



**NI-NL BIZ provides readers with an update on Northern Ireland – Netherlands trade relations in a period when political and economic stability seem to be returning.**

**In the 7th edition of NI-NL BIZ Steve Murnaghan, Founder of NI-NL...**

- applauds the recently announced UK-Dutch strategic business dialogue
- announces details of the 5th NI-NL New Year's Dinner to be held on 2nd February 2011 in the Netherlands coinciding with a Lisburn City Council Trade visit
- looks back at 2 recent Going Dutch visits in June and November
- visits the popular TKD show in Barneveld to catch up with Dutch representatives of NI companies
- looks at how the Dutch economy has exported its way out of trouble
- introduces the newly formed Dutch cabinet and Ministers of the Department of Economic Affairs, Agriculture and Innovation
- updates readers on recent Trade successes
- welcomes Stena Line on board as a contributor to NI-NL BIZ
- wishes all readers a Merry Christmas and a Successful and Healthy 2011

## UK-Dutch strategic business dialogue

The Netherlands and the United Kingdom are to forge a closer partnership in matters of foreign trade, sustainability and innovation. This was the outcome of a meeting in The Hague between Maxime Verhagen (Deputy Prime Minister and Minister of Economic Affairs, Agriculture and Innovation) and the UK Deputy Prime Minister Nick Clegg when they met in Amsterdam in November.

'Because of their open markets, the United Kingdom and the Netherlands have a lot to offer each other regarding trade,' said Mr Verhagen.

Mr Verhagen and Mr Clegg, a fluent Dutch speaker, will examine how Dutch and British companies might work together to win orders in foreign markets. They will also look into the possibility of organising joint trade missions and, with this in mind, will initiate a UK-Dutch strategic business dialogue. It will focus on cooperation on sustainability, innovation and, for example, encouraging corporate social responsibility.



Photo: Robert Goddyn / UPA Photo

Nick Clegg, Deputy Prime Minister of the United Kingdom visits Maxime Verhagen, Deputy Prime Minister of the Netherlands, and Minister of Economic Affairs, Agriculture and Innovation at his ministry in The Hague.

Northern Ireland is no stranger to cooperating with the Dutch over the years. Government Ministers already share warm trade relations and Northern Ireland is arguably the most active UK business region in its approach to the Netherlands. The Northern Ireland – Netherlands Trade and Export Society welcomes any further steps between the Deputy Prime Ministers to develop economic and trade links.

## Northern Ireland supports the Netherlands

**With the home nations not participating, or bowing out in the early stages of this summer's World Cup, a number of Northern Ireland companies with trading links to the Netherlands got behind the Dutch football team.**

It may be too much to dream that Northern Ireland would ever reach the World Cup final and gain worldwide exposure but supporting the Dutch, as many local companies do in business terms on a day and daily basis, continues to generate tangible benefits long after talk of the World Cup has died down.

Northern Ireland exporters have long enjoyed trading relations with the Dutch and with companies continuing to link into the successful Dutch economy and the international relations and networks the Dutch build, they too share the benefits of the ongoing domestic and export successes of the Netherlands.



Honorary Consul Carson McMullan leads the supporters at the Holland House



The Plough in Hillsborough temporarily became the Holland House for supporters



## New Years Trade Dinner Amsterdam - Wednesday 2nd February 2011

NI-NL is delighted to announce that the 2011 New Year's Dinner shall take place at 18.30 on Wednesday 2nd February in "De Industrieele Groote Club" Amsterdam.

Dutch exporters with a Northern Ireland business partner, or client, and Northern Ireland exporters with a Dutch business partner, or client, are invited to attend.

The dinner shall coincide with a Trade Mission of companies from the City of Lisburn to the Netherlands and shall also provide an opportunity for existing business partners to plan for the New Year.

Mr. Alastair Hamilton, Chief Executive of Invest Northern Ireland, shall celebrate Dutch trade relations during his address to guests at the dinner.

The 'Industrial Club' was formed in 1913 by Dutch industrialists and entrepreneurs who were involved

in banking and shipping, or who traded in coffee and cocoa. Today, the monumental 'Industria' building on Dam Square, is home to an active business society at the heart of the vibrant Dutch capital.

The society is frequented by 1800 members and their guests including many Captains of Dutch industry who firmly believe in the IC ('Industria Crescens') monogram which is visible throughout the building – meaning 'Growth through Industry'.

If you wish to attend with your business partner, please register online ([www.ni-nl.org](http://www.ni-nl.org)) by 21st January 2011 with full details of both the Northern Ireland and Dutch company representative.



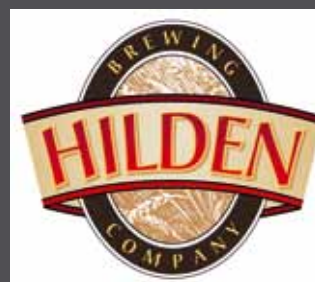
## Summer Networking BBQ

NI-NL's Summer Networking BBQ shall be held at Hilden Brewery, Lisburn, in June 2011.

Hilden Brewery, the oldest independent brewery in Ireland, is a family run microbrewery located in Hilden outside the City of Lisburn, Co. Antrim. The brewhouse was once the stables of Hilden House, the former residence of the Barbour family. The renovated Hilden beer garden shall offer NI-NL companies an excellent social setting for summer networking and pre-holiday BBQ using only the best of local produce.



The NI-NL Summer Networking BBQ will also offer the opportunity to taste some of Hilden's best selling products including Belfast Blonde, Headless Dog and Aunt Mollie's Chocolate Stout as well as seasonal specials developed by Head Brewer Owen Scullion. The Hilden Brewery College Green collection beers will be available in the Netherlands in 2011 through specialist beer importers and retailers.



## Lisburn seeks 50th recruit for Holland

**Lisburn City Council is pleased to have launched its 9th consecutive trade development programme to the Netherlands. To date the Council has assisted 49 companies to access this key European marketplace, and has seen over £ 5 million of new sales development as a result.**



The Dutch marketplace has realised many successes for Lisburn companies and the Council is confident that the 2011 programme will also bring many business benefits for participating companies.

Funded by the Council and the EU through the Sustainable Competitiveness Programme 2007-2013, and managed by Northern Ireland Trade Consultants (NITC), the programme in 2011 will once again assist growth orientated local businesses to identify and develop new market opportunities and strategic business partnerships in the Netherlands.

Each of the six participating businesses will benefit from a bespoke programme of assistance specifically tailored to meet their export and trade development requirements, as well as participating in business orientation, trade and best practice opportunities. Each company will be provided with an individual itinerary of planned appointments to take place during the in market visit from 31st January - 3rd February 2011. The companies

shall also attend the NI-NL New Year's Dinner with a Dutch business partner.

Chairman of the Council's Economic Development Committee, Councillor Jenny Palmer states: 'With many local companies currently experiencing shrinkage in local markets, there is a need for businesses to look further afield to new international market places in order to ensure business survival and growth. With this in mind Lisburn City Council continues to support trade development initiatives such as this, in order to encourage local businesses to explore new markets, and refocus their efforts and their business strategy to realise new business opportunities and generate additional revenue streams into the local economy.'

She adds: 'I would strongly encourage any local business keen to develop new sales in an international market to make contact with the programme delivery agents NITC for further information on what opportunities may exist in this market for your company.'



**Pictured Above  
Councillor Jenny Palmer**

Councillor Palmer also urges all forty nine past participants to keep their Dutch linkages alive and to start the new year by attending the NI-NL Trade Network New Year's Dinner in February.

If you would like to participate on Lisburn's Trade Development Programme to the Netherlands, please contact Steve Murnaghan of NITC on T +31 20 4217400.

---

## Two Way Traffic for Linton - Pieralisi Relations

**Just three years ago Linton Solutions (NI) met Pieralisi Benelux (NL) and developed a bilateral trading relationship which is continuing to develop profitable business for both companies.**

Pieralisi have recently installed the first Linton developed Carrier slurry separator in the Netherlands. It was installed in July 2010 at a dairy farm near Pieralisi's Berkel en Rodenrijs head office and will be developed as a reference site for further sales. Pieralisi have been promoting the system in Holland and Belgium and have a number of leads in the agricultural and anaerobic digestion markets which they hope will come to fruition in 2011.

In return, Linton Solutions have installed a new Pieralisi centrifugal decanter system into leading Northern Ireland potato processor Mash Direct in Comber. The system has been installed to help reduce the BOD and COD (biochemical oxygen demand and chemical oxygen demand) along with suspended solids in the waste water from the process plant. The FP 600 system (see photo) was installed in September and is working as expected to the satisfaction of all.





## Powerhouse Exports Win Gold

Having initially dipped its toe in the Netherlands market for rowing garments back in 2005 Powerhouse Sport from Hillsborough is delighted to announce a partnership with Dutch rowing entrepreneurs and the launch of their new Dutch language website [www.powerhousesport.nl](http://www.powerhousesport.nl).

Powerhouse is a leading manufacturer of innovative quality performance rowing clothing for clientele from modest club rowers right up to elite international athletes.

Alison Law, Director of Powerhouse Sport explains, "The Dutch have a strong interest in rowing at all levels and with 27,000 rowers active through 110 clubs in the Netherlands registered with the Royal Dutch Rowing Federation (KNRB) we see markets such as these being key to our European expansion."

"Our partners are no strangers to the sport as one of them is the elder brother and PR manager for Holland's star rowing twins Vincent and Tycho Muda who row in the Dutch Lightweight 4 and have their sights set on Olympic success in 2012. Following their under 23 World Championship Gold medal their international profile is increasing and they are also now commercially putting their backs into Powerhouse."

With the 2014 World Rowing Championships, the highlight of the international rowing calendar in non-Olympic years, being held at Bosbaan, Amsterdam the time is right for the Powerhouse brand to gain a length on its competitors.

Based in Amsterdam the Mudas and their colleagues will operate initially in the Benelux with a view to marketing throughout mainland Europe from their central location.



## Craigs Expand business into EMEA

Craig's have appointed Kemper and Van Twist B.V. as their Dutch partner for the Wasp Fuel Polishing system. Shortly after meeting in March 2010 during the Lisburn Trade visit, the companies have been actively nurturing their new relationship over the last months.

Graeme Kingston, responsible for Fuel Polishing Sales for the Lisburn company, recently spent 3 days in the Netherlands visiting Kemper en Van Twist to deliver both technical and sales training to the Dutch team on the Wasp Fuel Polishing systems. The visit was part of Craig's ongoing support and development of their relationship with KVT, and also as a result of their ongoing orders for these units.

Initially Kemper and Van Twist purchased demo units as well as units for several customers and already a number of the fuel polishing systems have been re-exported to Kemper and Van Twist customers in Africa.

The Wasp Fuel Polishing system was officially launched in the Netherlands in



Graeme Kingston and Jeroen Eeuwijk of Kemper en Van Twist launch WASP at Energie 2010

October at the Energie 2010 exhibition in Hertogenbosch by Kemper and Van Twist.

Over the period of the exhibition there was considerable interest in the Wasp unit, and KVT are currently working through several strong enquiries received at the show, predicting sales coming on stream in 2011.

Graeme Kingston is confident, given the recent launch and sales training, Craig's

exports to the Netherlands will quadruple in 2011. He adds, "and let's not forget that Kemper and Van Twist also have sister companies in Belgium and Germany so Craigs are hopeful that the products will also be carried by BU Power (D) and Hunter N.V. (B) further developing sales into Europe.

Craigs is delighted with the short term progress and shall invest time and resource with our Dutch partner in 2011."

## Inward Investment Success

### Coca-Cola open €100 million Plant in Lisburn

**First Minister, the Rt. Hon. Peter D. Robinson MLA and Deputy First Minister Martin McGuinness MP, MLA, officially opened the new £93million Coca-Cola HBC Northern Ireland manufacturing plant in Lisburn this summer.**

The Knockmore Hill facility, which employs 600 people, has the capacity to produce 1.5 million litres of Coca-Cola beverages each day. It includes an energy-efficient Combined Heat and Power plant, a new high-tech warehousing system and a visitors' centre which will open for public tours from November.

Coca-Cola HBC Northern Ireland is part of the Coca-Cola Hellenic Bottling Company, the world's largest producer of Coca-Cola branded beverages with a presence in 28 countries, employing 45,000 people and serving 560 million consumers.

In 2005, Invest Northern Ireland announced that it had secured the project with an offer of support totalling £6.75million.



First Minister Peter Robinson is joined by Alderman Paul Porter, Mayor of Lisburn, Marcel Martin, General Manager of Coca Cola Hellenic for the island of Ireland, Doras Constantinou, CEO of Coca Cola HBC, Enterprise Minister Arlene Foster and MP for Lagan Valley, Jeffrey Donaldson.

Doros Constantiou, CEO of Coca-Cola Hellenic Bottling Company said: "The Knockmore Hill facility combines technical innovation, efficiency and environmental sensitivity in a modern comfortable workplace.

Its location was chosen because of the established production and operations capabilities in the area, a solid infrastructure and the strong support received from Invest Northern Ireland."

Speaking at the event, Enterprise Minister Arlene Foster said: "This facility will deliver a wide range of benefits for the local economy, including sustained employment, adding value to the drinks manufacturing sector and investment in green energy and tourism. Coca-Cola has embraced a green energy ethos and installed a combined heat and power plant on site.

Their visitor centre, due to open later this year, will also bring benefits to tourism and the educational sector."

## Fleet Investment by Kelly European Freight Services

**Leading Northern Ireland chilled transporter Kelly European Freight Services has increased its operational fleet to 24 trailers and 19 tractor units, based on the growing demand by Northern Ireland exporters to sustain 5 day delivery in the Netherlands.**

According to Adrian Kelly, Managing Director, Kelly European Freight Services have benefited from buoyant Northern Ireland exports to the Netherlands and continental Europe in 2010. Kelly states, "Northern Ireland exporters offer excellent quality products at competitive prices and coupled with on time delivery, the 'distance factor' for buyers has been effectively dismissed."

Projections from new exporters who have been developing relations with Dutch supermarket chain Albert Heijn for 2011 have given Kelly the confidence to invest in his fleet capacity.

As well as the import of flowers, plants and floral sundries from the Netherlands with their own vehicles Kelly also offers Dutch exporters transport of full loads in the UK as well as full loads and groupage to Ireland.

Kelly does not openly disclose the type of products he transports between the countries but meat products, dairy, bakery, fish and horticultural products provide the mainstream of chilled and frozen trade.





# PRM - A Fresh Approach to Distribution

One of Ireland's leading chilled and frozen food sales and distribution companies, Lisburn-based PRM Group [www.prmltd.co.uk](http://www.prmltd.co.uk), has made progress with four Dutch companies met earlier this year during the Lisburn Netherlands Outlook Programme.

PRM already works with a number of Dutch companies including De Biederij, Vleems and Vion and availed of the market visit in March 2010 to meet with a number of new potential Dutch suppliers interested in launching their products in Ireland.

David Connolly, responsible for Supplier Development at PRM, states, "Our visit to the Netherlands was extremely worthwhile and efficient in terms of time planning. I managed 7 product presentations and plant visits in the space of just 3 days. The Dutch products were well presented and their export managers explained their strategies clearly."

In the interim, PRM has prioritised 4 of the companies and based on market surveys across Irish retail and individual tasting sessions with retail buyers is planning to launch them in 2011. Given the competitive nature of the market David prefers to keep his powder dry regarding their identities but visitors to Shop in Dublin in September will have sneaked a preview and a taste of some of the products which include; a 100% natural fruit drink, potato based convenience products and innovative high quality Dutch yoghurt.

Dutch companies who met with PRM both during an inward visit to Lisburn in January and David's visit in March were extremely impressed with the PRM set up and professional approach to sales and distribution. PRM's extensive customer base includes multiples, symbols, convenience and independents across Ireland and the UK. Products are serviced to a network of distribution points throughout Ireland reaching over 4,000 customer outlets.



Philip Morrow and David Connolly visit the test kitchen of a leading Dutch fresh convenience manufacturer.



Philip Morrow (MD) and David Connolly welcome a group of Dutch companies and representatives of the Dutch Ministry of Agriculture to PRM in Lisburn.

The PRM Group employs over 200 people across its six companies covering distribution, haulage, logistics and manufacturing. It is no wonder that PRM won Export & Freight's Irish Chilled Operator of the Year 2010 award.

PRM conservatively estimates opportunities upwards of € 1 million with the Dutch companies met during Lisburn's Outlook Programme.

Through PRM, consumers in Ireland and Northern Ireland can look forward to some real Dutch treats in 2011.

# Export Newcomers Seek Business In Key Euro Markets

Two further cohorts of Northern Ireland exporters participated in the Going Dutch programme in 2010 with market visits to the Netherlands taking place in June and November.

The June mission included BMI Trailers, Dungannon; Total Mobile, Belfast; AllPipe Engineering, Londonderry; Northern Engineering, Ardboe; and Limavady Gear Company, Limavady.

The November mission to The Netherlands included three companies with export experience - Etain Software, Belfast; Kitchenmaster, Carryduff; and Unicorn Mouldings, Lisburn. First time exporters were Jason Shankey, Belfast; Mourne Country Meats, Newry; and Hilden Brewery, Lisburn.

These groups were assisted by Northern Ireland Trade Consultants, Invest NI's trade support consultancy in the market, to set up meetings with potential customers. The company representatives took part in Invest NI workshops to help them prepare to do business successfully in The Netherlands, a market which has proved exceptionally worthwhile for many local companies.

Dr Vicky Kell, Invest NI Trade Director, said: "Our missions to Europe continue to attract new companies from a broad range of sectors determined to grow business by engaging in international markets."  
"Over the past two years, we've also seen many of these newcomers to exporting, as well as established exporters, secure

worthwhile business that has encouraged them to look at other opportunities abroad."

"The message for business in Northern Ireland is clear: there are excellent opportunities in global markets for companies of all sizes and sectors provided they really want to grow their business and are prepared to invest the time and other essential resources."

Steve Murnaghan, Managing Director of NITC, added, "Once again Northern Ireland businesses from a very wide range of sectors including engineering services, industrial goods, ICT, food and drink, consumer products have been successful in sourcing opportunities and developing linkages with Dutch counterparts and customers."

In his capacity as Founder of NI-NL, Murnaghan added, "The eleven Going Dutch companies have been warmly welcomed into the NI-NL network and look forward to attending forthcoming events."



Dr Vicky Kell, Invest NI Trade Director

## Going Dutch Companies continue to Go well in Europe

Recent 'graduates' of the premium export programme Going Dutch are progressing well in their new European markets.

Dr Vicky Kell, Invest NI Trade Director, said: "Most of the companies, including many smaller firms, which have accessed Invest NI support in this market are now doing business in the Netherlands. Others have gained the confidence to explore successfully other neighbouring markets such as Belgium, Germany and France.

The Netherlands has become an important springboard for smaller companies eager to explore opportunities outside Northern Ireland." NI-NL BIZ provides an update from a number of the recent participants on new business which has been developed as a result of their linkages in the Netherlands.





Northern Ireland companies arrive in Amsterdam during the build up to the World Cup



All Pipe Engineering Directors Malachy Connor and Liam Gallagher visit leading process engineering and chemical companies in the Rotterdam area to discuss pipe fabrication and installation projects.



Colin Reid, CEO of Total Mobile and Hans van der Last of Aenova realise that they have a lot in common when they meet at the Government and ICT show in Utrecht.



Limavady Gear company investigate gearbox revision project in the Netherlands



Northern Engineering Directors Kate and Joe Quinn view precast stairs and present the Staircaster system to Dutch manufacturers



BMI Trailers congratulate newly appointed Dutch dealer Schenk BV on their 40th year in business, and look forward to working together in 2011.



## Going Dutch November 2010



Mourne Country Meats view cooked bacon and cold cuts as ingredients for the Dutch convenience and sandwich industry



Aideen Brennan of Etain Software meets with public sector event organisers at the half yearly Agency NL export reception.



Natasha Grimley of Unicorn Mouldings, pictured with Marc van Well, is delighted to appoint Polson Rubber as the importer of their PVC tile range.



Leading salon wholesaler Michiel Tops is comfortable with Jason Shankey's Expert range of male grooming products.



Jacqui Walsh investigates supply of Kitchenmaster's cleaning products via leading Dutch cash and carry wholesaler Sligro



Dutch chef and TV presenter Rene Pluijm gives the 'thumbs up' to Hilden Brewery's College Green bottled beers.

## Going Dutch companies to attend New Year's Dinner

NI-NL hopes that all Going Dutch participants will make a special effort to be in the Netherlands on Wednesday 2nd February 2011 and bring their Dutch contacts, partners and customers along to the New Year's Dinner.

NI-NL founders wish readers of BIZ a Merry Christmas and a Healthy and Successful 2011'.

Invest  
Northern  
Ireland  
Building Locally  
Competing Globally





## Omagh art business has Netherlands in the frame

Spires Art has won its first business in The Netherlands securing a contract for 97 large format pictures from L&P Design, a leading interior design house, to adorn the walls of an upmarket residential home in the Dutch capital.



Spires Art, which has a successful track record in sourcing and supplying quality artwork to hotels, hospitals, homes and public spaces throughout the United Kingdom and Republic of Ireland over two decades, met L&P Design during its participation in an Invest NI led visit to The Netherlands in December 2009.

The deal was signed by Colm McRory, Spires Art Managing Director, on a follow-up visit to Amsterdam a few months later.

Mr McRory said: "Invest NI's support in The Netherlands was extremely beneficial in terms of the business secured, the other leads we are currently following up and the experience we gained about business practices there."

"Our main markets, Great Britain and the Republic, had begun to slow down. While we still have good business in both, I saw a need to widen our markets to counter-balance an anticipated slow down in buying decisions in these areas."

The Dutch initiative was excellent because it enabled us to access the services of NITC in Amsterdam which had vast experience of market conditions and business practices there, as well as a network of contacts.

The consultancy produced some excellent potential customers, including L&P Design, and helped us with our pitch."

## Fourds 'plays a blinder' in Continental Europe

Fourds, the Draperstown manufacturer of a range of innovative window blinds, has broken into the French and German markets with support from Invest Northern Ireland.

The company has also seen its workforce more than triple to 15 since taking part in export programme to develop business in the Netherlands, where it was introduced by Invest NI to a Dutch business, who helped Fourds to distribute its blinds. The partnership led to Fourds launching a Dutch language website and subsequently, the development of websites for France and Germany.

Cormac Diamond, Managing Director of Fourds, commenting on the new business, said: "The websites are now producing orders for the blinds and we are very excited about two new products that we've recently launched. Our objective, supported by Invest NI, is to set ourselves apart from competitors in the United Kingdom and other parts of Europe by developing a portfolio of innovative blinds. As a result of this focus, many of our products really are unique."

"Invest NI's guidance and practical support for our commitment to innovation and European marketing activities are immensely important for our business. For instance, the introduction to our Dutch partner has been a great success and they helped us to grow our European business. We recognise now that sales abroad are currently the best route to profitable growth."

Des Gartland, Invest NI's North West Regional Office Manager, welcoming the company's breakthrough in the French and German markets, said: "The company clearly recognises that it must export for growth. The success of this strategy is also seen in the 11 new jobs that have been created in Draperstown since it began to explore business in the Netherlands in 2009."



## SAM Moulds more Dutch business

SAM Mouldings has strengthened their sales strategy to supply the Dutch building and renovation market by adding CEM Plaat, an importer of construction materials and decorative building products, to their network.

Based on their business development activity in the Netherlands over the last twelve months SAM Mouldings intends to supply builders merchant chains and leading branded DIY product suppliers in 2011 as part of their ongoing European expansion.

Gerard Wilson, Sales Director, plans to have European distribution in place when the construction market starts to pick up again, stating, "SAM Mouldings is dedicated to extending supply of competitive priced high quality MDF profiles into the Netherlands and North West Europe as part of a five year expansion plan"



# Going Dutch

## The Worm Works in multiple ways

Dromara based worm and worm composter specialists The Worm Works ([www.thewormworks.com](http://www.thewormworks.com)) have been actively digging their way into the Netherlands and Europe since participating in the Going Dutch programme in 2009.

According to Managing Director Stephen McIlroy, over 95 % of The Worm Works sales are now exported. With distribution partners and customers in Great Britain, ROI, The Netherlands, Germany, Sweden, France, Switzerland and most recently Greece the interest and understanding of small scale composting seems to be growing across Europe.

According to McIlroy, "In the Netherlands even children at primary schools are being educated regarding natural waste and the benefits of composting, in classrooms which have The Worm Works. Our product is an excellent tool to show children simply and

effectively how a closed cycle domestic system works. There is no better or more practical way to demonstrate to children how by 'feeding the worms' with any of their food waste it is converted quickly, easily and in an environmentally friendly manner into wormcast which is the resulting compost that they can use in their school garden."

In the Netherlands The Worm Works has developed a multiple channel strategy selling to schools through an online specialist in educational materials, a high end distributor in garden equipment and a worm wholesaler with a network throughout Europe.



McIlroy believes however that a European distribution network of garden specialists such as Bert Bruggemann of De Wiltfang ([www.dewiltfang.nl](http://www.dewiltfang.nl)) in the Netherlands is the best strategy for The Worm Works.

He has clearly noticed that sales are strongest where well versed specialists give the product a 'push' by educating the end user.

The Worm Works gained extra exposure in September this year by participating at spoga+gafa, the international platform for the garden industry in Cologne.

Stephen McIlroy exhibited The Worm Works and a range of garden innovations to 40,800 visitors, including many of Europe's leading garden centre buyers during the September show.

## Quad-X helps Dutch get their skates on

Through Going Dutch, Ballymena company Quad-X ([www.quad-x.com](http://www.quad-x.com)), manufacturer of an extensive range of accessories for Quads (All Terrain Vehicles) and Utility Vehicles has developed partnerships with Netherlands based companies for Quad X branded as well as partner brands for distribution into the Benelux and Central Europe.

Through their local partners the demand for snow and ice related products has increased. The recent cold weather across Europe has benefited Quad-X to develop sales of its innovative Quad and ATV attachments. Front mount snow ploughs and blades which can be angled left or right to push snow from either side have sold well over the years but a new development is the use of the Quad-X Sweeper in off road / off farm situations.

According to Helen Blaney, Sales and Marketing Director, "The Quad-X Sweeper is typically used to make farmyard upkeep easier, but if the Dutch wish to use it for clearing loose snow off the frozen lakes and canals, we have

absolutely no complaints. The words All Terrain can also include water - which there is an abundance of in the Netherlands!"

Helen explains further, "In the winter skating is the national sport for all ages in the Netherlands. As well as a large number of clubs in the North of the country there are a number of long distance endurance events such as the Elfstedetocht - the world's largest and longest speed skating competition and leisure skating tour. In many cases farmers, typical end users of our products, whose land is adjacent to the canals, are heavily involved in preparing the ice for the big day."





## Dutch Meat Buyers March into the Province

Ten meat buyers from the Netherlands will be invited to visit Northern Ireland in March 2011 to engage in business with red meat exporters.



Hosted by Invest Northern Ireland and delivered by Northern Ireland Trade Consultants, the buyers will be offered a choice of 2 'routes' to visit leading processors of quality beef and lamb. The 2 day visit will provide access to some of the best beef growing conditions and processing facilities in Europe.

The Dutch delegation is the latest in a series of meat buying missions to Northern Ireland arranged by Invest NI as part of its longstanding commitment to assist local companies increase sales of beef and lamb to other parts of Europe. Invest NI has already organised visits by meat companies from France, Spain, Italy, Denmark and Sweden, and next spring the focus will be on the Netherlands.

The Netherlands has enjoyed a long standing relationship with Northern Ireland suppliers over a number of decades and this initiative is aimed at building on the excellent reputation meat exporters have with the lowlands.

According to Maynard Mawhinney, Invest NI Food Director, Northern Ireland beef is recognised in terms of its quality, texture and flavour across a wide range of channels in the Netherlands - supermarkets, butchers, fresh wholesalers and out of home markets. 'The focus of the inward buyers visit will be to introduce potential Dutch customers, who do not currently purchase from Northern Ireland, to view high quality products, produced in the correct facilities and offered at commercially interesting prices.'



## Ripened Shannon Beef at 5 star golf dinner

Over three hundred members of the Noordwijkse Golf Club, their partners and invited guests enjoyed a succulent menu including Ripened Shannon striploin, supplied by C & J Meats on the occasion of the retirement of Irish golf professional Tom O'Mahony in September.

Guests at the 'Come Swing with Tom' black tie dinner dance, held at Noordwijk's most prestigious venue, the five star Grand Hotel Huis ter Duin, were delighted to be entertained after dinner by golfing legend Christy O'Connor Junior.





# Northern Ireland Companies out in force at TKD

## NI-NL enjoyed a flying visit to the TKD show in the scorching June sun



**TKD, or Technical Contact Days, is a biannual trade show for heavy machinery, materials handling and earthmoving equipment held on a 10 hectare outdoor site in Barneveld, the Netherlands.**

Held in early June 2010 TKD hosted 204 exhibitors including a number of Northern Ireland manufacturers represented by their Dutch partners.

The show offers exhibitors, whether manufacturers or importers, an opportunity to show and demo their equipment to over 25,000 trade visitors over a three day period.

Held this year for the 23rd time the show's joint organisers, the BMWT and NVWB trade associations were delighted with the turnout, despite the depressed building sector in the Netherlands.

Following the event the organisers said, "beautiful weather, many innovations for the sector, and good visitor numbers: TKD at his best"

With industry visitors in many cases able to climb into the cabin and take the controls - TKD is truly a show of big toys for serious boys.



Bram Janssen of Sarink Elfrink, partner of Herbst Machinery, Omagh.



Lex Kloppenburg, Sales and Marketing Manager Benelux for Kingspan Environmental



Erik Kruk of Marijs BV seeks shade under a Powerscreen machine



Eddy van de Wal of Geert-Jan de Kok BV displays Mac Trailers





## Dutch Export their Way Out of Crisis

According to Steve Murnaghan, Managing Director of Northern Ireland Trade Consultants and Founder of NI-NL, the survival and the growth of the Dutch economy can be attributed to rising exports and public spending. Because the Netherlands has an open economy and depends on global developments, exports have clearly dampened the impact of the domestic recession.

As Jan-Pieter Balkenende bowed out of the Dutch premiership after eight years at the head of four successive governments he was proud about the way the Netherlands has come through the economic crisis.

Figures presented by Statistics Netherlands showed that the Dutch economy experienced a deep crisis in 2009, shrinking by 3.9%. The organisation had never measured such a sharp decline before, even in the 1930s. The recession's main cause was a fall in exports.

### Economic Recovery

Equivalent figures for 2010 show that the Dutch economy is doing better in 2010 than it did in 2009. But the numbers also make clear that the economy is not yet back to pre-crisis levels although there are currently some promising signs of recovery:

- The unemployment figure is less than five years ago and less than in the rest of Europe.
- The number of unemployed is expected to remain stable at 450,000 people (5.5 percent) in 2010 and 2011.
- Another measure of the improving economy is the reduction of applicants for

part-time unemployment benefits in the Netherlands. Part-time unemployment is part of the Dutch social security system aimed at employers who face a temporary decline in activity. At the highest point of the Dutch economic crisis in 2009, 41,000 employees were claiming this benefit but this dropped from 32,000 in May back to 20,000 in August 2010.

- Dutch economic growth in the third quarter of 2010 reached 1.8 percent compared to the same quarter of 2009.
- Dutch industrial production grew by 7 percent in the third quarter.
- In 2011 the Dutch economy is expected to grow by 1½ per cent GDP. This means that the Dutch economy, after the historic shrinkage of 4 per cent in 2009, will have a relatively normal growth in 2010 and 2011.

### Strong growth in exports

In August 2010, the volume of goods exported was nearly 15 percent up on twelve months previously, on top of more than 12 percent increase in July compared to July 2009.

The value of exported goods in August totalled €29.7 billion - more than 26 percent up on one year previously. The value of imports grew by nearly 25 percent to €26.7 billion. The trade surplus amounted to €3.0 billion, an increase by €0.9 billion relative to August 2009.

According to the Dutch Exports Radar for October 2010, circumstances for Dutch exports are more favourable than one

month previously. Exports to Russia and to the USA have been strong in this period.

The value of imports and exports of raw materials, mineral fuels, machinery and transport equipment was distinctly higher than one year previously.

### Way of Life

When one considers that Dutch exports are worth nearly €400 billion per year - export is a way of life for the Dutch. That the Netherlands can operate effectively in difficult times is reason for confidence.

The Netherlands economy is an excellent example of how smaller European economies can survive the current global crisis and gives Northern Ireland exporters good reason to 'Get In Touch, and Stay in Touch, with the Dutch'.



Steve Murnaghan  
Managing Director of Northern Ireland  
Trade Consultants and Founder of NI-NL

# What's Up in Holland ?

## Rutte government sworn in



**Queen Beatrix recently swore in the Rutte government. The new government consists of twelve ministers and eight state secretaries.**

The government is a coalition of the Christian Democratic Alliance (CDA) and the People's Party for Freedom and Democracy (VVD). It will receive parliamentary support from the Freedom Party (PVV).

The new government is reducing the number of ministries from 13 to 11 and the number of government members is being reduced from 27 to 20. Six ministers come from the VVD and six from the CDA, with four state secretaries from each party.

The Ministry of Economic Affairs and the Ministry of Agriculture, Nature and Food Quality are being merged into the new Ministry of Economic Affairs, Agriculture and Innovation.

On the right NI-NL BIZ profiles the two Ministers from the new Ministry.

Minister Bleker recently quipped at an Export Networking Reception that he understands why he was chosen for the role as Minister for Agriculture and Minister for Foreign Trade.

As a Groningen horse breeder buying and selling across Europe he understands foreign business cultures and has a track record of facilitating successful business deals in the very challenging agricultural sector.

The Northern Ireland - Netherlands Trade and Export Society trusts that Ministers Maxime Verhagen and Henk Bleker will enjoy receiving their 1st copies of NI-NL BIZ and are welcome to attend forthcoming NI-NL events to gain a flavour of the business potential which exists between the two countries.

## MINISTERIAL PROFILES

**Maxime Verhagen**  
**Deputy Prime Minister, Minister of Economic Affairs, Agriculture and Innovation**

Maxime Verhagen (54) born in Maastricht in the southern province of Limburg, was a member of the European Parliament from 1989 to 1994. From 1994 to 2007 he was a member of the House of Representatives for the CDA, where he was the party's spokesman on asylum policy, and foreign and European affairs before he became leader of the CDA parliamentary party in 2002. On 22 February 2007 Mr Verhagen was appointed Minister of Foreign Affairs in the fourth Balkenende government and also took over the portfolios of Minister for Development and Minister for European Affairs on 23 February 2010. Following the elections on 9 June 2010 he returned to the House of Representatives, again as leader of the CDA parliamentary party.

On 14 October 2010 Mr Verhagen was appointed Minister of Economic Affairs, Agriculture and Innovation in the Rutte-Verhagen government.



**Maxime Verhagen**  
Deputy Prime Minister, Minister of Economic Affairs, Agriculture and Innovation

**Henk Bleker**  
**Minister for Agriculture and Foreign Trade**

Henk Bleker (57) is from the opposite end of the country but the same political affiliation as Maxime Verhagen. In 1975 Dr Bleker began his career as a policy officer at the Ministry of the Interior. A year later he joined the University of Groningen's Faculty of law as a research assistant. From 1984 to 1999 he worked as an adviser on organisation, usually working as an interim manager and administrator.

In 1999 Dr Bleker became a member of the provincial executive of the province of Groningen. He covered health care, transport, agriculture, nature and the organisation of local government. In 2009 he left to become director of the regional broadcaster RTV Noord. On 14 October 2010 Dr. Bleker was appointed Minister for Agriculture and Foreign Trade in the Rutte-Verhagen government. Henk Bleker began his involvement with provincial government in 1982. From 1982 to 1999 he was a member of Groningen provincial council, representing the Christian Democratic Alliance (CDA).



**Henk Bleker**  
Minister for Agriculture and Foreign Trade



## Dutch healthcare company selects Natural Health Products

OTC Pharma of Gorinchem, Netherlands, a global health and wellness company with a reputation for producing and selling the highest quality healthcare products, has selected Natural Health Products of Belfast as its partner to launch two new healthcare brands in the UK and Ireland markets.

Natural Health Products, Northern Ireland's leading supplier of natural health and traditional herbal medicines, will provide warehousing, distribution, and marketing support for the Marcus Rohrer Spirulina and Bye Wart product ranges.

"We are constantly exploring ways to extend our portfolio by adding innovative and best in class products that bring effective healthcare to our customers. Marcus Rohrer Spirulina is probably the purest, freshest complete nutritional supplement of its kind on the market, while in Bye Wart we have a certified Class I medical device that provides a natural and painless treatment for the removal of warts and verrucas. We are really excited by



Robert Baird of Natural Health Products (left) and Marcus Rohrer of OTC Pharma B.V. at the product launch of Marcus Rohrer Spirulina and Bye Wart at the recent Rude Health Show in Dublin.

this opportunity and are working closely with OTC to grow the market for these products". Says Robert Baird – Managing Director of this family owned business.

"We are proud to be associated with Natural Health Products", says Mario Oldani, Founder and President of OTC Pharma International. "The people at Natural Health Products have done a fantastic job in representing and distributing key international brands. This is a company with great entrepreneurial spirit".

OTC Pharma International, Marketing Director, Maria Asencio added; "this partnership underpins the strong

commitment and investment into Ireland by OTC Pharma. Robert Baird and his team at NHP represent our core values of integrity, passion, drive, performance, family, wellness and caring for community and society as a whole".

Marcus Rohrer, the creative force behind the Marcus Rohrer Spirulina brand, said he was delighted to be associated with Natural Health Products and wished both parties the best of success. "Marcus Rohrer Spirulina is synonymous with defending good health. It is natural then to be associated with one of Ireland's pioneers in the field of good health and wellness", he said.

## Holland Gateway

Holland Gateway, based in the World Trade Center Schiphol is geared to service the needs of international entrepreneurs, companies and investors

Holland Gateway is the connecting hub for national public and private parties and international businesses in all phases of business development in the Netherlands.

Holland Gateway is the result of the shared vision of five government and semi-government partners: the Ministry of Economics / NFIA, the Ministry of Justice / IND, Social Affairs and Employment / UWV, the Netherlands Chambers of Commerce and the Schiphol Group.

In a unique cooperation they established an innovative virtual and physical portal to The Netherlands for

international businesses, to obtain information and get connected. They invited in all other national, regional and local governmental organizations and relevant private parties and together they created a hub for international businesses.

Holland Gateway makes doing international business in the Netherlands easy, according to David Mc Veigh, Head of Sales and Marketing at Harland & Wolff Heavy Industries who made a flying visit to Schiphol for a meeting with a potential Dutch partner involved in renewable energy projects.



# Business Travel and Tourism

## Never a better time to visit Northern Ireland

A group of top Dutch travel writers visited Belfast in late November, as part of a fact-finding trip to Northern Ireland. Carefully selected and invited by Tourism Ireland in the Netherlands, their itinerary was compiled by the Northern Ireland Tourist Board.

The journalists also spent time exploring the North Antrim coast – taking in Dunluce Castle, the Giant's Causeway and the Old Bushmills Distillery – before heading to Belfast where they enjoyed the Titanic boat trip, sampled the delights of St George's Market and toured the Ulster Museum.

Monica Nerney, Tourism Ireland's Manager Northern Europe, said: "The visit of these journalists is an excellent opportunity for us to showcase the sights and sounds of Belfast and Northern Ireland. There really is no substitute for being able to come and experience the tourism offering here at first-hand; it helps these journalists to find out what Northern Ireland has to offer for Dutch holidaymakers and to write more effectively when they return home."

"The Netherlands is an important market for tourism to Northern Ireland, delivering 15,000 visitors last year. Tourism Ireland has had an extensive promotional programme in place throughout 2010, highlighting Northern Ireland as a fantastic holiday destination and the ease of getting here for Dutch visitors with direct flights from Amsterdam with easyJet. It is absolutely essential that we continue to convey the message that there has never been a better time for Dutch people to visit Northern Ireland."

Pictured Right

Dutch journalists pictured outside St George's Market with Karen van der Horst, Tourism Ireland the Netherlands (right) and Claire Keenan, NITB (second left).

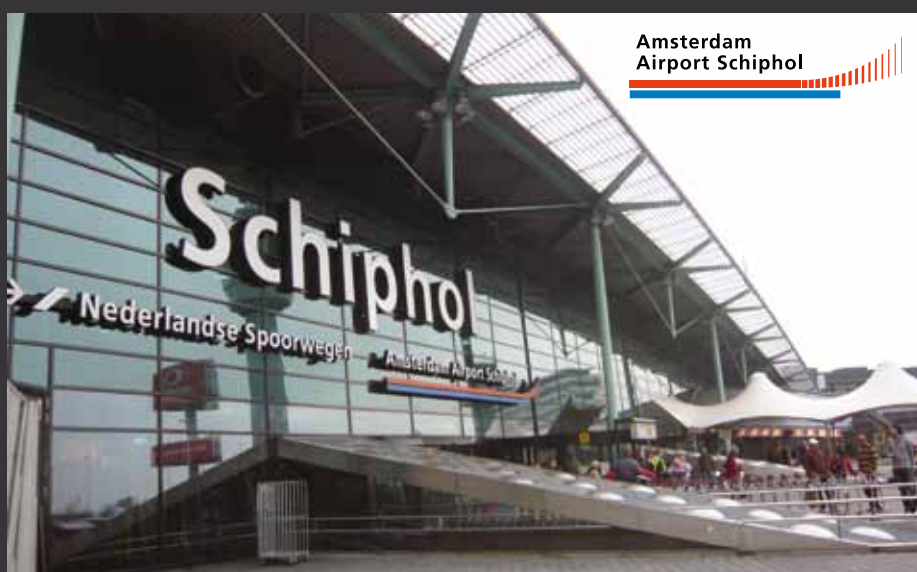


## Amsterdam Airport Schiphol voted Europe's Best Airport

British business travellers have voted Amsterdam Airport Schiphol as the winner of the Business Traveller Award in the category 'Best Airport in Europe 2010'.

Coen Reinders, a member of Schiphol Group's Management Team, received the prestigious accolade during the Business Traveller Awards ceremony held in London recently. The other nominees in the 'Best Airport in Europe' category were London Heathrow Airport, Munich Airport and Zurich Airport.

Great Britain is Schiphol's most important market following its home market the Netherlands. In the first six months of 2010 alone, over 3.1 million passengers from Great Britain travelled via Schiphol. "We are extremely proud that British business travellers have honoured us with this prestigious award for the 21st time. In the light of our ambition of becoming Europe's preferred airport, we aim to continuously



Amsterdam  
Airport Schiphol

optimise the travel process and introduce innovative applications," said Reinders.

During the coming winter schedule running from 31 October 2010 - 26 March 2011 seven airlines will operate flights between Great Britain and Schiphol. The airlines

are KLM, British Airways, BMI Baby, Cityjet, easyJet, Flybe and Jet2.com.

Flights services are operated several times a day to all 18 destinations in total, offering passengers a choice of over one hundred daily flights to Great Britain.



# STENA LINE CONTINUES TO SAIL FROM STRENGTH TO STRENGTH



Despite the current economic conditions, Stena Line [www.stenaline.com](http://www.stenaline.com) has continued to invest heavily in its fleet and services. As a leading ferry company, it has made the largest investment on its Irish Sea routes in years having recently begun work on a new £200m Scottish Port, introduced the Stena Navigator on the Belfast to Stranraer route with an investment of over £6m and completed a £9m makeover on their Irish Sea vessels. The ferry company has also launched two of the world's biggest Superferries on the North Sea, The Stena Hollandica and the Stena Britannica with a total investment of over £375m



Photo above, Stena Hollandica • Photo right, Shipping line of the year award



The investment in the new Scottish port also includes the addition of two large modern ferries and once open, the new port will complement the modern facilities already in place at Stena Line's Belfast terminal and with much shorter crossing times will help further strengthen the transport links to and from Scotland and the island of Ireland for freight customers.

Only last year, the Stena Navigator set sail on its maiden voyage on the Belfast to Stranraer route. The introduction of the vessel, which has a capacity of up to 1,500 passengers and up to 50 lorries or 280 cars, has enabled Stena Line to offer up to 14 crossings on the route each day, allowing the ferry company to make a number of changes to its existing timetable which better reflects the needs of its freight customers. In March 2010, Stena Line gave its Irish Sea fleet a £9m makeover which included £1m on the Stena Caledonia, £2m on the Stena Nordica Superferry and £2.1m on the Stena Europe Superferry on the northern, central and southern corridors respectively. Stena Line recently launched the Stena Hollandica and Stena Britannica, the world's largest superferries which sail daily between Harwich and the Hoek of Holland.

Many companies are highly active in transport through to mainland Europe and the new vessels, which boast dedicated freight space, ensure continuous supply in support of this vital connection. They provide an enormous freight capacity each with 5500 lane metres of vehicle deck space. Both also incorporate dedicated facilities for freight drivers, evidencing Stena Line's commitment to fostering trade between the UK and

the Continent. In September, Stena Line Freight was named the 2010 Shipping Line of the Year award at the prestigious Export & Freight Transport & Logistics Awards. An independent panel of judges including a group of hauliers who regularly travel with Stena Line voted on a range of things including the level of service, onboard facilities and choice of routes.

At the beginning of December, Stena Line announced an agreement with DFDS to acquire its Liverpool (Birkenhead) to Belfast and Heysham to Belfast routes. The acquisition, which amounts to approximately £40M, will enable Stena Line to improve its service on the Irish Sea by offering several different alternatives for transportation between Northern Ireland and Great Britain which will further improve the service and frequency for freight customers. Included in the purchase from DFDS are four ships which include the chartered Lagan Seaways and Mersey Seaways on the Liverpool-Belfast route and the freight carriers Scotia Seaways and Hibernia Seaways.

Stena Line offers customers a choice of over 44 sailings a day across eight routes on the Irish and North Sea. These include Stranraer to Belfast, Fleetwood to Larne, Holyhead to Dun Laoghaire, Holyhead to Dublin, Fishguard to Rosslare to Fishguard, Killingholme to Hoek van Holland, Harwich to Hoek van Holland and Harwich to Rotterdam.

For more information on routes and services available, click on [www.stenalinefreight.com](http://www.stenalinefreight.com).

Please notify NI NL by email on [info@ni-nl.org](mailto:info@ni-nl.org) if:

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

Correspondence address

NI NL - Northern Ireland Netherlands Trade and Export Society  
Rubensstraat 85  
1077 ML Amsterdam  
The Netherlands

# The business network

**At Stena Line Freight, we're constantly looking to provide a route network and services that you can tailor to your business.**

With over 40 crossings on the Irish and North Sea each day, you get a choice of different routes and ports of departure and a timetable geared to your needs. All with ships and systems designed for the fast and efficient movement of freight.

Whether your customers are across the Irish Sea or on the Continent, you can be sure we'll continue to provide the ultimate network and services to help you run your business.



  
**Stena Line**  
FREIGHT