



BIZ

www.ni-nl.org

The newsletter which keeps Northern Ireland in touch with the Dutch

In this 1st edition of NI NL BIZ Steve Murnaghan, Co Founder of NI NL



... looks back at a busy inaugural year of NI NL and provides an overview of business events, activities and linkages taking place between Northern Ireland and the Netherlands during the next 9 months.

... gives special attention to export programmes and success stories between the 2 regions.

... looks forward to the forthcoming NI NL Offroad Driving and Networking event on 11th October at Clandeboye estate

... welcomes, together with exporters and trade promoters in both Northern Ireland and the Netherlands, the Aer Lingus decision to provide a daily double Dutch flight rotation timed for the business traveller.

... announces a special flights promotion with Aer Lingus to coincide with The Netherlands Trade Dinner with Netherlands Ambassador Pim Waldeck at Hillsborough Castle in January 2008

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's Mission is "to proactively assist in developing Partnerships in Trade, Enterprise & Investment 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.

Following the Dutch model of Export Clubs NI NL is the 1st country specific export association in Northern Ireland.

NI NL is a not for profit foundation and plays an active role by organising on average 4 business network events and activities per year

To date over 120 exporters are registered. Registration in 2007 is free for individuals, companies, associations and their representatives directly involved in import / export activity with the Netherlands, and aspirant exporters.

To register your company for NI NL please browse to www.ni-nl.org/register.php

background to NI-NL



NI-NL Founders

Invest Northern Ireland 

Invest NI promotes the Netherlands as a key market for aspirant exporters to continental Europe through the 'Going Dutch' Programme.

From 2005 – 2007 34 NI SME's from Invest NI Regional offices will have successfully completed the practical export sales and marketing programme including training and individual matchmaking in the Netherlands.

www.investni.com



Lisburn City Council has assisted 35 companies into the Netherlands over the last 6 years through the European Outlook programme and are now seeing tangible results in export sales and business partnerships being achieved.

The 7th Lisburn European Outlook Programme has already been planned to visit Amsterdam in February 2008.

www.lisburncity.gov.uk



Northern Ireland Trade Consultants provides Business Development services to assist Northern Ireland companies and Industry throughout Europe from their base in the Netherlands over the last 13 years. NITC have been involved in direct sales development, distributor searches and appointments, strategic alliances, buyers visits, sourcing, best practice and maintaining on-going contact between Northern Ireland and Dutch industry.

www.nitc.nl

Recent European Outlook Programmes and the Going Dutch programme have developed an estimated € 8.6 million of export sales from Northern Ireland to the Netherlands.

NI NL Events and activities

- NI NL provides companies with advice on both initiating and developing their business ventures into the Netherlands.
- NI NL organises seminars on specific sectoral topics, legal issues, logistics etc
- NI NL creates opportunities for like minded companies to network through trade dinners and the events programme.
- To date 5 events have been organised in 2006 / 2007



Previous Events

Trade Dinner in Amsterdam 2006

The inaugural meeting of the Northern Ireland - Netherlands Trade and Export Society (NI - NL), in Restaurant d'Vijff Vlieghen in Amsterdam, coincided with the 5th consecutive visit to the Netherlands of companies from the City of Lisburn.

Alderman Edwin Poots, Chairman of Lisburn City Council Economic Development Committee (2006), who claimed to be of Dutch descent, was delighted to further strengthen trade links with the Netherlands through becoming a co-founder of NI NL. Alderman Poots and the Economic Development Team were delighted to see so many Lisburn companies active in the Netherlands and extended a warm welcome to their numerous Dutch business partners who had traveled to be in Amsterdam for the dinner.



Steve Murnaghan, Managing Director of Northern Ireland Trade Consultants provided an overview of numerous projects and initiatives over the years between the regions both Outward and Inward, sectoral and multi-sectoral. The guests were informed that industries such as Agri Food, Engineering, Aerospace and ICT are key in both markets with examples of successful partnerships or 'samenwerkingen' from these sectors including:

- Daily supply of fresh quality beef and lamb to Albert Heijn under the Greenfields brand
- City buses designed and built under the stringent control of the RDW to operators in Leeuwarden and Utrecht regions
- Aerospace components supplied from skilled engineering companies to Boeing and Airbus through Stork Aerospace
- Financial software developed for trading floors in ING and ABN Amro

The www.NI-NL.org website, developed by Net-Finity in Belfast, would be key to the success of NI NL, guests were told.

Guests toasted NI - NL and a continuation of successful relations between Northern Ireland and the Netherlands in the years to come.



Netherlands Food Industry seminar



John Woods of Linwoods, Steve Murnaghan of NITC and Harry Smit of Rabobank International at the leading agri food bank's Utrecht Headquarters.



Frits Thissen Agricultural Attache, Fional Lavery Invest NI Food Team and Harry Smit of Rabobank International at the Dutch Food Industry at Lagan Valley Island in September 2006.

A panel of speakers from the Netherlands and from Northern Ireland addressed practical issues of supplying the Food Industry in the Netherlands

- Efficient Logistics to the Netherlands Irene Rennie, Norfolkline

The seminar which was attended by the Agricultural Attache to Royal Netherlands Embassy in London was followed by a drinks reception with finger food (in Dutch a 'borrel') kindly provided by Rabobank Ireland.

- What's happening in the Dutch Food & Agri industry Harry Smit, Rabobank International
- Understanding Dutch Retail and Food Service Steve Murnaghan, Northern Ireland Trade Consultants BV



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NI NL Launch

The official launch of NI-NL took place at Lisburn Island Civic Centre in May 2006.

The audience, including the Hon. Consul for the Netherlands, Carson Mc Mullan, exporters, economic development promoters and Dutch business executives based in Northern Ireland, was welcomed to Lisburn by Alderman Edwin Poots and heard how Lisburn companies had embraced the Netherlands over the last 5 years.

A panel of speakers from the Netherlands and from Northern Ireland addressed practical issues of trade with the Netherlands

- Yvonne Cosgrove provided an insight into how F5 Networks have built a relationship in the Netherlands over the last 12 months which has generated over \$ 4 million
- Mike Antonis former MD of FG Wilson and now of InspecVision provided a Dutchman's View of Northern Ireland industry over the last decades
- Irene Rennie explained the services offered by Dutch based Norfolkline in effectively transporting goods from the province into the Netherlands and further afield.
- Christian Strik of Strik Attorneys at Law, who flew into the province for the launch, provided an in depth overview of the Dutch legal system and tipped the audience on the Do's and Don'ts of Commercial Law
- A panel session which included the speakers and Invest NI's Kate Gilmore was followed by a 'borrel' (drinks reception) to launch NI-NL.

Guests toasted NI - NL and a continuation of successful relations between Northern Ireland and the Netherlands in the years to come.

Giant Strides Ahead

Network event at The Belfast Giants with guest speaker Albert Maasland - Chairman of the Coors Belfast Giants

Albert Maasland was the special guest speaker at the NI NL network event, held at the Odyssey and culminating in all the speed and excitement of an league ice hockey match. For the NI NL companies gathered beforehand, hearing what Maasland had to say on the subject of doing business, both inside and outside Northern Ireland, was equally riveting stuff.

Maasland is, first and foremost, an investment banker. After a long career with Deutsche Bank, Maasland 'retired', only to rejoin the fray with the Standard Chartered Bank, where he still works. He is also a businessman and has been variously

described as 'an adventurer' and 'The Abramovich of ice hockey' – a title he says bears no relevance to either his business methods or his character! A native of the Netherlands, he has lived in many parts of the world (currently most of his work is in the Middle East, China and Eurasia, and his current business ventures include a chain of garden centres, a safari park in Zimbabwe and, of course, the Belfast Giants.

It was clear that Maasland has a significant interest in Northern Ireland and a great deal of experience as an outsider, with global business experience, choosing to do business in Northern Ireland. Albert provided a frank, honest and witty insight as to why he decided to set up an ice hockey team based in Belfast, some of the challenges

and hurdles that they faced in the start up phase (and still today!) and some thoughts about doing business in Northern Ireland as a non native.

Sponsors of the event were the Coors Belfast Giants who provided a VIP package for NI-NL companies and Atradius - one of the world's leading credit insurance and credit management companies, offering a range of services to micro companies, SME's and leading exporters – who sponsored the food and drinks.



'New Energy' Dinner



In May 2007 a joint NI NL and EVD dinner was held in Belfast, on the occasion of the 1st trade mission of companies from the Netherlands visiting Northern Ireland.

The participants who were involved in Sustainable Energy solutions (solar, biomass, the built environment, sustainable transport, energy from water, waste and wind) met with local partners, influencers and end users for their technologies and services during the 3 day visit.



Guests were treated to the best of Northern Ireland produce and hospitality by Bob Fitzpatrick and Andy Rea and their team in the excellent surroundings of the Mourne Seafood restaurant. Steve Murnaghan, MD of NITC, thanked all who had worked hard to prepare and facilitate the 1st ever Trade Mission from The Netherlands to Northern Ireland.

Special thanks was aimed at the EVD as the main sponsor of the Mission, Invest NI for their local support, The Sustainable Development Commission for presenting in Amsterdam,

the Action Renewables Team for briefing the group on Renewable Energy on arrival in NI, and Lisburn City Council for providing a fantastic venue in the Valley Island Centre for the Dutch 'New Energy' Conference.

As a 'dress rehearsal' for the conference the following day each of the Dutch companies introduced themselves and the products and technologies they represented. Steve Murnaghan proposed a toast to a successful Trade Mission which was loudly supported and applauded by the companies and their guests.

Up and coming NI NL events



11th October 2007 1.00 pm
Off Road Driving and Networking
Clandeboyne Estate



Land Rover Experience Northern Ireland (LRE NI) is Ireland's sole Land Rover Experience and is located in the Clandeboyne Estate where LRE (NI) is privileged to have access to the 800 hectare private estate.

LRE NI offers corporate entertainment for those who are looking for a high quality venue to entertain their customers as well as team building and motivational days for staff.

Due to a recent Sales Drive into the Netherlands assisted by Bangor based Signal Business Growth the LRE NI unique location and exciting corporate days are now on offer through Dutch Incentive promoters.

LRE has a fleet of vehicles, which consists of Freelander 2, Defender, Discovery 3, Range Rover Sport and Range Rover, which are all current year models. The NI NL programme includes an afternoon of Off Road Driving, The Activity Zone and the indoor Golf Challenge, followed by a top class BBQ and networking opportunity.

Due to generous sponsorship by All Route Shipping <http://www.allroute.com> there is no charge for local exporters.

A maximum of 45 places are available. Please register before 30th September via www.ni-nl.org/events.php

Please note event terms and conditions when registering.

New Year's Trade Dinner

Hillsborough Castle,
Hillsborough



NI NL is delighted to announce the Netherlands New Year's Trade Dinner on 16th January 2008 at Hillsborough Castle.

Hillsborough Castle is a late 18th Century mansion house situated in the heart of Hillsborough village which since 1972 has been as the residence for the Secretary of State for Northern Ireland. In the last 20 years Hillsborough Castle has become a key venue for political events in Northern Ireland, including meetings between the British and Irish governments and the local political parties as part of the peace process.

Members of the Royal family are regular visitors to Hillsborough Castle which has also played a part on the world's political stage as the venue for talks between President George W Bush and Tony Blair during the Iraq War.



The event will be hosted by H.E Pim Waldeck, Ambassador of the Kingdom of the Netherlands

Dutch companies together with their local business partners in Northern Ireland are invited to attend.

Invitations shall be issued from The Royal Netherlands Embassy in November 2007.

NI NL shall pass on any requests for invitations to the Embassy. Please email info@ni-nl.org with full contact details of NI and NL company.

Forthcoming Events in the Northern Ireland – Netherlands Business Calendar

24th- 26th September 2007
Invest NI – Newry Office
Going Dutch - 3 day Market Visit to Holland

11th October 2007
NI NL
Offroad Driving and Networking
Clandeboyne Estate

29th – 31st October 2007
Lisburn Leader Ltd
European Rural SME Marketing Awareness Programme
3-day Market Visit to Holland

21st – 23rd November 2007
Invest NI – Ballymena Office
Going Dutch - 3 day Market Visit to Holland

Winter 2007
EVD - Food Technology Sector
Trade Visit of Dutch Processing, Packaging and Logistics Technologies Suppliers

16th January 2008
Royal Netherlands Embassy, London, and NI NL
New Years Dinner with the Netherlands Ambassador to the United Kingdom
Hillsborough Castle

4th February 2008
Lisburn City Council
European Outlook Programme
3 day Market Visit to Holland

5th - 6th March 2008
EVD
Waste Management Sector
Dutch Waste Technologies Pavilion at IRWM, RDS, Dublin

9th – 10th April 2008
EVD
Food Technologies Sector
3 day Best Practice visit to the Netherlands for (Northern) Irish Food industry management

14th – 16th May 2008
Balmoral Show, Belfast
Dutch Agricultural Technologies stand (to be confirmed)

Unlocking the Netherlands market



Hazel King - Economic Development Assistant Manager helps local companies Smiley Monroe and Golf Ballistix to prepare for the market at a training session hosted by award winning exporter Powershield at the Knockmore Industrial Estate.

Lisburn City Council continues to open doors for local companies in Holland as part of the European Outlook Programme which they pioneered 6 years ago.

Lisburn City Council's sixth European Outlook Programme culminated in a Market Visit to the Netherlands in February 2007. To date over 30 companies from Lisburn have visited the market via this programme

Each company was invited to participate at the launch, a Dutch market specific sales and marketing training session in Lisburn prior to departure and a market visit training session and Dutch language course on arrival in Amsterdam. Hazel King - Economic Development Assistant Manager helps local companies Smiley Monroe and Golf Ballistix to prepare for the market

at a training session hosted by award winning exporter Powershield at the Knockmore Industrial Estate.

Research was carried out for each individual company, and, in total, 32 meetings were planned by NITC in advance of the visit. Over € 2 million worth of annual orders per annum were identified by the 7 European Outlook Programme participants.

On his return from the Netherlands Brian Sofley Sales Director of Powershield stated "I have been involved in quite a number of Trade Missions throughout the world and none

have been so well organised and had such accurate focus on the requirements of the company. Powershield could and can do business with each of the companies met as they are in non directly competitive subsectors of the market."

Lisburn City Council have recently contracted NITC to deliver a Trade Development Programme to the Netherlands in February 2008.

Lisburn companies interested in unlocking the Dutch market in 2008 should contact Suzanne Lutton on 02892 509485 or Suzanne.lutton@lisburn.gov.uk

Dutch Processing, Packaging and Logistics Technologies initiative



Holland has a long tradition in trading and is a world player in the export of agricultural products, including processed food.

Holland therefore has a whole range of medium-sized food processing and equipment manufacturers and centuries of experience in worldwide business which is a valuable asset when it comes to globalisation.

As examples, the Dutch industry produces 80% of the world's capacity in poultry processing machinery and over 50% in potato processing machinery.

Today the Netherlands Food Technology industry is preparing to export the benefits of their knowledge and innovative solutions to assist local food producers. The initiative is sponsored by the Dutch Agency for International Business and Cooperation and facilitated by NITC.

The 12 participating companies are involved in:

- Fruit and Vegetable processing
- Meat and snack production
- Chilling and freezing
- Internal and external logistics solutions
- Packaging solutions (machines and consumables)

The initiative has 2 main stages:

1) Arranging introductory meetings to the Dutch Food Technology companies - Winter 2007

2) Arranging a complimentary best practice visit for local management to Holland in Spring 2008 including group and individual site visits and a visit to PPT Food / IMEFA - key trade show for food processing, packing, and tracking

Further details on the initiative and a free booklet with detailed profiles of the Dutch companies is available by emailing your details to foodtechnology@nitc.nl





Lisburn Leader Rural Best Practices in Europe

Lisburn Leader are offering rural Lisburn businesses the opportunity to visit Holland and identify how Dutch farmers, rural hospitality businesses and rural firms have secured their future in the face of major challenges in the rural economy.

Dutch farmers have, like their Northern Ireland counterparts, been forced to farm on a larger scale or look at new activities to stay on the land.

The Lisburn Leader Programme will offer participants the opportunity to

- View best practices
- Meet similar Dutch businesses
- Assess key learning-points
- Identify new business opportunities

The Lisburn Leader Programme includes:

- Seminars in Lisburn with local and international Speakers
- 3-day Market Visit to Holland – 29th – 31st October
- Group & Individual Site Visits to Dutch farms and businesses
- One-2-One Consultancy

The European Rural SME Marketing Awareness Programme is open to all rural-based businesses in the Lisburn area.

To learn more about the European Rural SME Marketing Awareness Programme and to discuss how the Programme can assist your business, please contact

Andrew Kennedy
at Lisburn City Council
on Tel: 92 509 483 or
andrew.kennedy@lisburn.gov.uk



Going Dutch



2 groups of 6 companies from the Invest NI regional offices in Ballymena and Newry are currently being prepared for market visits in September and November by NITC.

Invest NI and NITC have delivered 3 previous 'Going Dutch' programmes for the regional offices as well as the sectorally focused 'Food Going Dutch' programme.

The Newry candidates represent a range of sectors including telecommunications, equestrian, engineering, machine builders, horticulture and HoReCa (the Dutch word for the catering and food service industry).

Ballymena candidates cover the marine, animal welfare, security, vending, agricultural technology and equestrian sectors.

All participating companies will be warmly welcomed into the NI NL network.



Dutch dogs prefer PowWow

Dutch dogs are lapping up a new energy drink for pooches made in Northern Ireland.

Pow Wow, a rehydration drink for canines, has been developed by Moy-based Jam Pet Foods.

Pet owners in the Netherlands are now snapping up the product for their pooches and Japanese and Belgian owners are about to follow their lead.

Jam secured the export business after participating in Invest Northern Ireland's 'Going Dutch' export marketing programme, which is supported by Northern Ireland Trade Consultants in Amsterdam.

The Moy company is supplying the flavoured isotonic drink to a network of independent pet shops and a major pet wholesale operation in the Netherlands.

Jam Pet Foods manager Anthony Mackle pointed out: "The practical support and direction we received from NITC was invaluable. It helped us target the main distribution channels and seek out those companies with the best potential for selling Pow Wow".

Alan Hingston,
Director of Trade at Invest NI,
supports Anthony Mackle's
success into Holland



Dutch Bring 'New Energy' to Northern Ireland

The 1st official trade mission from The Netherlands visited Northern Ireland in May 2007 under the very topical slogan Dutch Bring 'New Energy' to Northern Ireland



Northern Ireland aims to be the European Leader in Renewable Energy in a number of years and as the Dutch have been harnessing natural elements over the years they visited the province to develop local contacts and partnerships for their technologies.

The challenging 3 day mission included:

- Presentations by local partners on the Renewable Energy sector in NI
- Interviews with the local press
- A private dinner, together with NI-NL, for invited guests and influencers
- The Dutch New Energy conference at Lagan Valley Island, Lisburn with key note speaker ir. Marije Lafleur of the Dutch Energy Research centre
- Site visits on location throughout the province



During the conference 10 Dutch companies presented their technologies to some 170 delegates and engaged in over 100 individual meetings during a Dutch Auction matchmaking session.

A successful visit was enjoyed by all involved thanks to the reception the companies received from local NI businesses and organisations.



Your office in Amsterdam?



Are you looking for a base where your business may be professionally presented to prospective Dutch and International clients, a base for a sales executive in the market or a base to work from during visits to the market.

Opening your own office in the Netherlands can be a costly and time-consuming business.

NITC offers just such a facility through their pied-à-terre service at Oxford House. This service provides your company with a full-scale presence in central Amsterdam, without obliging you to set up a company in The Netherlands or having to man it in person.

The offices are on the 5th floor of Oxford House - located 300m from Dam Square, in Amsterdam.

Oxford House is a characteristic 1928 Berlage style school building which today hosts Northern Ireland Trade Consultants, the Netherlands British Chamber of Commerce, and the British language Training Centre.

Services include:

- Furnished office space
- Meeting room facility
- Broadband
- Telephone reply service
- Mailings, outgoing calls
- Secretarial support services
- Sales Development services



Anglo-Dutch Awards for Enterprise

If you meet any of the these criteria your company may contend for the 2007 Anglo-Dutch Awards for Enterprise (won in 2002 by Wrightbus - pictured left with Sir Leon Brittan).

The Netherlands British Chamber of Commerce currently welcomes applications from companies who have:

- developed successful Anglo-Dutch relations in the last few years
- expanded their market share or introduced a new successful concept in these export markets

What matters is entrepreneurship, not company size nor turnover!!

Details can be found at www.nbcc.co.uk

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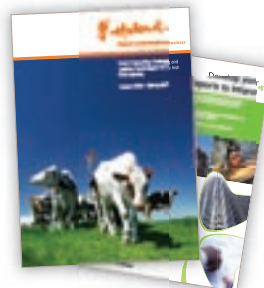
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Dutch Design...

Creative Media a leading local graphic design business with offices in Omagh and Belfast has recently been working for the Dutch Ministry of Economic Affairs in designing and publishing flyers, booklets and promotional materials for Dutch companies involved in trade missions and trade shows in Ireland.

Recent subjects have included Dutch Environmental Know How Comes to Ireland and Dutch Processing, Packaging and Logistics Technologies for the Irish Food Industry.

MD Marcus Isherwood is confident that these orders from the Netherlands are further proof that Creative Media can successfully compete for and deliver design and print work for international clientele.



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Keeping it between the ...canals!



Sean Mc Ardle of MT Waste, a participant in the Going Dutch 2006 programme recently returned to the Netherlands to compete in the Exotic Green Car Rally along the Dutch / Belgian border in July 2007.

Sean drove a Toyota Corolla WRC on his 1st continental European rally ably assisted by Belgian co-driver and rallysport reporter Geert Grooten.

Between stages Sean (and Teresa) Mc Ardle promoted Ireland as a destination, in particular the forthcoming Rally Ireland WRC, and featured on RTL's Rallysport programme.

Although aiming for a Top 10 finish Sean was quite pleased with the result as a number of the stages were night stages - unknown in Ireland - and after recent success in the Mourne Rally he missed the undulations and hedges of Irish rally stages.

Sean availed of the opportunity to invite Dutch business contacts developed during last year's programme to enjoy a VIP package which provided access to all stages as well as the service and hospitality areas.

Overall the MT Waste, Tourism Ireland and ASEE sponsored Corolla finished as 2nd foreign crew and 12th overall.

Sean has now thrown down the gauntlet to Dutch rally drivers to come and compete on his home soil !

Daily Double Dutch Flight rotation announced



NI-NL is delighted that Aer Lingus has announced 2 scheduled flights per day between Belfast International and Amsterdam Schiphol from 10th December 2007.

Flight schedule

Departs BFS	0615	0850	EI022
	1715	1950	EI028
Departs AMS	0930	1005	EI023
	2045	2120	EI029

The flights are very well timed for the business traveler between the 2 regions (in both directions) as well as for transit flights through Schiphol to other European and Intercontinental destinations.

For the lowest fares, check the Aer Lingus website: www.aerlingus.com

Freight

Cargo capacity will be available for booking on the twice daily Airbus A320 schedule from 10th December. For details of competitive tariffs in place for this new service please contact Cargo reservations on +31 20 7952900 or matthijis@euroskycargo.com



Free Flights for NI-NL

NI NL has arranged free return flights (including taxes) with Aer Lingus for 20 Dutch businesses to attend the New Year's Trade Dinner on 16th January 2008.

The flights have been arranged to provide optimal time for Dutch and Northern Ireland business partners to meet up and discuss New Year's business plans with just a 1 night stay. (Accommodation at own cost).

The schedule is as follows:

16th January 2008
Depart AMS 09.30, arrive BFS 10.05.
Collection by local business partner

Evening Hillsborough Castle for New Year's Trade Dinner (business attire)

17th January 2008
Further meeting with local business partner
Depart BFS 17.15, arrive AMS 19.50

Requests in writing with full contact details of Dutch company, name of passenger and NI partner should be sent to info@ni-nl.org

Applications shall receive confirmation in December 2007.

Please notify NI NL by email on 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
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If you have any relevant business news stories for publication on the NI NL website or BIZ newsletter – please forward to info@ni-nl.org