



BIZ

www.ni-nl.org

Spring / Summer 2011

The newsletter which keeps Northern Ireland in touch with the Dutch

NI-NL BIZ provides readers with an update on Northern Ireland – Netherlands trade relations over the last six months In the 8th edition of NI-NL BIZ Steve Murnaghan, Founder of NI-NL...

- looks back at a successful NI-NL New Year's Dinner in Amsterdam in February
- reveals the NI-NL 2011 calendar of events
- announces and welcomes sponsorship of NI-NL by Ulster Bank
- reports on Lisburn City Council's ninth Trade Programme to the Netherlands
- follows the progress of six of Invest NI's Going Dutch participants in the Netherlands in April
- accompanies Invest NI CEO Alastair Hamilton during his tour of SME's in the Netherlands
- tracks Dutch Red Meat buyers on a flying visit to Northern Ireland
- homes in on an innovative group of building material suppliers exporting a bespoke high specification timber frame dwelling to Holland
- updates readers on recent Trade successes
- relaxes in the comfort of Glassdrumman Lodge, Annalong

Ulster Bank Lends Support to NI-NL

Ulster Bank has announced that it will lend its support to efforts of NI-NL, to promote and develop business relations between Northern Ireland and the Netherlands.

Now in its fifth year of development, Northern Ireland is the most active UK business region in its approach to the Netherlands.

Kevin Craig, Director of Corporate Banking at Ulster Bank, supports the strengthening of relationships with new and existing markets. "We are always keen to support international trade relations and the Netherlands offers many local businesses a thriving export and customer market in many sectors," said Kevin, "We look forward to working with NI-NL during 2011 and to developing a better understanding of their marketplace and the exposure the relationship provides."

Steve Murnaghan, founder of NI-NL, welcomed the sponsorship from Ulster Bank. "With international banking experience, local expertise and networks throughout Northern Ireland and the Netherlands, Ulster Bank is an



From left to right, Former Mayor of Lisburn, Paul Porter, Dr Vicky Kell, Invest NI Trade Director, Kevin Craig, Director of Corporate Banking, Ulster Bank, and Steve Murnaghan, Founder of the Northern Ireland - Netherlands Trade and Export Society.

invaluable asset to companies active in the region. Similarly to Ulster Bank, NI-NL stimulates, facilitates and supports SMEs in developing their international trade links," Steve added.

Dr Vicky Kell, Invest NI Trade Director, said "Our export programmes in the Netherlands are among the most popular and successful events in our annual Trade Calendar. Many smaller companies in particular have gained tremendous experience and confidence from working with us in this important and very open marketplace and have used the Netherlands as a successful springboard to other international markets."

Alderman Paul Porter, Former Mayor of Lisburn said "As the only local Council in Northern Ireland to be part of this exciting trade network, and the only Council which has proactively and consistently supported local companies to explore new business opportunities in the Netherlands for the past nine years, Lisburn City Council is delighted to welcome Ulster Bank onboard as a new partner to NI-NL. The partnership can only bring additional benefits for all of those businesses already part of the NI-NL network, and to local business exploring the Netherlands".

NI-NL New Year's Dinner

The Northern Ireland - Netherlands Trade and Export Society hosted it's 5th New Year's Trade Dinner, (its 1st lustrum - in Dutch terms), at the unique Industrieele Groote Club, Dam Square, Amsterdam in February 2011.

The history of the Club was totally in fitting with the objectives of international trade which is at the core of NI-NL and the entrepreneurial spirit of the founding industrialists has not been lost over the years. The monogram guests passed under on the way in with the letters 'IC' ('Industria Crescens' or 'growing though industry') truly reflects NI-NL's confidence in the future.

A total of 100 business executives, including 40 who had travelled over from Northern Ireland, thoroughly enjoyed the unique location and splendid interior in a historic quarter of Amsterdam. The companies represented a wide range of sectors including meat exporters, seafood companies, food companies, construction, civil engineering, marine contracting, environmental, aerospace, commercial vehicles, engineering, plastics and rubber and consumer goods.

NI-NL also welcomed a Lisburn City Council Trade Delegation who were visiting the Netherlands during the same week. Each of the 5 participants introduced their companies - in Dutch - to the diners present.

Keynote speaker was Mr. Alastair Hamilton, Chief Executive of Invest Northern Ireland, also the sponsor of the successful Trade Dinner.

In his speech, Mr. Hamilton congratulated the Netherlands on their impressive export figures for 2010 and confirmed that the Netherlands is Northern Ireland's third most important Continental European market behind Germany and France.

Mr. Hamilton confirmed that, "Invest NI has a particularly strong focus on promoting growth through international trade exchanges such as the NI-NL Trade and Export Society and that there is much that the two countries can do together to accelerate economic growth."

He referred to the UK-Dutch strategic

business alliance and how Invest Northern Ireland would be supportive of dialogue between the two nations to promote trade, sustainability and innovation.

Mr. Hamilton reminded guests that Northern Ireland is a small UK region with a population about a tenth the size of the Netherlands and that companies are keen to learn from the Dutch experience in international trade.

Referring to the success of Dutch export from production house Endemol, Alastair Hamilton suggested that Northern Ireland could use a 'Big Brother' in Europe to help grow business in the EU and beyond.

Mr. Hamilton finished by reiterating that Invest NI's strategic focus is on growth through exports and thanked all present from The Netherlands and Northern Ireland for their best efforts in developing exports.

As has become the tradition at the New Year's Dinner, Steve Murnaghan, Founder of NI-NL, looked back on the 2010 activities and announced the 2011 calendar of events. He also compared NI-NL to the Wikimedia Foundation - 'also an organisation with an atypical commercial model which is about people coming together, contributing what they have, and together doing something amazing.' Murnaghan made the point that NI-NL needs to persevere with targetting of new sponsors in 2011- 2012 to help NI-NL to grow and achieve its aspirations.

The turnout on the evening demonstrated that despite the economic challenges we face, that Northern Ireland and Dutch businesses are keen to engage and work together. Tangible results are clearly evident in terms of strong relationships developed and important international sales generated across the board.

NI-NL events and activities such as the

New Year's Dinner clearly strengthen the linkages between the two countries.

Prior to enjoying a mouthwatering menu, Guests drank a toast to continuing and growing Northern Ireland - Netherlands trade relations in 2011.



Keynote speaker Alastair Hamilton, CEO of Invest Northern Ireland



NI and NL companies toast continued success of bi-lateral trade links



Ian Gibson of JHE with guests Ron Kleine and Gerco Hartemink of Fokker Aerostructures who have regularly attended the NI-NL New Year's Dinner over the years



Northern Ireland and Dutch companies enjoy the opportunity of networking prior to dinner at De Industrieele Club, Amsterdam.



Andrew Rooney of Rooney Fish, Paul Templeton of Kelly European Freight Services, Richard O'Loughlin and Wim Nijman of StenaLine Freight discuss fresh logistics prior to dinner



C&J Meats Directors and their Dutch partner Shannon Meats ensure that Shannon Matured beef is on the menu for their retail and HoReCa clients



Wilson Yeates of Boomer Industries together with Eric Lenters of KB Noord



PRM Managing Director Philip Morrow with Hertford Arnold, Managing Director of Cottage Catering meet up in Amsterdam



Alastair Hamilton of Invest NI with Roel Schenk of Schenk BV Dutch partner of BMI Trailers represented at the dinner by Brendan McIlvanna Managing Director



Lisburn companies Craigs, Cutting Industries, Star Instruments and guests seated for dinner



Diners enjoy a convivial atmosphere



Colin Donaldson of Scotts Bakeries discusses the Dutch retail sector with Bieze group representatives



Menu

Oyster with sabayon of Guinness

Smoked fillet of halibut marinated in Bushmills whiskey, garnished with a fennel and micro leaf salad

Shannon Matured entrecote on a bed of nicola mash served with caramelised carrot and parsnip batons and clove and onion jus

Blackberry Bavarois with Baileys cream froth and honey tuille

Hamilton Goes Dutch to view SME success

Invest Northern Ireland CEO Alastair Hamilton visited the Netherlands in February 2011 to visit SME businesses who have recently started trading with Northern Ireland.

The Dutch companies were identified through Invest NI's Going Dutch programme and were delighted to show Mr. Hamilton around their businesses and provide an insight to their businesses.

The process of matchmaking, which lies at the heart of the success of Going Dutch, is explained to the Northern Ireland first time exporters by Steve Murnaghan of NITC during the pre visit training sessions prior to the 3 day market visit.



Cormac Diamond and Dutch partner Maurice Winkel, explained their European expansion plans, including a new service centre in The Hague to the Invest NI CEO and Head of Europe Trade Team, Elaine Curran.



High end garden equipment supplier De Wiltfang who has taken on distribution for Wormworks wormery to the garden trade in the Netherlands.



Dutch meat importer Groenveld Vlees who has developed a strong working relationship with ABP of Newry since participating on an Invest NI trade mission in early 2009.



Companies receive their Going Dutch certificates after the NI-NL New Year's Dinner from Alastair Hamilton and Steve Murnaghan.

Large Lisburn Presence at New Year's Dinner

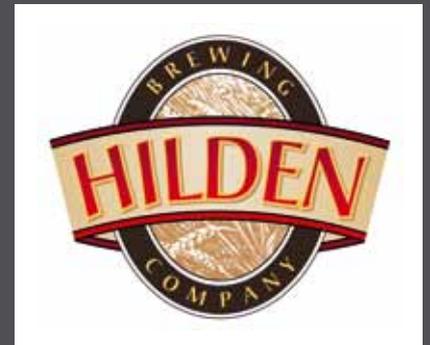
Lisburn City Council and companies from the city show clear commitment to the Dutch market in attending the NI-NL New Year's dinner at the Industriële Groote Club in Amsterdam.

Previous Netherlands Outlook programme participants from Lisburn and their Dutch partners were out in force for the annually recurring event.



Stephen Donnelly, Star Instruments, David Connolly PRM, Ciaran Fearon of Star Instruments, Philip Morrow of PRM, Pat McCann, Tractormatic, Nigel Johnston of Linton Solutions, Mark Smiley, Cutting Industries, Hazel King, Lisburn City Council, David Craig of Craigs, Stanley Watson, Magic Bullet, join Councillor Jenny Palmer, Chairman of the Economic Development Committee and Alderman Jim Dillon, Vice Chairman of the Economic Development Committee.

Summer Networking BBQ Wednesday 15th June 2011 from 17.00 – 20.00



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

This is your opportunity to meet with fellow exporters to the Netherlands, alumni of programmes such as Going Dutch, Netherlands Outlook and many others who have found their way to the Dutch market.

Hilden Brewery, the oldest independent brewery in Ireland, located in Hilden outside the City of Lisburn, Co. Antrim, is steeped in history. The brewhouse was once the stables of Hilden House, the former residence of the Barbour family.

The renovated Hilden beer garden with cover provided by TIPs shall offer NI-NL companies an excellent social setting for summer networking and pre-holiday BBQ using only the best of local produce.

Exchange views, opinions, anecdotes and learn from your peers who are active in this key export market. NI-NL will have it's first Open Mic session where companies can introduce their Dutch activities.

Music will be provided by 'Bridges'. Lee Willdrige (Going Dutch Alumni) and Gerry McBrien will entertain with music ranging from Country, 60's / 70's, sing-along, Irish, Jive & Rock'n'Roll.

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. Head Brewer Owen Scullion (Going Dutch alumni) shall

provide a tour of the brewhouse to those interested in the brewing process.

Attendance, BBQ and entertainment is FREE for exporters, NI-NL founders, sponsors and their business guests.

For catering purposes it is essential to register each person via www.ni-nl.org (by 10th June).

Directions to Hilden Brewery, Hilden, BT27 4TY, can be found at www.hildenbrewery.co.uk/contact.html. Hilden train station is just a few minutes walking distance from the brewery.



Dam To Dam Business Run

Sunday 18th September 2011 - Amsterdam

An NI-NL team will run in the 27th Dam Tot Dam Race - one of the most fun business runs in the world with some 35,000 participants.

Just 10 miles (16 kms) from the center of Amsterdam through the IJtunnel to the finish in Zaandam.

If you are a Dutch company doing business with Northern Ireland or a Northern Ireland company doing business with a Dutch company, a founding partner or sponsor you may register for the NI-NL team.

Although not a three legged race Dam to Dam offers a great opportunity to run together with your Dutch (or Northern Irish) business partner !

NI-NL will register a team of 20 runners on a first come first served basis.

Pictured Right. Northern Ireland entrepreneur and exporter to the Netherlands David Craig of Craigs of Lisburn has already commenced his preparation for the Dam to Dam, by completing the Belfast Marathon recently. Well done David, we look forward to running with you in Amsterdam!

To be sure of participation register now via www.ni-nl.org

Please register your interest by 8th July at the latest - then you still have time to train !

* Should NI-NL Dam tot Dam registration be oversubscribed preference will be given to active NI-NL companies and their business partners, founders and sponsors.



Autumn Business Lunch Ulster Bank Headquarters, Belfast

The NI-NL autumn business lunch will be hosted at the Ulster Bank Headquarters, Belfast in early November.

A Dutch entrepreneur and a speaker from Ulster Bank shall cover topics of interest to export focused business owners and managers.

Further details and registration via www.ni-nl.org from mid September.



Helping businesses into export markets

Supporting companies into export markets is an integral part of building the future for the Northern Ireland economy, and Kevin Craig, Director of Corporate Banking at Ulster Bank, says that Ulster Bank is well placed to help.



Kevin Craig, Director of Corporate Banking at Ulster Bank

Kevin highlights a number of activities as firm evidence of the bank's commitment to helping local companies achieve their export potential.

First, there's Ulster Bank's involvement in supporting NI-NL events in Northern Ireland this year. Then there's its £300million small and medium-sized enterprise (SME) fund, its experience supporting many leading exporters, and the global reach of its parent company.

"NI-NL plays an extremely positive role in promoting trade between Northern Ireland and the Netherlands, and has helped numerous local businesses to succeed in the Dutch market. We're pleased to support NI-NL in its activities this year, which we think will be beneficial to many local exporters," Kevin points out.

"The field of exporting retains a mystique about it for many. The traditional belief is that you have to have large cash reserves, locally based personnel and years of experience before you even consider exporting. This has given rise to a lack of confidence amongst SMEs when the term 'exporting' is used.

Organisations like NI-NL are important in helping dispel those myths.

"The Netherlands is a market that is geographically close to Northern Ireland, is accessible, and doesn't have the language barriers that some other countries do because English is widely spoken to a high standard. It is a market that we think there is potential for more Northern Ireland companies to export to, particularly in the SME sector.

"The fact is that whilst some 93% of manufacturing sales for large businesses in Northern Ireland are generated from outside the region, the equivalent sales for our small and medium sized enterprises account for only 38% and 65% respectively. Economies of scale clearly account for some of the imbalance. However, in the SME market, the approach to exporting is primarily dictated by the perceived obstacles and barriers to trade. "Across Northern Ireland's manufacturing sector as a whole, export sales to the Republic of Ireland are higher than to the entire rest of the EU Region, which includes the Netherlands. And sales to the entire rest of the world region account

for only slightly more than 10% of total manufacturing sales.

This illustrates significant potential for growth.

"In many respects, the internet has been a game-changer. It makes research of foreign markets much easier, and allows for real-time communication with customers and potential customers around the world at no cost. Transactions can be carried out online around the clock, which makes trading with countries in different time zones much easier.

"Ulster Bank is well placed to help exporters and potential exporters through our SME fund, through our experience supporting many of Northern Ireland's leading exporters, and through our parent company, the Royal Bank of Scotland which provides us with a significant global reach, expertise, international credibility and a wide range of products designed to support exporters."

Invest NI continues to drive export to the Lowlands

Six Northern Ireland companies participated in the 2011 Going Dutch programme including a three day market visit to the Netherlands in April. This sixth cohort of companies brings the number of companies who have successfully completed the current programme to 36 in under 2 years.



The companies engaged in 33 individual meetings throughout the Netherlands in record April temperatures of 26 degrees.

While many Dutch people were heading for the North Sea coast and the bulb fields in the week leading up to Easter, Northern Ireland companies rolled up their sleeves and engaged with leading companies

such as Philips (Medical Technology), Daf (Commercial Vehicles), Hitachi (Construction Equipment), AkzoNobel (Chemicals), IBM (ICT), QiZiNi (Convenience Foods), Sligro and Hanos (Food wholesale).

In the article below NI-NL BIZ reports on the companies' initial progress.

The results of the participants' efforts are already bearing fruit and each of the companies would willingly recommend the Going Dutch programme to other aspiring exporters.

AMT-SYBEX

AMT-SYBEX - Belfast - Technology solutions provider to the gas and electricity sectors, especially in the area of smart metering.

“Our involvement in the Going Dutch Programme has helped AMT-SYBEX form a much clearer picture of the Dutch Energy market and helped us develop our products and opportunities in that marketplace. The support we received from Invest NI and NITC was very much appreciated and has given our channel development strategies for export a significant lift. The Programme has identified active opportunities in this market for us that we are currently taking forwards.” Gordon Brown.

Pictured: AMT-SYBEX Product Manager Gordon Brown and Marketing Executive Jennifer Lynott discuss their findings with Invest NI Trade Director Dr. Vicky Kell and Elaine Curran, Head of Europe Trade Team.



Aria Clothing

Aria Clothing - Belfast - Designer and supplier of Aria ladies fashion label

Aria identified and met with a number of agents through the programme and will appoint a Dutch agent and launch their Aria brand at the Modefabriek trade show in Amsterdam in July.

“Aria Clothing found the Going Dutch programme extremely beneficial - the programme was well managed. There were a number of organised meetings with high quality agents, who we found to be extremely knowledgeable of their market with very strong customer bases, this should enable us to successfully launch our Aria Brand into the Dutch Market.” Seamus Mullan - MD

Pictured: Aria Clothing Directors Seamus and Jenny Mullan land at the Brandboxx in the new town of Almere to meet leading fashion agents interested in their label.



Creative Composites

Creative Composites - Lisburn - the UK's most advanced composites manufacturer

Creative Composites have been requested to quote on new parts from 60% of the companies met during the visit. "Quite simply, an excellent programme which got us in front of the right people in the right companies," according to James Graham

Pictured: Creative Composite's Sales Manager James Graham tours Hitachi's construction machinery plant with a lead buyer to identify parts which could be supplier as composite components.



Kettyle Foods

Kettyle Foods - Lisnaskea - High quality ripened meats and restaurant quality demi-glace

Kettyle Foods is currently developing a strategy for distribution of their products into leading Dutch restaurants with a number of the partners identified.

Maurice Kettyle stated that for his business Going Dutch has been, 'A well worthwhile initiative targeting the most suitable market partners.'

Pictured: Maurice Kettyle and Helen McFadden of Kettyle Foods taste products with a national account manager and chef from a leading cash and carry wholesaler.



LabelOne

LabelOne - Belfast - Premier self adhesive label manufacturers for food, (agro) chemical and pharmaceutical industries

LabelOne met with OEM users of labels from a range of key industrial sectors as well as potential partners from Dutch print and label businesses.

"Going Dutch is a well organised programme for potential exporters for easy access to The Netherlands. An excellent investment for Labelone." Lee Willdridge

Pictured: Labelone's Sales Director, Lee Willdridge presents his company's leaflet book solutions to a team from global chemical company Akzo Nobel.



Wilson Agriculture

Wilson Agriculture - Coleraine - Manufacturers of the innovative MoovApillow brisket barrier.

Wilson Agriculture recently launched the MoovApillow product with the assistance of Invest NI and have not been slow to demonstrate the product in Europe. With over 2200 dairies in the Netherlands, Wilson have been matchmade with a number of suppliers of barn equipment who have dealer networks throughout the Netherlands, and indeed some with European dealer networks.

Gareth Wilson commented on the Going Dutch programme, "The programme is efficiently run, market focused and very proactive. We know that the market is demanding so if we can make it in the Netherlands we can make it anywhere!"

Pictured: Carol Keery, Invest NI's Director of Innovation, Research and Technology and Andrew Wilson, J Wilson Agriculture Managing Director with the new comfort product, moovApillow™



Red Meat Industry in the Spotlight

A delegation of Dutch meat companies visited Northern Ireland in March 2011 to familiarise themselves with the province's meat industry.

A delegation of Dutch meat companies visited Northern Ireland in March 2011 to familiarise themselves with the province's meat industry.

Eleven decision makers representing nine companies were invited by Invest Northern Ireland to view production facilities and meet with red meat exporters.

The two day visit was facilitated by NITC which was responsible for recruiting the Dutch companies and liaising with Invest NI on the detail of the programme.

Representatives of the Dutch companies were welcomed to Northern Ireland by fantastic spring weather, blue skies and breathtaking scenery.

Having arrived in the dark of night the Dutch companies were struck by the view of Carlingford Lough as they pulled back the curtains on the first morning of the visit.

Following a presentation by DARD, veterinary officer Jim McAllister who compared

agricultural land use and topography between The Netherlands and Northern Ireland and the extent of the traceability system in the province, the companies set off on a schedule of site visits across five counties - Down, Armagh, Tyrone, Antrim and Londonderry.

Each of the host companies welcomed the Dutch delegation by means of a company presentation, a tour of their facilities, display of popular Dutch meat cuts and the opportunity to ask further questions.

The Dutch buyers were welcome to view slaughter, deboning, processing and packing facilities in the various companies visited.

Attention was paid to exact customer specifications required - and a 'hands on' approach was taken with the knife.

Guests enjoyed a delicious dinner in Bushmills with representatives of the exporters, Department of Agriculture, NIMEA (The Northern Ireland Meat Exporters Association), Invest NI and the National Beef Association.

Nigel Hardy of Invest Northern Ireland welcomed the 35 diners to the home of whiskey with a long history of global achievement, whose success could be emulated by Northern Ireland's fresh meat exporters.

Richard Wright of BBC Radio Ulster was armed with his microphone to gain a la minute feedback from the Dutch visitors to broadcast on his weekly Farmgate programme within hours of the dinner.

The guests from the Netherlands thoroughly enjoyed their brief visit and the opportunity to get to know the NI Red Meat sector and the main players. They promised to return to Northern Ireland to spend some more time at the meat plants and at the same time to enjoy the beautiful scenery and the guaranteed tropical March climate they were used to during their visit !



Builders Home in on Holland



Neil Orr flies the flag for Northern Ireland as the first Advanced Timbercraft home heads for Holland.

(from l to r) Gerard Wilson, Sales Director, SAM Mouldings, Brian Watt, Director Technical Operations, Northstone Materials, Dennis Bradley, National Sales Manager, Keylite Roof Windows, Joe Doyle, Divisional Director at Brett Martin, Cormac Diamond, Managing Director, Fourds Blinds and Jonathan Hendron, BDG Group, support Neil Orr of Advanced Timbercraft.

A group of building material suppliers have taken an innovative and proactive approach to business development by exporting complete homes from Northern Ireland to the Netherlands.

The companies identified that they could supply their products efficiently and competitively into the continental European market and have recently completed their first holiday home in Noordwijk, a coastal resort between Amsterdam and The Hague.

Led by Advanced Timbercraft Ltd, www.advancedtimbercraft.com, renowned as Northern Ireland's leading timber frame home manufacturer, the companies have developed a joined up approach to export.

The forward thinking Co. Antrim family firm continuously strives to provide high specification, airtight, insulated and innovative timber frame solutions to any architectural design.

A recent visit to the Self Build Show in Utrecht and a study of Dutch house design and building regulations has crystallised the design ideas of Advanced Timbercraft's Managing Director Neil Orr. He states, 'The holiday home market both in the Netherlands and on the Dutch islands in the North Sea is attractive to Advanced Timbercraft as the recreational dwellings are compact but stylish. This means

effectively that we can construct the home in our factory to client specification, before shipping and erecting on site.'

Neil continues, 'Some of the houses in the parks we saw in Holland were built over 40 years ago and are very much in need of renewal or rebuild. Access to some of the sites is limited so ATC designs the structure in such a way that can be easily shipped, handled and erected.'

Working with a local Dutch contractors for foundations and local manpower Advanced Timbercraft completed their first project in May, with 2 further private dwellings to be completed in 2011.

Advanced Timbercraft are working together with local Northern Ireland suppliers for as many of the elements as possible.

- Aluminium Windows by BDG Windows of Lurgan
- Floor Joists by Rafferty Roof Trusses Ltd of Aghadowney
- Concrete Roof tiles by Northstone Materials of Toomebridge
- Rain handling systems by Brett Martin of Mallusk
- Rooflights by Keylite of Cookstown
- MDF profiles by SAM Mouldings of Antrim
- Innovative Blinds by Fourds Blinds of Draperstown

A number of the companies involved in the project are already active in the Netherlands in supplying local distributors and Dutch consumers with their products.

Upon leaving the factory in County Antrim the house was shipped to the Netherlands by road and ferry. Within 48 hours the holiday home was delivered on site in the Netherlands and a further four days later was fully erected and ready for interior finishing.

Logistics were arranged through Kelly European Freight Services, specialist in daily road transportation between Northern Ireland and the Netherlands. As a sign of their commitment to Northern Ireland exporters and the construction industry StenaLine organised passage to the Netherlands through their extensive network of ferry crossings between NI, the UK and Continental Europe.

The house will be viewed as a showhouse for Northern Ireland quality and innovation and is already leading to further enquiries. The key message to Dutch consumers will be that Northern Ireland offers innovative, high specification bespoke homes at competitive prices...and in record time !

NI-NL BIZ profiles the companies involved in the successful home build project

Advanced Timber Craft www.advancedtimbercraft.com

Advanced Timbercraft Ltd is a family firm providing high specification timber frame solutions to any architectural design. Advanced Timbercraft properties offer maximum comfort at minimum running costs:

Structure - During the manufacture and erection stages, ATC incorporate robust details, to 'build in' the vital elements of air tightness, giving a solid core that leads to a home with an exceptionally high comfort level and with a view to controlling long term running costs.

Air Tightness - The accurate installation of air tightness in conjunction with insulation has been proven to reduce energy costs by up to 80% by preventing heat loss through the fabric of the building. To achieve air tightness ATC use the 'Proclima' Air tight system - Intello Plus.

Insulation - Timber frame technology works well with traditional insulation materials

but truly excels with innovative organic alternatives, such as Hemp or Sheepswool. ATC also offer organic Cellulose insulation which is pumped into the walls and roofs under pressure.

Ventilation/Heat Recovery & Renewables - ATC have experience of the most effective Ventilation/Heat Recovery & Renewables systems

ATC currently supplies tailored homes in Ireland, Scotland, England, France and the Netherlands. In France they are currently working on an exclusive development of artists dwellings as part of a 7 star hotel complex in Aix en Provence.



In the Netherlands ATC works with local building contractors in offering individually tailored one off and small series manufacture of timber frame houses. Developing a name in holiday homes will help build brand awareness for Advanced Timbercraft, whose export strategy for 2012/2013 includes more full scale residential dwellings.



BDG Group www.bdg.co.uk

The BDG Group is a long established company that designs and builds a recognised leading range of Conservatories, Orangeries and Sun Verandas for customers looking to improve their quality of life at home with an extended living option.

Successful projects have seen the BDG Technical Team design glazed solutions for enhancing family life by providing beautiful modern bi-fold doors to the garden or for professionals that work from home looking for increased light for offices. The Team also has proven experience in major structural work for atriums for shopping malls, for office complexes and even sports hall and swimming pool enclosures.

BDG has developed a roofing system that is unique - the strongest, the most thermally efficient and strongest roof available - even designed to take the strain of the heavy snows we have all experienced over the last few winters.

During the next few months BDG, in Partnership, will offer customers an opportunity to integrate a solar hot water energy system as part of the roofing system.

From its traditional base in Northern Ireland BDG has a strong foothold across its home markets in the UK and Ireland, is working in Japan and now the Channel Islands.

Conservatories and Sun Verandas work well with climate ranges, fend off the North Sea winds, give shelter from the hot Mediterranean sun or can take the weight of Alpine snow. For these conditions BDG can supply high quality solutions throughout Europe.



BDG plans to appoint a Dutch distributor in 2011, providing roofs for their show house facilities, installation training and marketing support.

Brett Martin www.brettmartin.com

Established in 1958, Brett Martin is a privately owned family business which has become one of Northern Ireland's most successful independent manufacturing companies. Brett Martin has grown in scale to employ over 800 people at several locations throughout the UK and Europe and exports to over 70 countries.

Brett Martin is a global player supplying specialist plastic products for the construction, fabrication, print and display sectors worldwide.

The company's product portfolio includes an impressive range of plastic sheets, factory engineered daylight systems, and, plumbing and drainage systems.

Brett Martin began distributing its range of plastic sheet across Europe over 30 years ago through a distribution hub in the Netherlands. For the past 20 years Brett Martin has continued to develop its

presence in the Benelux region by dealing directly with the major distributors in the Netherlands and Belgium ensuring that Brett Martin's product offering can be found at all the major DIY stores and builder's merchants across the region.

Brett Martin has continued to grow its business in the Netherlands by developing new products to drive sales and enhance the product portfolio of its distributors.

Laurence Martin, Managing Director says "With a growing domestic presence in the UK and Ireland, we also remain dedicated



Brett Martin HQ in Mallusk, Northern Ireland

to developing our export market. In fact, over 50% of total Brett Martin sales are currently generated from export sales. We invest heavily in product development to not only ensure our products conform to all the required European standards but also to ensure our distributors have a competitive and innovative product offering."

Fourds Blinds www.dakraamgordijnen.nl

Fourds Blinds, established in 2005, are a manufacturer, designer and supplier of Black out and Dimout window blinds.

Fourds roof window blinds suit all major brands such as Velux®, Fakro®, Roto®, and Rooflight®. In 2010 Fourds Blinds launched their new Eco Thermal blind range for standard windows onto the market. The range has been designed to firstly be in control of the light which enters any room, from fully opened resulting in maximum light, to fully closed which will eliminate all direct light. An additional benefit of the range is that they have a verified heat loss saving up to 43% heat loss reduction (BBA Tested), as well as reducing solar gain.

The introduction of this product has been of great success in their European market and initial results would indicate that this may grow to become the key product area for sales with the company.

Fourds Blinds commitment to innovation has meant that they are constantly developing new products for their market. 2011 has seen the launch of their insect screen range and the first half of 2012 will see the launch of their remote control blinds.

European marketing activities are immensely important to Fourds Blinds and their Dutch partner has been a great success and helped them to grow their European business. In fact, the last six months has seen Fourds Blinds expand their market into three further European countries, (France, Germany, and Belgium).

Through a partnership with Parcellforce and GLS Netherlands, European customers are having goods delivered to their homes,



directly from Draperstown, Northern Ireland, within 48 hours.

The export business in the Netherlands has grown today to be 30% of Fourd's turnover, employment levels have increased by a similar percentage and plans are afoot to introduce the new Insect Screen and Remote Control ranges within Europe.



Keylite Roof Windows www.keylite.nl

Keylite Roof Windows Ltd offer a large range of roof windows and accessories which provide the ideal way to bring light and ventilation into living spaces.

Established in 2001 in Cookstown, Northern Ireland, Keylite employs 150 staff and exports over 75% of its products outside Northern Ireland.

Keylite provide a full range of Roof Windows, including Centre Pivot, Top Hung, Fire Escape, Conservation, Vertical Bi-Lite, Flat Roof System, White Finish and Ridge Roof Windows.

The company has recently introduced many new and innovative features to their roof windows including new Flick Fit brackets, low profile installation system and maintenance free hinges which have brought Keylite to the forefront of

Roof Window innovation. As well as ongoing product development Keylite is recognised in the market for excellent customer service and sales support coupled with competitive prices

Keylite supply roof windows to hundreds of builder's merchants across the UK & Ireland servicing many hundreds of individual depots. Keylite has been trading in the Netherlands since 2009 and is currently developing a network of merchants including Bouwpartner Groep, Sakol and Oldenboom through distributor Dakraam.

Keylite has supplied Top Hung Rooflights to the Noordwijk project.



Northstone Materials www.northstonematerials.com

Northstone Materials Division have been manufacturing roof tiles in Northern Ireland since 1964 and a new manufacturing facility at Toomebridge, which opened in 2009, is one of the most modern roof tile factories in Europe.

The Northstone Roof Tile brand offers a unique range of roof tiles designed to complement all types of buildings, from the one off self build project through to the largest housing development, educational establishment, or commercial property. All roof tiles are manufactured to the latest European standard, BS EN 490.

Northstone Materials also offers a professional supply and fix contract service with expert, fully equipped and self sufficient roofing teams - complying to BS5534. Fully trained and experienced technical representatives are on hand to support and guide customers with free estimates, technical advice, samples and design assistance.

The product range includes:

Donard - a traditional flat pattern profile offering the clean lines and smart finish of an interlocking slate pattern.

Seville - a bold roll design offering a Mediterranean style roof, which compliments modern architectural designs and large buildings.

The Noordwijk project is using the **Derrie Mk2** roof tile - which has a traditional double roll pattern which has a proven performance record for over forty years. The double roll gives the tile an inherent strength and good wind loading. A full range of roofing accessories is also available to match the roof tile profiles including a comprehensive selection of dry fix ridging and dry verge solutions. These include ROOVENT Dry Ridge System, ROORIDGE Dry Hip System and the ROOVERGE Dry Verge System.



Construction Industry Special

Rafferty Roof Trusses

Established in 2000 Rafferty Roof Trusses is a family run business with over 50 combined years experience in the design and manufacture of roof trusses.

Rafferty Roof Trusses manufactures from a state of the art purpose built facility in Aghadowey and has grown to become the market leader in roof truss design.

As well as roof trusses, Rafferty Roof Trusses are leading suppliers of all roofing materials offering contractors and the self builder a complete roofing kit.

Rafferty are also leading manufacturers of engineered floor joists - an exciting alternative from the traditional solid timber joist or from concrete flooring.

Advantages of Rafferty open web joist system:

- Uninterrupted access for the passage of services.
- Ideal for heat retention systems.
- Made to measure, reducing on site wastage.
- Minimal shrinkage or swelling.
- Lightweight construction.
- Erected in approximately 30% of the time required for conventional joists.

Rafferty have supplied their open web joist system for the Noordwijk project



SAM Mouldings www.sammouldings.co.uk

SAM Mouldings, employing 85 people in Antrim, is arguably the UK market leader in MDF architectural mouldings for the construction and DIY industries for some years.

The company manufactures and distributes a range of products, including primed MDF mouldings, wood veneer mouldings, skirting boards, and architraves to leading builders' merchants.

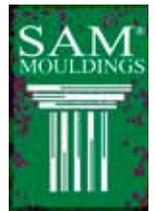
Today the company is recognised as among the most progressive and quality conscious businesses of its type in Europe, winning a series of major awards for its commitment to quality throughout the operation.

Since their first launch into the mainland European market in 2010, continues to develop its presence in the Benelux region with their supply of primed MDF architectural mouldings. Over the past few months in particular, sales have increased substantially and 2011 turnover to the region is now expected to be over €250,000.

Gerard Wilson, Sales Director says that "in addition to our existing Dutch distributor we are having ongoing discussions with some major players in the builders merchant sector and reaction to the product and service package that we can offer from Northern Ireland has been very positive.

Furthermore and as a result of our involvement in the Dutch marketplace, the first quarter of 2011 also has seen us establish a substantial distributorship agreement with a Belgian based company who sell throughout Belgium, the Netherlands and more recently into Germany".

Long established as the market leader in MDF Mouldings in the United Kingdom and Ireland, European mainland sales have now become an integral part of SAM Mouldings portfolio and strategy going forward.



Kelly European Road Transport www.kellyeuropeanfreight.com

Logistics for the home project were readily arranged through Kelly European Freight Services, specialist in daily road transportation between Northern Ireland and the Netherlands.

Mainly known for the pivotal role the company plays in fresh chilled produce (flowers, meat, seafood, dairy and bakery products) Kelly European Freight Services also offers curtain sided trailers for exporters into Europe.

'Kelly's' is an established family owned and run business, assisted by a superb team of staff and drivers offering customers a total and seamless transport package from short term storage to distribution to and from Europe.



BAM McCann Joint Venture already making a 'rail' difference

Translink NI Railways appointed BAM Rail Ltd in a Joint Venture with local Northern Ireland construction company FP McCann Ltd, to complete a £1.3 million engineering project to upgrade the Coleraine to Portrush railway line.



The works commenced on February 14, 2011 and were completed in mid-April, ahead of schedule. The project carried out by the BAM McCann Joint Venture involved the re-railing of 8.9 km of track and included a full line closure for 16 days.

The upgrade project will mean a series of passenger benefits including: more comfortable journeys; maintaining high safety standards and line reliability; reducing disruption caused by ongoing essential engineering works and maintaining the 70mph line speed.

The project used an estimated 1,150 tonnes of new rail, the installation of new trackside drainage, work at level and user-worked crossings as well as the repair of 'wet spots' – areas of track weakness that would lead to speed restrictions if not repaired. A 16 day line closure from March 12 – 27 was also essential

to ensure that work was completed as quickly as possible and to reduce the amount of night work required.

The works generally consisted of the following activities:

- Re-railing of the entire branch line using new 113A (CEN 56) rail
- Local wet spot remediation and re-ballasting combined with local drainage works
- Local scrap collection
- Level / user worked crossing fettling and improvement
- Local vertical alignment improvement
- Sleeper adjusting to ensure welds are at the centres of the beds
- Construction of ballast retention barriers
- Spot replacement of life-expired and derailment-damaged sleepers
- 6-Hole IRJ plate installation and changing of insulators.

The re-railing and associated addition of ballast and tamping took place over the full length of the track. Other items of works such as wet spots, ballast retention works and level crossing works took place at individual locations on the line.

The project was managed by the joint venture management team. This team was made up of a combination of Northern Irish and Dutch Engineers and Supervisors who worked together in a spirit of cooperation and collaboration in order to ensure the successful completion of the project.

Pictured Above from left to right
Russell Eddis - Project Manager FP McCann
Izaak van Wingerden Agent Railworks BAM Rail
Chris McCann - Director and co-owner of FP McCann
Jim McCloy - General Foreman
Robert McDonald of WS Atkins - Consultant Engineer to NIR

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

Lisburn commitment to the Netherlands pays dividends



Eight representatives from companies in Lisburn participated in the City Council's Netherlands Outlook Programme in February 2011.

From participant feedback new trade opportunities of over € 1,4 million can be generated from the programme over the next 18 months.

The company directors engaged in a series of individual 1-2-1 appointments the 3 day visit with OEM's, buyers, potential intermediaries and partners as well as the attending the annual NI-NL New Year's Dinner.

Prior to departing for Amsterdam the companies engaged in a target market training at the Island Civic Centre and presented their products and sales presentations to their fellow participants.

On arrival in Amsterdam the participants got used to using the excellent public transport system and perfected their Dutch language skills which were to come in very useful during the week.



ABCO Marine Ltd offers specialist marine construction, engineering and diving services to a wide range of clients within the Marine Construction Industry.

ABCO Marine ventured to the Netherlands to investigate and win subcontract deals for wet contract projects and are following up on multiple partnership opportunities presented.

ABCO's Managing Director, said of Lisburn City Council's Netherlands Outlook Programme... "Doubtful first, daunted second. Total change of tide on completion of the first meeting.

A very positive thing for any company to complete. Don't underestimate how good NITC are for your business"



Hazel King of Lisburn City Council, John Osborne of ABCO Marine Ltd, Hillsborough meet Jan Huijbers, Managing Director of Van den Herik at the NI-NL New Year's Dinner

Cutting Industries provides a subcontract service of die cutting two dimensional components from rubber, PVC, film plastics and foam for a wide range of industries throughout the UK and Ireland.

Mark Smiley, Managing Director, of Cutting Industries viewed best practice with similar companies in the Netherlands as well as exploring export opportunities into the Netherlands.

Mark commented, "Lisburn City Council's Netherlands Outlook Programme is a positive experience and Cutting Industries have also gained sales partners for the future through this visit."



Magic Bullet by Global Lubricants NI Ltd is a premium hydrocarbon based fuel performance enhancer which restores lost power and maintains ultra clean engine performance.

Global Lubricants NI engaged on the Outlook programme to research and identify companies involved in car and motorbike accessories and spares.

Global Lubricants are currently in negotiations with a Dutch based company with sales operations in 8 European countries and is hoping to sign a pan European distribution agreement.

Stanley Watson, MD, felt that. 'Lisburn City Council's Netherlands Outlook Programme gave Global Oil a valuable insight into developing business in the Netherlands and further into Europe by setting up well structured meetings with companies relevant to our business sector.'



MSM Promotions, a manufacturer of car air fresheners and a distributor of promotional gifts, contemplated participating at a European Trade show but decided to participate in European Outlook in order to develop exports.

In comparison the Netherlands Outlook programme offered MSM Promotions superb value for money from a company perspective and delivered exactly the contacts Managing Director Tom Smyth was seeking.

Tom Smyth was delighted with the boost the programme provided. 'Lisburn City Council's Netherlands Outlook Programme took me out of my comfort zone, provided skills which

will prove invaluable in domestic and international markets and gave MSM Promotions an appetite to go after export sales.'

A update on MSM Promotions can be found in the Trade News section



Star Instruments Limited is a Dunmurry based manufacturer of high precision instruments in brass, copper, mild steel and stainless steel - specifically Class 1 pressure, temperature and flow instrumentation for a wide range of industries.

Star Instrument's objective was to assess and access the Dutch market and potentially appoint a technical wholesaler supplying the relevant industries. Through the programme Star Instruments were introduced to the ideal potential importer and who had had

experience of dealing with companies in Ireland and UK who was interested in representing Star for customised products.

Ciaran Fearon - Operations Director, commented on his return from the



Netherlands that, 'Lisburn City Council's Netherlands Outlook Programme provided an insight into Europe for Star Instruments and put export very much on our radar.'

Seamless Flexi-Tile Expansion into the Netherlands

Unicorn Mouldings Ltd, manufacturer of Flexi-Tile, has recently announced the launch of their range of revolutionary PVC interlocking floor tiles into the Netherlands.

Offering four different finishes suitable for Industrial, Commercial & Domestic flooring, Flexi-Tile is the ideal application for floorings such as warehouses, factories, airports, offices, gyms, garages & shops.

Unicorn Mouldings already exports Flexi-Tiles to trade partners in the UK, France, Germany, Italy, Spain, Belgium & Switzerland and recently embarked on Invest NI's Going Dutch programme to add the Netherlands to its distribution network.

Through the pragmatic programme, Unicorn Mouldings met six prospective companies which were all extremely interested in distributing Flexi-Tile.

Natasha Mitchell, Export Sales Manager for Unicorn Mouldings says "On returning from the market visit, we weighed up the strengths and weaknesses of each company and made the decision to appoint Polson Rubber as the Flexi-Tile importer in the Netherlands. Since then, 3 out of the other 4 companies we met have decided to sell Flexi-Tiles working through Polson in a dealer network which is exactly what we hoped for. This strategy works in many of our export markets."

The Dutch companies met felt that the Flexi-Tile products were extremely easy to fit with no adhesive necessary and were especially interested in the seamless joint range.

Polson Rubber is based in Alblasterdam and has been in business for nearly

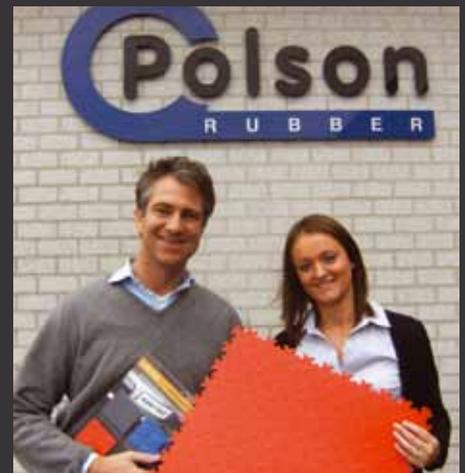
50 years. The business started out making tyres and the company grew rapidly into a reliable manufacturer and supplier of technical rubber and plastic products. With their central location they are easily accessible and have short distribution lines to and from all industrial centres in the Netherlands.

As well as a strong dealer network and product catalogue for sales, Polson also have a number of their own distribution outlets throughout the Netherlands which will be distributing Flexi-Tile. With a network of dealers and stockists Polson is the ideal company to supply to all sectors (industrial, commercial & residential), from stock, within 24-48 hours.

In terms of dealer support, the Flexi-Tile brochure and fitting instructions have been translated into Dutch and Flexi-Tile has been launched on Polson's websites.

From 10th-12th May Polson Rubber exhibited at the Construction & Shipping Industry Exhibition in Evenementenhal Gorinchem where they launched Flexi-Tiles to the sector.

Marc van Well, Director of Polson Rubber, is delighted with the innovative and price competitive offering from Unicorn Mouldings. Commenting on the match between the companies, Marc stated "We have been selling and distributing a broad range of flooring for many years. What we actually always missed in our program was a good interlocking tile solution. Thanks to



the introduction by NITC we actually now found the solution quite nearby... Unicorn offers a great range of quality tiles which are extremely easy to install. We see the Unicorn program as a great addition to our product portfolio and are excited to launch the Flexi-tiles amongst our resellers and sales network. Actually it is such a great floor system that I am convinced that it will sell itself once we have set up and finalised the marketing and introduction in the Dutch market. The very positive reactions during the recent exhibition in Gorinchem on the Flexi-tiles are a clear prove for us. Thanks for this great introduction!"

Unicorn Mouldings is equally delighted with the success of the Going Dutch programme and how seamlessly it has assisted them in the next piece of the jigsaw of European distribution.

Joint Vision for "My Webcam" Announced

Cameramanager.com (Netherlands) and EyeSpyFX (Northern Ireland) are pleased to announce a strategic partnership marking another step in the development of mobile apps for hosted IP video surveillance.

EyeSpyFX are pioneers in the development of "Apps for Cams". Founded in 2002 EyeSpyFX was the first to market with mobile apps that enable users to view security cams using mobile phones. Cameramanager.com have developed a powerful and innovative Video surveillance as a service (VSaaS) solution and have established a lead position in the provision of VSaaS in the Netherlands and are now expanding into other parts of Europe.

The partnership announced at Mobile World Congress in Barcelona will see the development of multiplatform apps that are tightly integrated into the Cameramanager.com hosted IP Video System. The development will give Cameramanager.com users unrivalled mobile power and ease of

use. The partnership will also see a major upgrading of EyeSpyFX's lead product My Webcam. My Webcam is a USB webcam based system for home monitoring. Under the partnership agreement a My WebCam user will be able to avail of cloud based storage of security recordings using Cameramanager.com server infrastructure.

Anthony Hutton, Managing Director of EyeSpyFX said that the partnership with Cameramanager.com is key to the next stage of development for "My WebCam" offering users an enterprise strength upgrade path.



Tijmen Vos, CEO and founder of Cameramanager.com, values the partnership with EyeSpyFX as key to provide an allround VSaaS solution. "Mobile access to the Cameramanager.com VSaaS platform becomes key to our customers. Just another iPhone app is not good enough. Customers demand full mobile access, anywhere, anytime, anyplace using any device. Whether it is an iPhone, iPad, Blackberry or Android device doesn't matter."

Cameramanager.com and EyeSpyFX plan to launch several mobile apps for iPhone/iPad, Blackberry and Android beginning Q3.

Kitchenmaster aims to Clean Up in the Netherlands

Kitchenmaster NI, the Carryduff-based manufacturer of commercial cleaning and hygiene products, has been assisted by Invest Northern Ireland to secure its first business in the Netherlands.

The company, which employs 15 people, is now supplying a range of products to two distributors in Tiel and Zoetermeer. The new export business was confirmed in February following Kitchenmaster's participation in an Invest NI trade development programme in the Netherlands in October.

Welcoming the Carryduff company's success in the Netherlands, Dr Vicky Kell, Invest NI Trade Director, said: "Kitchenmaster is yet another smaller company to benefit from our strategic focus on the Netherlands and its position as a gateway to other European markets. The company has achieved an impressively fast return on its participation in the programme through following up leads quickly, assiduously and very professionally.

"This company's success shows that there are extensive business opportunities in European markets such as the Netherlands for smaller firms prepared to invest the necessary resources and to take part in the very practical programmes that Invest NI has developed to help in accelerating Northern Ireland exports. "Over 100 companies have now taken part in this programme in the Netherlands since 2005, generating new business



worth more than £18 million. Many of these companies have gone on to achieve sales in neighbouring markets such as Belgium, Germany, France and Denmark."

Jacqui Walsh, Kitchenmaster's Sales Director, said: "The Dutch programme was extremely well organised. It enabled us to access advice and practical support from Invest NI in Amsterdam, which helped us put together a shortlist of potential distribution partners in this important European market, one which has been on our target list for some time.

"We visited six companies and signed contracts with two within several months of taking part in the programme, a really good and quick return on our investment in time and other resources. Repeat business has also been received from one of the new distributors.

"We also gained invaluable information about the market and business procedures there from taking part in

the programme's briefing sessions in Northern Ireland and in the Netherlands."

Brian O'Kane, Kitchenmaster's Managing Director added "Overall, it was a very practical programme that produced a very quick and immensely worthwhile return. Furthermore, the excellent contacts made there position us for growth in this market and elsewhere in Europe."

Pictured above Brian O' Kane of Kitchenmaster together with Dutch partner Frans Marcus of Cleancare

A breath of Fresh Air !

Lisburn based, MSM Promotions www.msmpromotions.co.uk manufactures and supplies trade clients in Ireland, United Kingdom and mainland Europe with high quality customised car air fresheners.

Air Fresheners are a traditional way to promote products and services by combining the senses of vision with smell.

MSM have recently secured business with Dutch trade distributors on the back of their visit to the Netherlands with Lisburn City Council in February 2011. Specific opportunities arose for MSM Promotions in the automotive, sports and retail sectors within the promotional industry.

Tom Smyth, Managing Director, felt that doing business in the Netherlands was

very clear cut as the companies he met were all innovative, professional, and focused on the promotional market.

Likewise feedback from the Dutch trade partners met was equally positive in that MSM Promotions offered a flexible service, with short turn around times, realistic minimum orders, no hidden costs at competitive prices.

Doing business in the Netherlands appears to be a breath of fresh air for both MSM and its Dutch trade partners.

SCENTSATIONAL Car Fresheners
 Fresh scents combined with high quality print make a powerful marketing tool

- European product
- High quality material and print
- Large print areas
- Special shapes - at 90% extra cost
- Long lasting fragrances
- Top selling fragrances
- Environmentally considered
- Flexible service
- Small minimum orders
- Short turnaround times
- Competitive prices
- Origination costs included

From MSM Promotions
 Tel: +44 (0)2820 822100 or
 Email: tom@msmpromotions.co.uk

Quad-X gains pan European Traction



Quad-X, of Ballymena, is finalising an arrangement to design and manufacture a range of ATV products for the largest European distributor of ATV accessories, Dutch based, Schuurman BV.

Details of the deal broke at the Balmoral Show as Quad-X welcomed Job Hoevenaars, International Sales Director, to their stand and Ahoghill factory.

Job Hoevenaars stated that having traveled extensively to visit suppliers throughout Europe Asia, UK and the USA, he finally decided on the Northern Ireland company Quad-X.

Job commented that "Quad-X has clearly been the best partner for this venture due to their ability to design, develop and manufacture world class innovative products combined with the passion of their team who have been able to provide solutions in a smart yet simplistic manner. Having audited Quad-X's Quality and Technical systems we are confident that they have the ability to deliver and with their new facility plans they will have the capacity to meet our forecast demand from 2012."

The partnership in another success story of Invest NI's Going Dutch program which brought the companies together in late 2009.

In the subsequent 12 month period Quad-X have maintained regular contact with their Dutch partner and have had the products out in the market for testing and demonstration purposes in 2010. The product range is to be produced under the US Kolpin brand who also have been involved in approving the

products after extensive testing.

Steve Murnaghan of NITC, contracted partner to Invest NI for Going Dutch, was also on hand at the Balmoral show to welcome Schuurman BV, to assist with negotiations and to ensure that the Quad-X opportunity was maximised.

With head office in Oss, close to the Belgian and German borders, Schuurman BV distributes throughout Europe from locations in Germany, Austria, France and Czech Republic to 2500 dealers in 21 countries. Schuurman works with numerous manufacturers but believe Quad-X has a unique approach to interpreting customer needs and developing new products within short lead times, and have shown they have a clear lead over any other supplier worldwide in how they have developed commercial standard products to utilise the ATV for various applications.

Job Hoevenaars added, "We are very excited about the future range we are to work on together and feel these products shall provide substantial sales growth in Europe. I believe that in Quad-X we have found in a hidden diamond of the commercial ATV industry in the Northern Ireland countryside"

Sales manager Helen Blaney was delighted with the result and stated that over the next few years the deal will allow Quad-X grow the company and develop real

penetration into European markets in which they have no current presence, especially Eastern Europe and Russia which they have pinpointed for success.

"We feel this is a fantastic opportunity and the start of a long term relationship with the team at Schuurman BV who are typically Dutch - knowledgeable, to the point, efficient and easy to get on with. They have pan European experience, technical knowledge, an amazing network of dealers (over 500 of which are active in ATVs), along with the resources and capability to provide the sales and distribution of our range.

Quad-X provides the design and soon will increase it's production capability to meet the demand forecasted."

Helen is delighted that the company has been able to make such an important European step. "This partnership is not only a great recognition for the Quad-X team to hook up with such a partner and gain European traction, but also to Invest NI, who saw the potential in our company and offered us a place as a participant on the highly competitive Going Dutch program."

“The future is Orange”

Even though telecommunications company Orange retired its iconic strapline, “The future is bright, the future is Orange” a few years ago, feedback from Dutch consumers of cheesecake desserts strongly believe that this is still very much the case.

Hertford Arnold, Managing Director, and Austin Moore, General Manager, of Cottage Catering have been developing their chilled dessert business into the Netherlands over the last 12 months with amazing results booked to date.

‘In fact’, jokes the naturally likable Arnold, ‘it has not taken 12 months but 12 years to get to this point. In October 1999 I first went walkabout in the Netherlands to gain an insight as to where the European market was in comparison to ourselves. At that time, as a company, Cottage Catering was not ready to export, but the seed planted in my head, with the assistance of our local Banbridge Council economic development team, has been growing all this time. Today we supply our fresh chilled desserts 3 times per week directly into the Netherlands as private label products to leading Dutch supermarkets.’

The feedback Cottage Catering has received on the products has been excellent and they are currently embarking on an active approach with their sales and distribution partners to develop further sales with retailers throughout the Benelux.

Austin Moore, added, “From a commercial perspective, with the current Euro vs Pound exchange rate and the excellent logistics in place there has never been a better time for Dutch retailers to source high quality products at the right price from Northern Ireland.”

Cottage Catering has also been involved in thorough taste panels over the last 12 months as part of the product development process and are ready to launch a number of new cheesecake flavours for Europe. The company is participating in this month’s PLMA exhibition in Amsterdam with the assistance of Invest Northern Ireland to target buyers to their stand to taste the quality for themselves.

As recently as Koninginnedag (Queen’s Day) in April 2011 Cottage Catering trialed a new range of mandarin products to thousands of visitors in the Vondelpark in Amsterdam. The feedback the company received from Dutch consumers on the day was fantastic and it should not be long now before the orange variant is available through retail channels.

On the basis of this positive feedback received Hertford Arnold is considering rekindling the strapline to state “The future is bright, the flavour is Orange.”



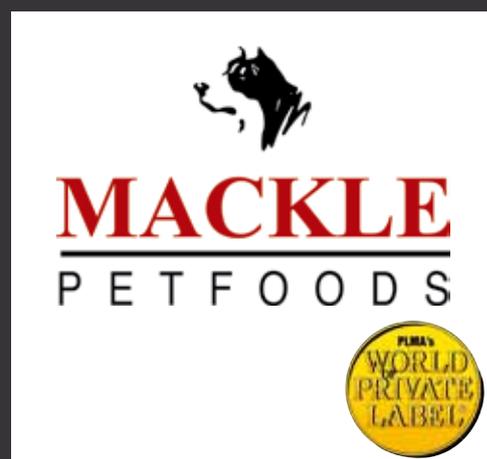
Family Company for Family Pets at PLMA

Mackle Petfood, www.macklepetfoods.com, supplier of branded and private label wet and dry petfood exhibited at PLMA on 24th and 25th May in Amsterdam.

The Dungannon based company is BRC approved and offers private label packaging for dog and cat food in cans and trays to supermarkets, pet stores chains and garden centres throughout Ireland, UK and Europe.

The company prides itself on offering

- quality natural ingredients
- high meat content
- flexible partnership approach
- realistic minimum orders for private label
- competitive prices



Dutch Icing on the Cake for Scotts Bakery



Scotts Bakery Ltd of Fivemiletown has successfully won business to supply its first bakery products into the Netherlands.

The initial Dutch order was to supply supermarket leader Albert Heijn with Easter and butterfly cakes under the Scotts Bakery brand.

The BRC approved family business, which was established in 1968, currently supplies leading UK and Irish retailers with a range of branded and private label products from its modern, customised bakery facility in County Tyrone.

Now that Dutch consumers have developed a taste for Scott's products, further developments are expected in the short term.

Minister Foster warmly welcomed back

'Building a strong and vibrant economy in Northern Ireland must be everyone's top priority,' Enterprise, Trade and Investment Minister Arlene Foster said in May as she was re-appointed to the role.

"To do this we must, create jobs, support and develop our local business economy and continue to attract inward investment by promoting everything Northern Ireland has to offer including a highly skilled and motivated workforce," she said.

Mrs Foster is a very determined, dexterous and personable Minister, who has strongly promoted and supported exporters in her first term in office. Her re-appointment is warmly welcomed by NI-NL and the business community who play a role in developing an export led economy.

"Work is under way to develop a new economic strategy aimed at increasing productivity and growing the private sector. Reducing corporation tax is another important measure which could provide the step change needed to drive forward economic recovery and growth."



Increased revenues result from good access



Tourism Ireland organised a seminar on Monday 2nd May, on the occasion of the visit of the Irish President Mary McAleese to the Netherlands.

Mr. Niall Gibbons, C.E.O. of Tourism Ireland gave Dutch and Irish tourism trade partners a briefing on current trends and developments in the tourism sector in Ireland.

The tourism partners then entered into round-table discussions which were very open and collaborative and provided their expert views and opinions to assist Tourism Ireland build their business potential in The Netherlands'.

During her speech to some 200 invited luncheon guests, President McAleese reminded the audience that Tourism is a vital industry for the island of Ireland. The tourism and hospitality sector supports up to 200,000 jobs around the island, helping to generate approximately €3 billion in foreign revenue each year.

The Dutch market has proven resilient in 2010 and in fact

Tourism from The Netherlands grew by 2% in 2010 to 145,000 visitors to the Island of Ireland - contributing an estimated €77m to the Irish economy.

Approximately 16,000 holiday-makers from the Netherlands visited Northern Ireland in 2010, reflecting a growth of 10% and contributing an estimated €9m to the Northern Ireland economy.

President McAleese informed guests that a key part of growing visitor numbers was ease of access and confirmed that outbound passenger numbers from Dutch airports have been on a strong upward trend since 2010 and that the total seat capacity from the Netherlands would increase in 2011.

In terms of access to Northern Ireland, President McAleese welcomed the fact that easyJet is adding 4 new flights to its

Belfast International Airport-Amsterdam schedule due to increasing demand from business and leisure travellers and that BMI Baby recently announced a new direct service from Belfast City Airport to Amsterdam, from 31 October with 6 flights per week.

In conclusion, President McAleese impressed on guests that, "There has never been a better time to visit the island of Ireland. The value has never been better, not just because of the cost, but because of the richness of the experience our visitors will enjoy at a very reasonable price. "

Pictured above Monica Nerney (Manager Northern Europe Tourism Ireland) Steve Murnaghan (NITC), Dr Martin McAleese, (Husband of the President) Mary McAleese (President of Ireland), Niall Gibbons (CEO Tourism Ireland), Ellie Miskelly (Business Development Analyst Belfast City Airport), Ben James (Market Development, Schiphol group)

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

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The Netherlands

Lock up your Mobiles at the Glassdrumman Lodge!!!

The Glassdrumman Lodge is a special place nestled in the foothills of the majestic Mourne Mountains where one can escape to the perfect retreat, and hide away from the demands of everyday life.

In 1986, Glassdrumman Lodge was established to accommodate golfers, walkers and holiday-makers alike. After 25 years of guests, from leading politicians to iconic sports personalities, young stars of the future and gracefully ageing couples, the Hall families' single aim remains, to create an enjoyable environment for relaxation and reflection, with good food and great service.

With ten bedrooms featuring wonderful mountain and sea views, open fires and a fantastic restaurant, Glassdrumman Lodge is the ideal base to explore the spectacular scenery of the Down coast, in Northern Ireland. There is plenty to do from playing the world famous Royal County Down Golf course located just ten minutes away, walking, picnicking or hiking in the beautiful Mourne Mountains.



The Blackberry Holiday

The Glassdrumman Lodge has matured over the years to offer a unique location for high end conferences, internal meetings and client entertainment for up to 10 people. Board meetings and conferences can be a valuable source of input and guidance for a management team in the pursuit of new strategies and goals - if run appropriately

As part of the Glassdrumman Conference package, host and manager Ben Hall offers corporate clients a lockable glass cabinet with mobile phone armchairs where devices can recharge their batteries with no thought of interrupting important meetings.

Based on his experiences Ben Hall has developed two unique approaches to running meetings:

Total Control. Clients decide on choice and style of food, breakfast times, bar opening hours, extra curricular activities - every detail will be bespoke so that the client creates the environment they want. With the **Freedom** option you need not make any decisions; just tell the Glassdrumman Lodge the size of the group and the context of the meeting. Then sit back and let your mind concentrate on the matter at hand knowing that all the details have been taken care of.

And if your event so requires: then the Glassdrumman Lodge can be all yours with your own Head chef always at hand. As a true family business Ben's brother Jonathan can be found in the kitchen at the Glassdrumman where he prepares the finest selection of local ingredients from field, forest, river, sea or windswept mountains for the discerning diner.

Mourne Seafood Cookery School

At the local Mourne Seafood Cookery School in Kilkeel, Jonathan also passes on some of the secrets and recipes he has learned from Ireland's greatest chefs, cooks and bakers and also influences he has picked up from time spent in Spain, France, Sweden, Austria, and Tunisia.

For armchair Great British Menu and Masterchef fans the school is a great place to turn their hands to preparing, cooking and presenting food themselves. The Cookery School provides a great corporate experience to learn cuisine skills in a relaxing, fun environment.

The real quandry when checking out of the Glassdrumman Lodge is whether you want to tell others about this unique gem in the Mournes ?

Browsing to TripAdvisor.com will soon show that many have visited before and also found that the Glassdrumman's hidden location is matched by the Hall family's first class approach.

“Our hosts’ unobtrusiveness and attention to detail hasn’t been experienced by us anywhere.”