern Ireland companies raise a toast to continuing trade between the 2 countries.

Representatives of 60 Northern Ireland exporters flew into Amsterdam to join their invited Dutch guests at the 2017 Northern Ireland Trade Dinner.

The strong and ever growing trade relations the province has with the Dutch were celebrated during NI-NL's 11th dinner at the capital's award winning visitor attraction, The Heineken Experience. Following the Networking Reception, offered by the Netherlands Embassy London, guest speakers addressed the 120 strong audience of international companies and praised them for their continuous efforts in developing mutually beneficial business together.

NI-NL (www.ni-nl.org) a not for profit foundation, which was established in 2006 plays an important role in supporting business relations between Northern Ireland and the Netherlands. Over 1100 Dutch and Northern Ireland trading partners have attended the annual event since the 1st NI-NL Trade Dinner was held in 2007 in Amsterdam.

There has never been a better time to do business with Northern Ireland

Founder of NI-NL Steve Murnaghan, explained in his welcome, "NI-NL is a forum for likeminded business managers and owners to discuss current and future trading opportunities and challenges. The Annual Dinner is an occasion to get together, form partnerships and to discuss solutions with allied strategic partners not only for this year but for the years to come."

His message to the Dutch customers and partners of NI companies was clear, that given the flexible nature of family run companies in the province, the low labour costs and the current value of sterling, that "There has never been a better time to do business with Northern Ireland".

The annual event, the highlight of the NI-NL calendar, was attended by British Ambassador Sir Geoffrey Adams, based in The Hague, Fred Olthof of the Netherlands Embassy, London, and the Mayor of Lisburn and Castlereagh City Council Brian Bloomfield.

Increased manufacturing exports



Director of Trade at Invest NI, Alison Gowdy referred in her address to the latest statistics which show that Northern Ireland has increased manufacturing exports over the last year by 6% to £7.41bn and that European markets represent 55 % of Northern Ireland export sales in total.

Ms. Gowdy explained "The Netherlands is a strategic partner for Northern Ireland business, large and small and across many business sectors, and the tremendously successful Going Dutch Programme, run in conjunction with Northern Ireland Trade Consultants, continues to deliver sustainable partnerships business for exporters from the province. Invest NI has a range of initiatives to support companies to develop opportunities such as the recently launched Export Ease workshop which provides an introduction to exporting into Europe and a trade mission to the Benelux region in the Autumn".

Over 100 companies have availed of 'Going Dutch' to take their first steps in exporting and many of the alumni from the programme present with partner companies for the New Year's Trade Dinner were congratulated for their individual successes.

SAM plays the cards at hand



Gerard Wilson, Sales Director of Antrim based SAM, the UK's leading manufacturer of MDF Mouldings, looked back on the efforts they had put into the Dutch market over the last 8 years to develop sales into both the builders merchants and DIY chains since participating on Invest NI's Going Dutch programme.

Looking back, he said, "The programme was a fantastic tool for the business and was our first step to becoming the committed exporter we are today. Not



NI-NL Founders, Invest NI and Lisburn & Castlereagh City Council with Guest Speakers including Fred Olthof of the Netherlands Embassy.

only did we benefit from Invest NI's local expertise in receiving a detailed analysis of the market sector and meetings with all the key players, but it filled us with the confidence to invite European partners to our site and to roll out new products globally - in Europe, the USA, Australia and South Africa."

Wilson also had a clear message for the audience, including seven of their key Dutch customers, regarding SAM's future in Europe. "It is clear that there will be uncertainty which could last several years and the result of negotiations will be out of our control so we need to focus and play with the cards that we have been currently dealt. At SAM we will continue to innovate new products, raise service levels and drive efficiencies to allow us to compete and partner with great companies, like our current Dutch customers and their teams. Therefore it is business as usual."

Lisburn and Castlereagh committed to exports

Councillor Uel Mackin, Chairman of the Development Committee at Lisburn and Castlereagh City Council informed the audience that 70 local businesses from the Council area had also been assisted to explore new business opportunities in the Netherlands over more than a decade and

that they remain committed to delivering export initiatives.

In the days prior to the dinner 5 aspirant exporters had embarked on the Council's 13th consecutive trade mission to the Netherlands, participating in workshops, one-to-one mentoring sessions and individual meetings with 30 potential Dutch business partners throughout the country. And on the last night of the visit the 5 companies were given the opportunity to pitch the knowledgeable multisectoral NI-NL audience with an insight into their export products and objectives for the Netherlands.

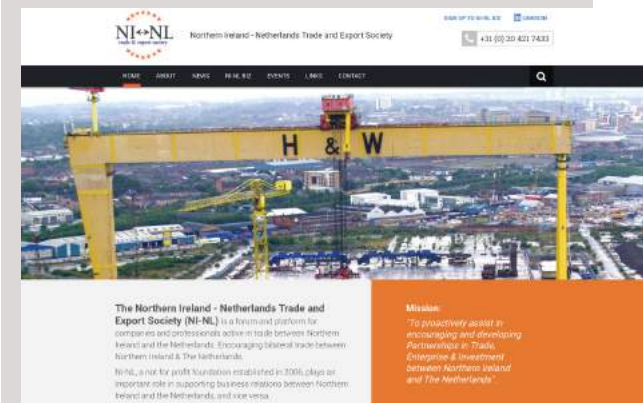
Trade Partners ... yesterday, today and for tomorrow

Northern Ireland is without doubt the most active business region within the UK in its approach to the Netherlands through the public - private partnership approach of NI-NL. The number of companies active between Northern Ireland and The Netherlands continues to grow day by day and events such as the Trade Dinner ensure that the two countries will remain trading partners for many more decades to come, no matter how choppy the waters may become across the Irish and North Seas.



WEBSITE

Ten years after v.1, the NI-NL website has been revamped. New features include more news stories, NI-NL BIZ magazine downloads and online registration for events. Browse to www.ni-nl.org to view the result.



Linked in

The NI-NL LinkedIn group has also been launched moving NI-NL into the next decade. Keep up to date with relevant Northern Ireland - Netherlands business stories and news by the joining NI-NL's LinkedIn group.

<https://www.linkedin.com/groups/8576787>

BNR DOING BUSINESS IN EUROPE INTERVIEW – NORTHERN IRELAND

NI-NL Founder Steve Murnaghan was interviewed by BNR (Business News Radio) for the Zakendoen in Europa (Doing Business in Europe) programme regarding Northern Ireland, Brexit and the border.

Listen to the (Dutch language) interview covering:

- How important the Netherlands is for Northern Ireland?

- What products Northern Ireland exports to The Netherlands?

- How NI companies are experiencing Brexit?

- What plans are Northern Ireland exporters making for the future?

Listen in through:

<https://www.bnr.nl/radio/bnr-zakendoen-met/zakenineuroa/10320699/noord-ierland-zit-niet-te-wachten-op-brexit>



GOING DUTCH

On the theme of Gateway to Growth, in this edition of NI-NL BIZ, the Netherlands has been so successful for Northern Ireland SMEs to secure a foothold into the European market. Invest NI's Going Dutch programme continues to deliver key market intelligence and introductions to selected first time exporters to the Netherlands. The culmination of a 4 month training and sales development programme is a market visit including pre-arranged meetings with key partners and customers in the market.

Below are photographs of some recent Going Dutch participants.



Security Glass specialist Hamilton Erskine investigates the options of how to break into the Dutch and Belgian markets.



Cylinder manufacturer Northern Hydraulics meet with earthmoving, demolition, lifting platforms, and agricultural machinery players.



Husband and wife team Nonglak and John McFadden present the new playzeez range of kid's rucksacks and lunch bags to distributors.



GRP specialist Relinea gain traction with their anti slip products into Dutch industry.



Specialist Poultry Industry software developer Unitas engage with leading poultry growers, processors and egg packers in the Netherlands.



Award winning Boozysnap.nl is appointed as online reseller of Barely Cosmetics makeup sponges by Founder Nicole McEvoy.

HERE'S WHAT THE MOST RECENT ALUMNI OF GOING DUTCH SAY ABOUT THE PROGRAMME:

"I would highly recommend Going Dutch as a premium programme, the research and quality of meetings arranged was phenomenal. This is the way to develop export business."

"Going Dutch has demystified the whole export process for Hamilton Erskine."

"The Playzeez product strap line is 'little bags for big adventures' - as a small company the Going Dutch programme was the first big adventure into the Export market. We now have the confidence to move forward and hope to see our range of products selling in the Dutch market very soon."

"Frankly Going Dutch is the best export programme Unitas has been on in the last 20 years. The programme is well organised and thought through with a great on the ground team providing all the back up and assistance one could need."

"Excellent, great value for money"

"From start - finish I was very impressed with the professionalism and support provided by Invest NI + NITC helping NHL launch a very new + exciting project for ourselves. Thank You"

Going Dutch

RESEARCH LEAVES NO STONE UNTURNED

Regular visitors to The Netherlands will be aware that the lack of geological resources means that imports of stone and aggregates, and recycling, are required to meet national demand.

Northern Ireland, however, is home to a number of active quarries which play a significant role in the economy in extracting, processing and exporting rock and dimensional stone.

In depth research carried out by NITC on behalf of Northern Ireland company CES Quarry Products through Invest NI's Trade Advisor Service indicated that there is also a high usage of natural stone in gardens and public spaces in the Netherlands.

With over 60 years experience working and experimenting with rock, the creative team at CES™, based in Ballynahinch, have developed an exciting range of coloured gravels unlike anything else available. RockinColour™ is an innovative colour coated stone brand, available in 8 colours ideal for decorative features, plant pot topping and as a colourful background when laid with plants.

The research commissioned by RockinColour left no stone unturned and established that a market for coloured decorative stone products exists in the Netherlands. Once the market had been identified the next stage was to engage with Dutch distribution partners supplying consumers through retail channels as well as the professional market.

Wayne Stevenson, Director, met with key Dutch partners active in marketing and selling branded decorative stone to consumers through garden centres, DIY stores and stone merchants. The



companies were all impressed with the vibrant colour, exceptional quality, and competitive price.

RockinColour was quick to appoint a market leading stone company as their distribution partner for a web, catalogue and retail launch in 2017. The co branded range of 8 customised colours has now been successfully launched in The Netherlands, and neighbouring countries.

With the Lowlands providing the perfect European launching pad for RockinColour, Wayne and his team have worked with their French distributors to understand the local market demands to tailor colours, bag sizes and POS materials accordingly.

As the marketing team focus further North towards the Scandinavian markets to investigate the market potential, RockinColour's very active laboratory has one or two quite exciting new ranges under development.

Many Europeans view Ireland as the Emerald Isle but RockinColour is convincing consumers that they quarry a much wider range of colours than just that!



Coloured Rock Innovation

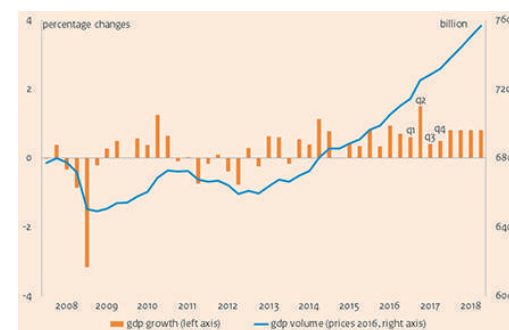


Due to its favourable location in relation to the European hinterland and the country's world-class air and sea ports such as the Port of Rotterdam (Europort) and Amsterdam Airport Schiphol The Netherlands functions as a key hub for distribution in Europe. 55% of Northern Ireland's total exports are destined for the EU - the largest market for exports - so most export focused companies are aware of the Netherlands as a Gateway into Europe and the Gateway to Growth.

Northern Ireland has enjoyed a strategic business relationship with the Dutch for many years, which has enabled numerous companies to get their first taste for Europe and grow their companies through export trade with the Netherlands.

With a population of 17 million, a booming economy and strong growth projected for 2018 NI-NL suggests there has never been a better time for Northern Ireland companies to further investigate potential trade with The Netherlands.

But what it is exactly about the Dutch economy and mentality that continue to make it attractive to the province? NI-NL BIZ takes a look at the main economic pillars and sectors of the Netherlands which make it a key Gateway to Growth for Northern Ireland.



10 ECONOMIC FACTS YOU MAY NOT KNOW ABOUT THE NETHERLANDS

1. FIFTH MOST PROSPEROUS COUNTRY

According to the UNDP, the Netherlands ranks 5th place worldwide (out of 188 countries) with regard to prosperity. In determining 'prosperity', the UNDP takes into account a country's GDP as well as other aspects of human well-being, such as life expectancy, public health, literacy levels and educational standards.

2. SIXTH LARGEST EU ECONOMY

In terms of surface area and population size, the Netherlands is not a particularly large country and ranks 134th and 65th worldwide. In stark contrast, the country's economic performance ranks much higher. The size of the economy, or the Gross Domestic Product (GDP), is about 679 billion in 2015. The Netherlands has the seventeenth-largest economy in the world and the sixth-largest in the European Union.

3. MAJOR EXPORT & IMPORT

As the fifth-largest exporter of goods in the world, the Netherlands occupies a prominent position when it comes to world trade. In 2015, the Netherlands exported goods worth a total of almost US\$ 668 billion, which is about 3.5% of the world's total exports.

As well as being a major exporter, the Netherlands also imports large quantities of goods: US\$ 507 billion in 2015. With about 3.1% share of the global total, the country is the eight-largest importer of goods in the world.

4. FAVOURABLE BUSINESS CLIMATE

According to a number of international league tables published by renowned institutes such as IMD and the World Economic Forum, the Netherlands is among the world leaders when it comes to a favourable business climate, due to:

- its open and international outlook



A barge navigates on the Maas River.
Credit: Claire Droppert / Rotterdam Image Bank

- its strategic location in Europe,
- its well-educated, multilingual and flexible workforce,
- the high level of labour productivity.

5. LEADING ICT INNOVATOR

The Netherlands is a leading ICT innovator and a digital gateway to Europe. It has strong ICT infrastructure and an open innovation model that leads to high-level research. Moreover, the Dutch are keenly focused on cyber security and have developed various centres of expertise such as The Hague Security Delta. The Netherlands plays a key role in global Internet traffic and is home to 205 multi-tenant data centres. About a third of Europe's Internet traffic with the US goes via the Amsterdam Internet Exchange.

6. HIGHLY INNOVATIVE

Dutch products are 'typically' highly innovative. The Netherlands provides solutions to keep rising water levels in check, create islands in the sea and make waterways navigable. Apart from solutions for use in the natural environment, the Dutch also have the

knowledge and the skills to develop products such as navigation systems with worldwide appeal. This capacity to innovate is evidenced by the large number of patents that are applied for every year, and by the presence of several world-renowned knowledge and research institutes in the Netherlands.

7. LEADING MULTINATIONALS, INNOVATORS AND START-UPS

The Dutch economy has a broad and solid base. Leading multinationals with worldwide operations such as AkzoNobel, ASML, DAF Trucks, Heineken, NXP Semiconductors, Philips, Shell and Unilever have their roots in the Netherlands. Besides the large corporates, there are many other high profile internationally-successful Dutch enterprises, and more than 98% are SMEs by definition, making them interesting partners for export focused companies.

8. ENTREPRENEURIAL SPIRIT

The Dutch have always been well known for their entrepreneurial spirit, which is reflected in the country's large number of entrepreneurs: 11.9% of the Dutch working population is self-employed. The Dutch government promotes start-ups because they create economic vitality and innovation and because they challenge existing firms, giving them the incentive to adapt and continue to innovate.

9. WELL EDUCATED WORKING POPULATION

The internationally-oriented working population of the Netherlands is well educated, with many people able to speak more than one foreign language. According to the EF English Proficiency Index, the Netherlands ranks third out of 54 countries. In addition to

English, and in comparison with neighbouring countries, a good proportion of the population also speak German and French.

10. THE DUTCH MINDSET

It is not an easy task to combine high population density with an above average level of tolerance and respect throughout society. However, the Dutch have managed, over centuries of growth and development, to find a balance herein. As a result, the Dutch constantly strive to create this balance in all aspects of daily life: from transport and housing; to work and leisure activities. The Dutch take pride in their rich cultural heritage but also have one of the most progressive and liberal societies in the world. The typical Dutch mindset can best be summed up as: **open, creative/innovative, entrepreneurial, resourceful, and international.**

SO IN INTERNATIONAL (BOXING) TERMINOLOGY THE NETHERLANDS 'PUNCHES ABOVE ITS WEIGHT' ON MANY FRONTS. NORTHERN IRELAND EXPORTERS OVER THE YEARS HAVE UNDERSTOOD THE BENEFITS OF THESE SKILLSETS BY DEVELOPING LONG TERM PARTNERSHIPS WITH THE DUTCH.



Using drones to maximise potato production
Credit: Photography by Luca Locatelli

DUTCH SECTORAL EXPERTISE

Holland is often associated with wooden shoes, tulips and windmills but actually offers a lot more than these historic icons. The nation has a longstanding history of invention, moving around the oceans of the world, trading with other countries. The Dutch are active worldwide in providing creative and sustainable solutions for global challenges related to water, food, energy, health, environment, and security which dovetail with sectors in which Northern Ireland companies are active.

DID YOU KNOW?



AGRICULTURE & FOOD

- The Netherlands is the world's 2nd largest exporter of vegetables and 2nd largest exporter of fruit
- Dutch exports of agricultural goods reached a record level of €91.7 billion in 2017
- Germany is the largest consumer of Dutch agricultural products



CREATIVE INDUSTRIES

- Dutch industrial designers, architects and fashion designers are in demand worldwide
- Five Dutch DJ's are in the world's top 10 including Tiesto, Martin Garrix, Armin van Buuren, Hardwell and Afrojack.
- The Dutch gaming industry is especially strong in serious gaming and simulation



CHEMICAL INDUSTRY

- Holland was the world's sixth largest supplier of chemical products and services in 2016, with exports valued at €7.8 billion
- Holland hosts 16 of the world's top 25 leading chemical companies, including BASF, AkzoNobel, DSM, and Shell



ENERGY

- By 2020, 14% of all energy will be generated from renewable sources
- A thousand new wind turbines are being built in the Netherlands
- Electric mobility is taking off in the Netherlands
- The Netherlands wants to be 100% circular in 2050



HIGH TECH

- Dutch companies invented WiFi, the CD, the DVD, Blu-ray discs and Bluetooth
- Holland is a hotbed of high tech companies, particularly in the Eindhoven Brainport region



HORTICULTURE

- Holland has an almost 50% share of the global trade in floricultural products
- Some 77% of all flower bulbs traded worldwide come from the Netherlands, the majority of which are tulips
- The sector is the number one exporter to the world for live trees, plants, bulbs, roots and cut flowers



LIFE SCIENCES & HEALTH

- The Netherlands is world-renowned for its healthcare system
- Philips is the world leader in medical imaging and patient monitoring technology
- Dutch companies are strong in healthcare infrastructure including hospital design and engineering, financing, waste management, medical equipment and energy efficiency



LOGISTICS

- Dutch infrastructure is among the best in the world, with excellent facilities for maritime (1), road (2), air (4), and rail (7) transport, according to the World Economic Forum
- Some 80% of all containers transported via inland shipping in the EU, passes through the Netherlands
- The Netherlands is a living lab for the development of sustainable logistics solutions



WATER

- The Dutch are world leaders when it comes to flood protection
- The Netherlands is unrivaled in areas such as drinking water production, water distribution, sewage management, and wastewater treatment
- 40% of water-related projects around the world (on the open market) are being carried out by the Dutch

If you are interested in exploring the Netherlands do not hesitate to contact the NI-NL Founders or network with companies already benefitting from the Gateway to Growth.

Brighten up your trip

Fly KLM from
Belfast City Airport

Royal Dutch Airlines



ANNUAL NETHERLANDS TRADE VISIT FOR LISBURN & CASTLEREAGH BUSINESSES



Trade Programme Participants and dignitaries of Lisburn & Castlereagh City Council at the pre dinner Network Reception.

Proving that Lisburn & Castlereagh businesses have an eye firmly on growing their businesses in international markets, eleven local companies travelled to Amsterdam with Council representatives in January.

With preparations starting in late 2016, 5 'new to market' companies hit the ground running in early 2017, as part of the Council funded 13th trade programme to the Netherlands. The visit coincided with the 11th NI-NL Export & Trade Export Society Trade Dinner in Amsterdam at which a wide cross section of industries was represented by Lisburn & Castlereagh companies involved in electronics, software, power, engineering, industrial services, interior decor, textiles and lawncare.

The participants of the Trade Programme were also invited to join the annual Northern Ireland Trade Dinner which was attended by a further 6 Lisburn & Castlereagh exporters and their Dutch business partners.

The Mayor, Councillor Bloomfield MBE, speaking at the dinner, said: "Sustained growth in exports is critical to the success of the local Lisburn Castlereagh economy, and I'm pleased to say that business links with the Netherlands have never been stronger. I was also greatly honoured to welcome the British Ambassador to the Netherlands, Sir Geoffrey Adams, to the NI-NL trade dinner, demonstrating the value which is placed at the highest levels of government on the delivery of international

trade initiatives such as NI-NL."

Councillor Uel Mackin, Chairman of the Council's Development Committee, added: "As a Council we are proud to have had the strategic foresight to be one of the founding members of the Northern Ireland - Netherlands Trade & Export Society 11 years ago. Lisburn Castlereagh is an entrepreneurial City, with a Council that puts the local economy first, and I can proudly say we are leading the way for local government as we are the only Council from N. Ireland to proactively fund and support trade links for our local businesses into the Netherlands and the wider European marketplace at this time."

Dr Theresa Donaldson, Chief Executive

of the Council commented: "I for one am delighted with the support from local businesses who travelled with the Council to attend this annual NI-NL trade dinner here in Amsterdam. These companies are great ambassadors for the City of Lisburn & Castlereagh, not only helping to demonstrate the quality of products and services produced locally, but sending out a clear message that despite these uncertain times, the Council area is open and ready for business.

Trade missions supported by the Council offer local businesses a unique opportunity to access export markets like the Netherlands, with a programme of tailored support designed to make it as easy as possible for local business to exploit new business and trade links."

Council led trade missions to the Netherlands have to date generated several million pounds to the local economy. This most recent visit, which coincided with the annual NI-NL trade dinner, was described by the five businesses who participated on the trade element, as having the potential to generate significant turnover for local businesses.

The participating businesses were Alan Edwards from Mushroom Machine Company; Rick Johnston from Jumping Jack; Julian Whitehead from The Precision Group; David Johnston from Gardencare and Terry Simpson from VoJo Media.



On stage with Cllr Uel Mackin the 5 Trade visit companies 'pitch' their products to the Northern Ireland Trade Dinner attendees

OUT AND ABOUT AROUND THE NETHERLANDS

In total for the Trade Visit 30 meetings were held throughout the Netherlands over a 2 and a half day period. The intrepid NI-NL BIZ photographer was on location to capture the Lisburn and Castlereagh entrepreneurs in action!



Rick Johnston enthuses importers about the Jumping Jack boosters – ready to power the European market



Terry Simpson meets with leading players in the digital signage and narrowcasting markets to pitch VoJo Media.



Alan Edwards gets to grips with the size of the mushroom market in the Netherlands – a global leader in this field.



David Johnston meets with Dutch garden tools experts to discuss the Gardencare Range



Julian Whitehead of the Precision Group engages with Dutch counterparts involved in industrial cleaning services.

If you are a local business and want to find out how the Council's Business Solutions team can help your business to grow, please log on to www.lisburncastlereagh.gov.uk/business_solutions or email Patricia Mallon at patricia.mallon@lisburncastlereagh.gov.uk

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THE EASE OF EUROPEAN EXPORT

NITC recently delivered its 3rd ExportEase training session, on behalf of Invest NI, for a group of enthusiastic aspirant exporters keen to know more about selecting markets and developing sales into European markets.

The pragmatic and interactive European ExportEase session was delivered by experienced Export Consultant Steve Murnaghan, Founder of Northern Ireland Trade Consultants, who has lived in and operated across Europe for over 25 years.

During the one day training session companies were guided around Europe, selected relevant territories, considered routes to market and developed an understanding of how to take first steps to get involved in the European market(s).

Dutch Water Management

During the session the delegates were presented the recent Case Study of ExportEase participant RHI Water who had selected the Netherlands in summer 2017 for further investigation. Based in Coleraine, Northern Ireland, RHI Water (an abbreviation of Rain Harvesting Ireland) develops innovative sustainable water solutions for rainwater, stormwater and greywater management. The company was assisted through Invest NI's Trade Advisor Service and NITC in Amsterdam to understand Dutch legislation surrounding rain water harvesting, identify partners involved in commercial projects and visit the world renowned Aquatech water trade show.



NITC Senior Consultant for the Benelux Robin de Neve with Johnny Coyle of RHI Water at Aquatech Amsterdam

Johnny Coyle, Director, engaged in 12 prearranged meetings in early November and following a return visit in December has appointed Dutch partners involved in relevant renewable and circular projects.



Johnny Coyle engages in preplanned meetings.

The case study focused on Easing into Europe through one market, developing an understanding of the requirements and selecting like minded partners. As NI-NL goes to press live RFQs have been generated for RHI's HYDRAPRO industrial rainwater filters in a number of high profile commercial construction projects in both the Netherlands and Belgium.



The Dutch Mentality of Let's Work Together was clearly promoted at Aquatech.

BEGIN IN BENELUX

A group of 7 companies participated on Invest NI's Trade Mission to the BeNeLux (Belgium, The Netherlands and Luxembourg) over a 5 day period in September. The Mission, delivered in market by NITC, was based in Amsterdam and Antwerp – the capital of the Flanders region and included meetings in Luxembourg - a first in 25 years for NITC.

In fact it was the first Invest NI Trade Mission to Belgium since the 'Begin in Benelux' campaign in the 90s. Companies involved in health, construction, renewables, waste, software, and engineering services participated in over 50 pre scheduled meetings during a busy week across the Benelux.



Claire Gadd of Invest NI with NI companies at the renovated Antwerp Centraal train station.

GDPR FOR DUMMIES ROADSHOW – AMSTERDAM

In an age of uncertainty, the one certainty for 2018 is the introduction of the European General Data Protection Regulation (GDPR). In order to assist European organisations take a practical, business orientated approach to GDPR, the team at MetaCompliance are having an executive briefing in key European cities, including Amsterdam on Thursday 22nd February 2018.

MetaCompliance is a Northern Ireland based leading provider of staff awareness, policy governance and risk management in the areas of privacy, cyber security and compliance. The MetaCompliance product range combines eLearning, phishing, GDPR, and policy management with cloud based software to easily implement a range of learning and training.

Whether you are kickstarting your privacy project or looking for ways to ramp up your existing programs, the GDPR breakfast briefing is designed to provide practical advice and assistance. Focusing on the realities of implementing GDPR, these practical briefings will expand on MetaCompliance's field experience gained from multiple GDPR projects.

In addition, the co-author of the official GDPR for Dummies guide, Mr. Shane Fuller, will attend these events to answer your business related GDPR questions. As a bonus, attendees will receive a physical copy of the GDPR for Dummies book.

READ MORE

The free GDPR breakfast briefing will take place in Amsterdam South / WTC between 08:00am and 09:30am. Please register to secure your place as numbers are limited due to the increased interest in this upcoming regulation.



www.metacompliance.com/gdpr/gdpr-for-dummies-roadshow/

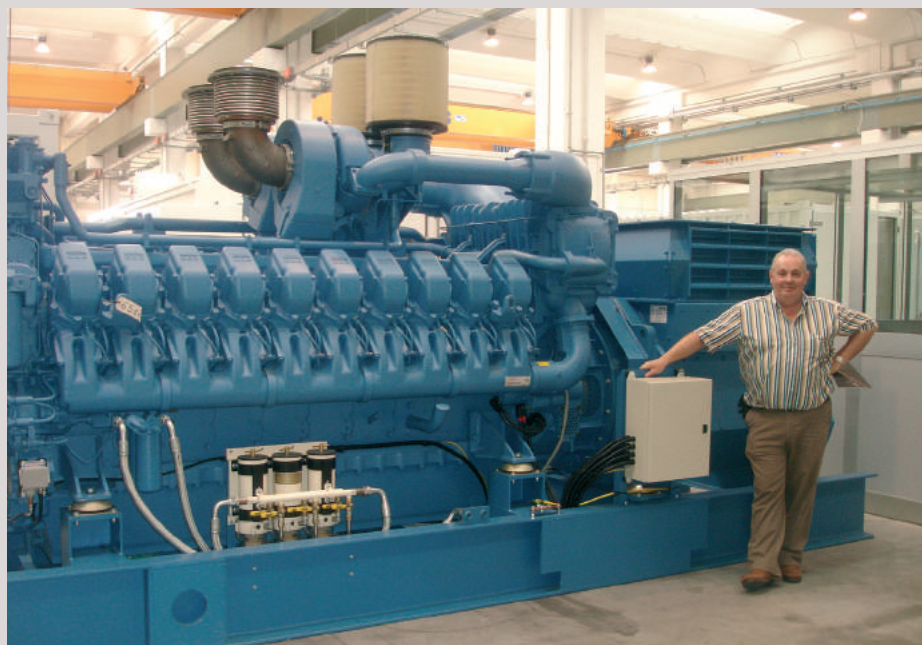
GENERATOR SPECIALIST INTEGRATES NEXT GENERATION

How times have changed for Aidan Strain who just over 40 years ago was completing his apprenticeship with a local Electrical Engineering company and today competes successfully on the European datacentre stage installing for global names in the ICT industry.

The Mullaghbawn man, who started out self-employed in Sep 1977 as Aidan Strain Electrical, worked on local contracts in the province before successfully completing several major industrial, commercial and retail installations in and around the London area. From 1995, having established his reputation as a reliable project director for meeting programme, cost and timeline constraints he won contracts to install generators in telecommunication sites around London. That work continued at a frantic pace until the dot.com bubble burst in late 1999.

However the core business at home, undertaking domestic and industrial projects throughout Ireland, and the electrical wholesale outlet in Mullaghbawn continued to flourish. With the expansion of Canary Wharf, projects on headquarters of numerous major banks, professional services firms and media organisations were to follow, all of which rely heavily on the immediate availability of standby power to protect their vast computer networks and keep their data safe.

Aidan realised that whilst the major generator manufacturers were extremely proficient at manufacturing the actual generator sets, they did struggle in bringing together the various trades people that are required to install the necessary support systems such as fuel oil services, ventilation, noise attenuation, flue gas exhaust systems, system controls etc making up the complete package now referred to as 'generator integration'.



Aidan Strain at Factory Test with 20 cylinder MTU generators for installation in a major UK data centre.

From 2000 onwards internet based companies started to emerge and to site themselves in large computer dependent outlets that became known as Data Centres, first appearing on this side of the Atlantic in the UK but gradually spreading throughout Europe and beyond. Aidan had been working within this Data Centre environment from their first appearance in UK, both as an established generator integration specialist and a general electrical contractor so it was a natural progression that he should expand that business into Europe.

European Expansion

With a large project due to start in the Netherlands, ASEE Ltd (as they had become), sought and received assistance from Invest Northern Ireland regarding European working practices, supply chain synergies, and partnering with Dutch companies in order to start to profitably complete their first major European projects.

Since then and drawing from the lessons learnt in Holland, similar relationships have been forged in Finland and Germany where they are heavily engaged in Data Centre work and retail fit out with over 100 employees on data centre sites in Frankfurt as the German financial sector continues to expand.

Next up, according to Aidan Strain, is a major datacentre project in Belgium which is due to commence in May 2018 and may provide 3 years continuous work generating tens of millions of Euros.

Firmly Connected to County Down

Although ASEE Ltd now have offices established in the UK, Europe and the Nordic region and run payrolls in each of these they are still committed to their main core teams of project managers and administrators, design engineers, quantity surveyors and purchasing personnel who operate from head office in Mullaghbawn.

Despite regular travel across the UK and Europe, ASEE employees, many of whom have been recruited from the local area, benefit from a flexible working environment - and it is no coincidence that the level of staff turnover at ASEE is extremely low. Indeed that ethos of local support and development has long been a hallmark of Aidan's interaction the local community where he is well known for his support for charitable events and local sports clubs.

As ASEE reaches a milestone in business, a ruby one in married terms, Aidan's daughter Gillian, his son in law Fergus Clinton and other capable members of the young management team will be tasked with taking the vibrant company into the next decades. The new generation will be responsible for projects across Ireland, the UK, Europe and further afield under the watchful eye of the man who started out on his own, just 40 years ago!



ASEE Directors celebrate 40 year milestone at Down Royal.

DUTCH GIN ROOTS TO COPELAND SUCCESS

Gin was probably perceived as a bit old-fashioned until a few years ago but with the growth in craft gins and premium varieties the gin boom shows the biggest growth in the UK spirits category as sales hit fever pitch.

Industry sources confirm that, since 2009, global demand for premium gin has increased year-on-year and growth has accelerated dramatically with a period of 'explosive creativity' in gin distilleries last year as artisan and "boutique" newcomers grab market share from global giants.

As the trend towards younger drinkers selecting gin as their spirit of choice continues, the millennial generation is becoming a driving force behind the sector's continued growth, as well as export markets, as two-thirds of the gin produced in the UK currently goes overseas - to 139 countries.

One of the new pretenders is Copeland Spirits, founded in the summer 2015, which has created a unique range of handcrafted, infused gins using the freshest produce from the fields of County Down.

However, Gareth Irvine, Founder, reveals to NI-NL BIZ that there is a strong Dutch connection to his successful launch.

When starting out in business Gareth sought an experienced partner who could assist in product development and quality control to produce a steady flow of base gin. His research lead him to the Netherlands and to the famous Jenever city of Schiedam.

Copeland Spirit's Dutch partner is a 6th generation family business founded in the 1800s with highly experienced staff whose knowledge of spirits and infusion and flexibility to produce the customer



formulation in batch sizes were instrumental to the start up business.

Today, Copeland Gin, available in two unique ginfusions (Rhuberry and Raspberry & Mint), is already listed at over 250 retail outlets in Northern Ireland, Ireland and London. Not only is it available in the on and off trade in Ireland and the UK, well supported by social media, but they also launched with Marks and Spencer, Sainsbury's and Aldi (Summer Gin festival). And the success is not limited to the British Isles! Copeland Gin is now available in Lebanon and Abu Dhabi and enquiries are starting to arrive in from overseas.

Copeland Gin is trending in contributing to the gin boom, with product innovation and developing new consumers the driving forces behind their success. So whether you're a gin enthusiast or you're new to gin don't hesitate to support the Dutch and Northern Ireland economies by adding Copeland to your Gin Palace.

www.copelandspirits.com



CLIMATE CHANGE GLOBALISES MAC IN A SAC

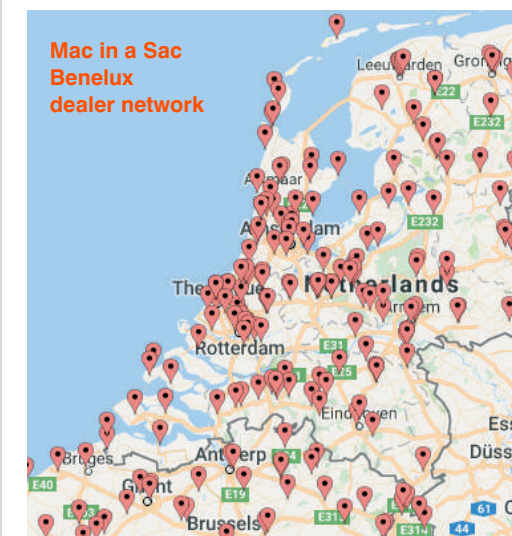
It is no secret that global warming is increasing the frequency and intensity of some types of extreme weather. Warming is causing more rain to fall in heavy downpours and wet places have generally become wetter.

Whether you are involved in outdoor activities, walking, sports or city breaks it is important to be prepared for all varieties of weather.

The solution is a highly waterproof, breathable, lightweight outerwear garment which is both fashionable and compact. Mac in a Sac was first conceived in 1987 by Belfast based Target Dry - specialists in outdoor clothing - and today is available all over the world.

In 2017 the company's exports increased by 40% globally. Managing Director of Target Dry, Noel McAneary, explained to NI-NL BIZ that not only European markets such as the Netherlands, France, Switzerland, Germany and Finland but also Asian, and South American markets have grown significantly.

Noel looks back favourably to when Mac in a Sac was 1st launched in the Netherlands through Going Dutch and have developed over 300 stockists in the Benelux through their Dutch partner over the last 10 years.



FANCY A PINT AND A BURGER ?

Not many would turn down the above offer - especially if the time is right and the product quality is guaranteed. Today the two have been combined (literally) due to the passion and innovation of a farmer's son from Co Fermanagh - although the solution is alcohol-free!

Kettyl Irish Foods of Northern Ireland has partnered with Guinness to launch a premium beef burger for selected retailers and hospitality outlets across Ireland and other parts of Europe. It's also for sale at the Guinness Storehouse, which, with 1.7m visitors last year, is the Republic's biggest paid-for tourist attraction.

Succulent and sustainable, the mouth-watering burger marries the very best and most full flavour cuts of beef from Kettyl Irish Foods laced with the indisputable taste of Guinness, the world's original and favourite stout.

Maurice Kettyl (46) - who grew up on his family's 500-acre beef farm three miles outside Lisnaskea - is the man behind Kettyl Irish Foods, a craft butchery brand he started in 2003. It sells hand-selected cuts of dry-aged meat directly to retailers - including M&S - and to more than 700 restaurants across Ireland, the UK and Europe, 28 of which are Michelin-starred.

One of the business's unique selling points is its dry-ageing facility at its Lisnaskea factory. The only purpose-built

facility in Europe, it boosts the flavour of the meat and tenderises it.

Kettyl has been supplying dry aged beef to Holland since the company was incorporated. He looks back, "In fairness, people in the Netherlands didn't really understand dry-ageing in 2004 as it was quite a niche. But that year we joined up with star chefs in Belfast, Dublin and London and began supplying them top quality dry-aged beef. As chefs moved through top restaurants, the word started to get around, the trend started to evolve and by 2011, we had the crowning glory of supplying ribs of beef for the state dinner held in honour of Queen Elizabeth's visit to Ireland."

Kettyl has always been a fervent exporter, building and retaining relationships in international markets, and mindful that Brexit may pose a challenge for his company - he said: "The Guinness brand is still (!) a lot bigger than us, so launching the burger now is a benefit that will strengthen our case on the global markets."



Kettyl adds, "For Dutch consumers the Kettyl Guinness burgers are available through HoReCa slagers and wholesalers specialised in supplying the better restaurants. And the good news is that the new premium burger is among a variety of products that will likely be combined with Guinness over the next two to three years."

And for Maurice Kettyl, the good news that his many years of dedicated European research both during and after working hours are paying dividends.

Kettyl Guinness Burger Bun.



The Kettyl Guinness premium beef burger is available in two, four, eight and 20 packs, both fresh and frozen.

KEYLITE INSPIRING EUROPE

Keylite Roof Windows, headquartered in Cookstown, Co.Tyrone, and distributing globally, has been named as one of Europe's most innovative and inspiring companies, according to the inaugural edition of London Stock Exchange Group's, '1000 Companies to Inspire Europe' report which highlights companies who they believe have the potential to be the bluechips of tomorrow. Add to this the fact that Keylite is now the fastest growing Roof Windows brand in Europe and fast becoming renowned as the most innovative roof window product on the market, it has been a stellar rise for the company over the past 15 years.

Commenting on this prestigious recognition from the London Stock Exchange Group, John Duffin MD of Keylite says 'We are delighted to be highlighted as one of the most inspiring companies in Europe. Innovation is at the heart of everything we do at Keylite, so to be recognised for this is a great source of pride and a testament to our pioneering R&D team, and the wider Keylite team in our HQ in Cookstown, our Great Britain HQ in Swadlincote and our extensive team in our factory in Poland. Keylite has been recording double digit growth for over the last 10 years,

and this rate of relentless growth will continue given our recent launch into Germany and with advanced plans to enter the French and Australian markets'.

Keylite Roof Windows is renowned for redefining the roof window market over the last two decades, with its innovative, smart design solutions. Keylite offers a complete range of roof window products for the residential and commercial sectors including conservation, combination, vertical bi-lite, flat roof systems,

smoke ventilation and sun lites as well as offering a unique custom design service for the specification market.

During 2017 Keylite launched new product innovations designed to make the lives of installers easier, improve the thermal efficiency of buildings and aesthetically add to a build design project.



THE QUIET MAN CREATING A STIR ACROSS EUROPE

Following the success of Whisky Lovers in Britain voting the Quiet Man Single Malt Dram of the Year 2016, The Quiet Man continues to build its distribution in the Netherlands, Europe and around the globe. At the latest count the brand is being exported to 22 countries including Russia, South Africa, Hong Kong and the USA!

The Judges referring to The Quiet Man, said: "Seriously, what these guys have achieved in such a short space of time is quite unbelievable. The quality of whiskey they are drawing from cask is very good. It is also good to see a relatively young whiskey being recognised and awarded. Too often the glory hunters are looking for whiskies 30 plus years old whilst ignoring the virtues of the younger drams amongst us".

Good news travels fast and Dutch specialist spirit importer and distributor Van Wees hosted The Quiet Man at their annual Pot Still Festival which was held for the 15th time in early October at Het Klooster in Amersfoort. Visitors to the boutique 3 day event include trade customers, trade press and whisk(e)y clubs from the Netherlands, Belgium and Germany. Over 2000 people are invited to attend presentations, workshops and tastings of 40 exclusive brands imported by Van Wees.

Werner Bos, Sales Manager at Van Wees says "The feedback we received from the Pot Still festival guests about the Quiet Man was very complementary. They enjoyed the Classical Irish character of the product and value the supportive storyline which is converting them to the brand."

The Quiet Man, led by Managing Director Ciaran Mulgrew, has revived distilling in Derry and is close to completing a new distillery at the city's regenerated Ebrington Square, a former army base. NI-NL looks forward to the Whiskey Distillery Tours which will commence from autumn 2018.



CRUSHING THE COMPETITION IN THE BENELUX



Terex Corporation is a global lifting and material handling solutions company reporting in five business segments: Aerial Work Platforms, Construction, Cranes, Material Handling & Port Solutions and Materials Processing. Terex serves customers in various industries worldwide, including the construction, infrastructure, manufacturing, shipping, transportation, refining, energy, utility, quarrying and mining industries.

In Northern Ireland Terex manufactures a range of mobile materials processing equipment under its Powerscreen and Terex Finlay brands at factories in Dungannon and Omagh, employing more than 1,000 people. They are part of a Northern Ireland manufacturing sector that satisfies almost half of the world's demand for mobile crushing and screening equipment directly supporting several hundred additional manufacturing jobs in the province through its extensive local supply chain.

Plant made in Co Tyrone is sold to customers worldwide for applications as diverse as iron ore mining in India, road construction in Peru, diamond exploration in South Africa and sand washing in the Arabian Gulf. With a range of top quality products, longterm strategic local partners and commercially attractive prices Terex Finlay and Powerscreen seem to be crushing the competition in the Benelux.

In the articles below NI-NL BIZ highlight some of Terex's recent successes in the Benelux through strategic partners Marcom Recycling and Van der Spek.



Terex Finlay has enjoyed a longstanding relationship with the Benelux for many years and since 2002 Marcom Recycling has been their partner. Bruges based Marcom is a part of Van Laecke Group and offers a wide variety of recycling machines for processing, sorting and cleaning of debris, asphalt, soil, concrete and stone waste of various origin and available in static or mobile versions.

For 14 years-in-a-row they have been the Benelux importer for Terex Finlay machines and repeatedly have been awarded the 3-crown dealer status in the global sales network of the Terex company.

Marcom's knowledge, expertise, national coverage and comprehensive service are key factors to Terex Finlay's Benelux success.

Through sister companies Van Bommel



and Van Laecke Machinery they offer machines for waste- & green-recycling, earthmoving equipment and waste handling. Together, the companies in the group provide solutions for almost any recycling problem, that's why their slogan is "We are Recycling!"

The Marcom range of machines is the result of a careful selection that is based on quality, robustness and durability. All machines are reliable, user-friendly, and ensure a smooth functioning in the most extreme conditions so that customers not only have the right machine for the job but also can rely on an efficient and cost-effective processing. End users can count on practical advice for using the machine and a professional & well equipped technical team is ready throughout the year for maintenance and quick repairs.

According to Luc Van Laecke the Terex Finlay 883+ screener is currently one of the best selling double decked screener/scalpers in the Benelux and with the current value of the (lower) pound sterling against the Euro driving sales significantly it looks as if Marcom Recycling will come out again in the top tier of Terex Finlay partners.



Erik Kruk and Fred Van den Bor of Van der Spek, with Gerrit Nijhof of Boverhoff

Van der Spek Vianen B.V., in business for over 80 years, is a renowned importer of earth moving, road construction, recycling and material handling machinery and concrete pumps.

In addition to their sales and rental activities their reliable service organisation is a trusted partner to all and is always at the ready to ensure the continuity and quality of the customer's fleet of machinery. Van der Spek represents and services fifteen reputable brands including Powerscreen. They supply spare parts quickly and directly for all the machines in their product range delivered before 7 a.m. the next day in The Netherlands, Belgium and Germany when required.

Powerscreen, one of the world leaders in the crushing and screening industry, welcomed Dutch distributor, Van Der Spek, and their customer, Boverhoff Demolition, to Northern Ireland to see the Trakpactor 500SR Impactor in production at the crushing centre of excellence in Omagh.

The Powerscreen® Trakpactor 500 is the flagship horizontal shaft impactor. It is versatile, efficient and highly productive, offering both excellent reduction and a high consistency of product yield in quarrying, recycling and demolition applications. It is ideally suited to contract crushing due to its high productivity and ease of set-up, operation and maintenance.

Boverhoff belongs to the top of Dutch leading and specialist demolition contractors and consists of a group of companies with core activities in the field of demolition, asbestos removal and recycling.

Boverhoff has a large machine park of Powerscreen crushing and screening machines and the Trakpactor 500SR impactor will be the 11th Powerscreen crushing unit to join the Boverhoff fleet. "The quality and reliability of Powerscreen machines and the quality and service from Powerscreen dealer for the Netherlands, Van Der Spek, are the basis for the repeat purchases" said Gerrit Nijhof from Boverhoff.

Photo courtesy of Peter Rainey, Belfast Telegraph



THALASSA MAKES ITS WAY PAST TITANIC BELFAST

The Dutch schooner barque Thalassa is not an unusual sight around Northern Ireland's waters, but Peter Rainey, of Belfast Telegraph, has captured The Thalassa making its way gracefully past Titanic Belfast in an iconic photograph.

Although the 39 metre long vessel is not per se an historic ship - it was built in 1980 - the ship certainly looks centuries old. The barquentine is rigged according to old traditions, with 17 rope fastened sails (800m2 in total) which billow majestically from its three tall masts. Unfortunately, as is the case with tall ships, sails are lowered on entering and leaving Belfast lough.

Jacob Jan Dam of Sailing Charter Thalassa BV explained to NI-NL BIZ that since 2004, the Thalassa has taken part in tall ships races, regattas and other events all over the world. It has sailed to the Baltics and the Canary islands from the Friesian haven of Harlingen and in the winter offers 6 month return sailing trips to the Caribbean for Dutch school children and teachers as part of the "School at Sea" initiative.

As well as training it is often used for excursions, including 'Whiskey and Golf tours' of Ireland and Scotland, often in combination with local cycle tours. For charter hire there are 15 two person cabins, showers and toilets for 30 guests on board and a capacity of 150 passengers for day trips along Northern Ireland's beautiful coastline.

The owners proudly describe the imposing schooner as "one of the most beautiful and fastest" of the Dutch fleet, and it is easy to see why.

For more information: www.tallshipthalassa.com

WELKOM IN NEDERLAND

The Honourable Peter Wilson CMG has been appointed Her Majesty's Ambassador to the Kingdom of the Netherlands in succession to Sir Geoffrey Adams KCMG. The Honourable Peter Wilson took up his appointment in summer 2017 and presented his credentials to King Willem Alexander at the Noordeinde Palace.

NI-NL welcomes Peter to the Netherlands and wishes Sir Geoffrey success in his Diplomatic Service appointment.



King Willem Alexander and Peter Wilson.

DAMEN SHIPYARDS PACKS A PUNCH FOR FOYLE PORT

Damen Shipyards Group has delivered a Marine Tug to Foyle Port - in the North West of Ireland.

Foyle Port is located at the south-west end of Lough Foyle, the port's primary cargos are bulk goods arriving at the Lisahally Terminal and oil products that call at the LSS Oil Terminal. Furthermore, Foyle Port serves as a destination for cruise vessel passengers.

The official handover of the new vessel - named Strathfoyle - took place at a short ceremony attended by the port's staff, clients and stakeholders. The ASD 2310 is a marine tug - the mainstay of coastal and harbour towing and push-pull operations. Taking the position as most powerful tug at the port, the Strathfoyle marks a commitment to ongoing safe and efficient harbour assistance operations at Foyle Port.

While the Strathfoyle is small enough to be classified within the UK Workboat Code, she is still capable of a significant bollard pull, says Arjen van Elk, Damen Sales Manager. "She is a powerful vessel - packing almost 50 tonnes of bollard pull. This power combined with a compact design makes an ideal choice for ports of this size."

According to Captain Bill McCann, Harbour Master and Operations Director at Foyle Port, the new tug provides the port with increased flexibility in numerous ways: "With the oil terminal and the increasing numbers and size of bulk carriers at the port, we really need the extra bollard pull and manoeuvrability."

"As we are also expanding our Marine Services division, we installed a deck crane for even more all-round capability. In this respect, she is more than a tug, she is a workboat too - a jack of all trades. Although the tug's main function is harbour towage the extra equipment also gives us possibilities to charter her out for coastal towage or harbour towage operations at other ports."

It is not the first time that Dutch headquartered Damen has supplied Foyle Port, though.

The Strathfoyle joins a fleet of two other harbour tugs, one of which is the Damen-built Otterbank, a Stan Tug 1605 that was built and delivered in back in 1996.

Mr van Elk went on to say. "The Otterbank has proved to be a very reliable asset for the port. Operational feedback about the Strathfoyle from Captain McCann, the captains and pilots is very complementary. We are glad to hear that they are very happy with her. And it has been really nice to work with this client again and continue our good relationship."





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