



## NI-NL BIZ provides readers with an update on Northern Ireland – Netherlands trade relations over the last twelve months

**In this 11th edition of NI-NL BIZ Steve Murnaghan, Founder of NI-NL**

- looks back at key NI-NL events in 2013
- confirms details of the 2013 Autumn Lunch and 2014 New Year's Dinner

- highlights Going Dutch successes from previous programmes
- launches Lisburn City Council's 11th Outlook Programme to the Netherlands
- welcomes Dutch Ambassador Laetitia van den Assum on her first visit to the province
- reports on a number of Royal occasions in the Netherlands
- updates readers on recent trade successes, seminars, and shows
- showcases Northern Ireland's ability to stage global events in recent months

## Northern Ireland - Showcased Globally

**In recent months Northern Ireland has received global exposure for its ability to host and deliver a series of world class events with both social, economic, political and leisure objectives.**

Each of the events clearly showed that Northern Ireland is 'open for business' and that all visitors receive a warm and hospitable welcome to the province.

On his first state visit to Northern Ireland Barack Obama delivered a historical and inspirational speech promoting peace to Northern Ireland's next generation of leaders in Belfast's Waterfront Conference Hall.

In pledging America's continued support for Northern Ireland, The US President said, "I promise you the United States of America will support you every step of the way. **I am convinced that this little island that inspires the biggest of things -- this little island, its best days are yet ahead.**"

American inward investors already contribute millions of pounds to the NI economy each year and there are currently around 165

American-owned companies operating in the province.

At the end of a successful G8 conference in June at the Lough Erne Resort David Cameron commented that, **'The world has seen the new Northern Ireland'**. Stressing the opportunities that the G8 could open up, Mr Cameron said he would attend an investment conference in Northern Ireland in October.

In August Northern Ireland hosted the World Police and Fire Games with 7,000 men and women from 67 different countries competing in a range of sports over a 10 day period. Mike Graham of the

WPFG said: "The 2013 World Police and Fire Games have been **the friendliest and best games ever**. The organisation and professionalism of the WPFG delivery team has been exemplary, the warmth and welcome of the many thousand volunteers has been outstanding, the support of the local people has been second to none and even the weather has been fabulous."

NI-NL congratulates all those involved in delivering world class events to showcase Northern Ireland on a global stage. The message is clear to all **'Yes we can!'**



President of the European Commission Jose Manuel Barroso, Japanese Prime Minister Shinzo Abe, German Chancellor Angela Merkel, Russia's President Vladimir Putin (walking behind), Britain's Prime Minister David Cameron, US President Barack Obama, French President Francois Hollande, Canadian Prime Minister Stephen Harper, Italian Prime Minister Enrico Letta and European Council President Herman Van Rumpuy.



Over 100 NI companies and guests raise a toast to ongoing bilateral trade links between Northern Ireland and the Netherlands.

## New Year's Trade Dinner

**In February, over 45 Northern Ireland companies travelled to The Hague for the 7th NI-NL New Year's Trade Dinner, which rotates between the two countries annually.**

The NI-NL Trade Dinner has become an annual diary date for Northern Ireland and Dutch trade companies and provides the catalyst of bringing existing partners together early in the New Year.

Invitees attend exclusively with their business partners.

Through recurring initiatives such as Invest NI's 'Going Dutch' and Lisburn's 'Netherlands Outlook' Northern Ireland continues to engage with The Netherlands to succeed in international markets.

The 2013 event was sponsored by Invest NI, Lisburn City Council and NITC, which in its 20th year continues to deliver matchmaking programmes for companies into Europe.



Speakers at the annual event were (from l-r) Dr. Vicky Kell, Director of Trade, Invest Northern Ireland, Colin Reid, CEO Consilium Technologies, Steve Murnaghan, Founder NI-NL and Frank Bieze, CEO Bieze Food Group, The Netherlands.

The strong turnout of NI company executives who have already developed a Dutch partnership serves to strengthen the linkages between the two countries and develop a network of companies who can turn to each other for advice and support regarding this key export market.

At the Trade Dinner Dutch distributors, customers and prospects are delighted to network as they enjoy the delicious produce from Northern Ireland in a professional, corporate but welcoming environment.



# NI-NL relations

**The cordial atmosphere at the Trade Dinner demonstrates that Northern Ireland and the Netherlands continue to engage and work together in economic harmony.**

In his annual address NI-NL Founder Steve Murnaghan told the audience how over 220 companies had participated in NI-NL events in 2012 and, as is tradition at the New Year's Dinner, toasted the continued success of trade links with the Lowlands.

In her speech to over 100 businesses, Invest NI's Director of Trade Dr. Vicky Kell explained that people always enquire what goods are exported to a certain country ? In the case of the Netherlands a wide range of sectors are represented such as agriculture, food, seafood, drinks, ICT, interior textiles, building materials, construction, engineering, plastics,

composites, chemicals, environmental technologies, marine, tradeable services.... etc and most were present at the International Club in The Hague.

Dr. Kell welcomed and highlighted a number of partnerships of companies who had been matched and nurtured by both Invest NI and Lisburn's Economic Development Team over the years.

An example of one of these 'matches' was the blossoming relationship between Total Mobile and Aenova to provide mobile solutions to both public sector and healthcare organisations in the Netherlands. Colin Reid, CEO, of Consilium Technologies reminded company directors to wake up and embrace the opportunities of mobile technology and to become the drivers within their businesses. Being left behind, or being dictated to by IT colleagues should not an option !

Frank Bieze, CEO of the Bieze Group, voted one of the top 10 Dutch companies in the 500+ employee category in 2012, explained how uniqueness, innovation and a competitive offering were the best ways to survive and grow in a challenging environment. Bieze explained how despite market pressures working on an exclusive basis with a number of Northern Ireland companies in the fresh convenience foods sector gave his operating companies a competitive and innovative edge vis a vis their competitors in the market.

The Northern Ireland - Netherlands Trade and Export Society, a not for profit foundation, continues to play an important role by organising networking events to support and maintain business relations between Northern Ireland and the Netherlands. With events like this NI-NL hopes to continue to play a role in Northern Ireland's international trade relations in the coming years.

## NI-NL Networking Photos



Dutch and Northern Ireland companies Networking in advance of dinner.



Sam Mouldings representatives with Tracy Meharg of Invest NI and Dutch guests from Deli N.V.



Fabrite Facades introduces Dutch partners to Aldermen and Officers from Lisburn City Council.



Alastair Ross, DETI, Total Mobile CEO Colin Reid, Tracy Meharg of Invest NI and Hans van der Last of Aenova.



PRM, Cottage Catering and The Dutch Bieze Group get together for New Year's talks in The Hague.



Leading meat exporter ABP welcomes key Dutch customers to the NI-NL Trade Dinner.



Participants of Invest NI's Going Dutch programme are welcomed to their first NI-NL Trade Dinner by Dr. Vicky Kell and Elaine Curran of Invest NI



James Graham of Creative Composites discusses supply of vehicle parts with guest from DAF Trucks and Alderman Allen Ewart of Lisburn City Council.



Marine engineering specialists Craigs of Lisburn and RedBay Boats with invited Dutch guests at the International Club, The Hague.

**Continued Overleaf**

# Recent NI-NL Events and activities



Both sea and fresh water fish were on the menu for guests of Kilkeel based Henning Brothers and Lough Neagh based McElroy Fish.



Pat McCann and Hein Soesan need no introduction to each other, as they attend their 4th NI-NL Trade Dinner together.

## Recipe for Success

A perfect example of working to a common goal is the willingness of NI companies in the Food and Drink sector to support the event in providing a fresh mouth watering menu. It is not every evening Dutch guests get an opportunity to taste Organic Glenarm Salmon, Irish Sea Crab, Lough Neagh Pollen, Ripened Beef or Colcannon.

The majority of the companies who provided such ingredients are represented in the Netherlands and attended the dinner with their partners whilst others used the opportunity to present new product ideas at the dinner. Suppliers watched the diners' reactions to Fresh Mash croquettes specially developed for the Dutch taste palette, Rhubarb Crumble as a hot dessert, and Melting Pot Soft Fudge with coffee.

With thanks to the following companies who have kindly provided their products for the New Year's Dinner.

Chicken Finger Food	Western Brand
Organic Smoked Salmon	Ewing's Seafood
Irish Sea Crab Meat	Henning Fish
Lough Neagh Pollen Fillet	McElroy Fish
Matured Beef Striploin	ABP Lurgan
Dry Aged Beef Jus	Premier Jus
Vegetables	Mash Direct
Apple/Rhubarb Crumble	Fresh Food Kitchen
Caramel Tray Bakes	Holmes Deli
Handmade Soft Fudge	Melting Pot
Titanic Whiskey	Belfast Distillery



Northern Ireland delicacies for after dinner - Shortbread and tray bakes from Holmes Deli and Handmade Melting Pot fudge



Irish Sea Crab Cakes served with Lough Neagh Pollen Fillet



A delicious winter meal of Northern Ireland products Matured Beef Striploin in dry aged Jus served with Colcannon, potato cakes, and vegetable croquettes.



Hot Armagh Apple/Rhubarb Crumble



NI-NL Founders and 2013 Trade Dinner Sponsors Invest NI, Lisburn City Council and Northern Ireland Trade Consultants wish guests a successful and healthy business year.



Unique was also the soft European launch and tasting of Titanic Irish Whiskey, due to be distilled in Belfast's Crumlin Road jail early in 2014.



# NI-NL Summer Networking

**The NI-NL Summer Networking, held at Royal Belfast Golf Club on Tuesday 2nd July, was attended by 50 exporters and NI-NL Founders.**



Jack Murgatroyd, Darren Clarke Golf School, Steve Murnaghan, Founder NI-NL, Gerard Wilson of SAM Mouldings and Stephen Wightman of Invest NI.



Tim Patton of SAM Mouldings shelters on the 1st tee with Warrenpoint Harbour CEO Peter Conway.



Paul Porter of Lisburn City Council, Tom Smyth of MSM Promotions, Leslie Millar of Rocklyn Engineering and Alan Campbell of Fugro-BKS.



Dominic Downey of Evron Foods with Danny Managh of DM Laser Fab.



Kieran Seaward of Datactics, Allen Ewart Lisburn City Council, John Kelly of Kelly Flowers and Tim Patton of SAM Mouldings



Still smiling as the rain comes down on 18 - Terry Reilly Invest NI, John Henning, Hennig Brothers, Eamon Kelly, Kelly Flowers, and Jonny McClintock of CSR.



## Prize Table

**Golfers played an 18 hole 'better ball' on a course which was challenging but in immaculate condition despite heavy rainfall.**

NI-NL is thankful to sponsors who contributed to a great prize table, to Invest NI for balls, towels, umbrellas and markers and to Heineken NI for providing refreshments at the Halfway house.

Prize Sponsors included Johnson Brothers, Blackthorn Fudge, MSM Promotions, Mac in a Sac, Belfast Distillery, SAM Mouldings, Western Brand, Andrew Morris Golf and Royal Belfast Golf Club.

**3rd prize** (36 stableford points) was shared between: Gerard Wilson of SAM Mouldings & Jack Murgatroyd of the Darren Clarke Golf School and Dominic Downey of Evron Foods & Danny Managh of DM Laser Fab

**2nd Prize** (40 stableford points): Alderman Allen Ewart of Lisburn City Council & John Kelly of Kelly Flowers

**The 1st prize** (42 stableford points) was won by Lisburn pairing of Tom Smyth of MSM Promotions and Paul Porter of Lisburn City Council.

Longest Drive and Neary sponsored by SAM Mouldings were both won by Robbie Mc Connell of Raltus Software.

Congratulations to members of the 'Birdie Club':

- Jack Murgatroyd, Darren Clarke Golf School
- Robbie Mc Connell, Raltus
- Stephen Wightman, Invest NI
- Dominic Downey, Evron Foods
- Alan Campbell, Fugro-BKS
- Paul Porter, Lisburn City Council



The winners (centre) are presented with gifts by prize table sponsors Noel McAnearney, Jenny Lowry and Philip Mills.



# Networking Dinner

**Golfers were warmly welcomed back into the splendid Victorian clubhouse offering a unique atmosphere and views over Belfast Lough for the drinks reception and networking part of the evening.**

Northern Ireland Trade Consultants sponsored the NI-NL Summer Networking as part of its 20th year in business celebration. Steve Murnaghan, Managing Director, and Founder of NI-NL addressed the exporters about their work in the Netherlands and NITC's business development services in 10 European markets.



Austin Moore of Cottage Catering with Joe Murray and Eamon Kelly at the 19th.



Networkers, and fair weather golfers (!) Lee Mackie of Mash Direct, Cormac Diamond of bloc Blinds, and Blackthorn Fudge Directors Jenny Lowry and Catherine Johnston.



Karen Patterson of Kingspan seems enthralled by tales from the golf course !



Philip Mills of Johnson Brothers, Brian Murphy of RentPro and Honorary Consul for the Netherlands Carson McMullan welcome golfers into the clubhouse with a smile.

Following a delicious 'indoor BBQ' dinner of Prawn Kebabs, Pulled Pork, Stir Fry Beef, Pork & Apple Sausages and Chicken Kebabs, a number of exporters provided an overview of their trading relationships with the Netherlands.



After dinner specialist Hertford Arnold explains how chilled desserts from Cottage Catering adorn Dutch dining tables.



Alan Campbell has daily experience of working with the Netherlands, as BKS forms part of the Fugro Group.



Exporters enjoy excellent dining at Royal Belfast Golf Club.



Cormac Diamond of bloc Blinds on the impact export has had on his Draperstown based rooflight blind factory.



Brenda Beattie of Linwoods explains how Linwood's distribution works into Health stores in the Netherlands.

Thanks to SAM Mouldings, Target Dry, Fugro-BKS, Kelly Flowers, CSR, Cottage Catering, Henning Brothers, Blackthorn Foods, Bloc Blinds, RentPro and Linwoods for sharing their experiences and wisdom as well as NI-NL Founders Invest Northern Ireland and Lisburn City Council for bring so much to the evening.

For both golfers and networkers the event was an excellent way of getting to know more about each other's business and developing rapport amongst peers in the hospitable surroundings of Royal Belfast.

## New Year's Trade Dinner

Wednesday 5th February 2014



**NI-NL is delighted to announce that the 2014 New Years Dinner shall be held on the evening of Wednesday 5th February 2014 in the iconic location of The Parliament Buildings, Belfast.**

Parliament Buildings, locally known as Stormont, are the seat of the Northern Ireland Assembly and the Northern Ireland Executive, previously having housed the Parliament of Northern Ireland.

The building is designed in Greek Classical tradition, under the guidance of architect Arnold Thornley, from Liverpool. The foundation stone for the building was laid in 1928 and it was officially opened on 16th November 1932 by the then Prince of Wales, on behalf of King George V.

A Drinks Reception shall be held in the Great Hall prior to the Trade Dinner in the Long Gallery, during which a

number of speakers from both private and public sector shall address guests. The 2014 event will be hosted by H.E. Laetitia van den Assum, Ambassador of the Kingdom of the Netherlands.

The NI-NL Trade Dinner, which rotates annually between Northern Ireland and the Netherlands, provides an opportunity for business partners to plan together early in the New Year.

Attendance at the New Years Trade Dinner is exclusively for Dutch exporters together with their Northern Ireland business partner, or client, and Northern Ireland exporters together with their Dutch business partner, or client. Dress code is strictly business suit and tie.

If you wish to attend together with your business partner, please register online ([www.ni-nl.org](http://www.ni-nl.org)) by Friday 17th January 2014 with full details of both the Northern Ireland and Dutch company representative. Please note that numbers will be limited based on the capacity of the Long Gallery.

Should companies be traveling from Amsterdam to Belfast NI-NL recommends the direct easyjet flight on Wednesday 5th February.

NI-NL has secured preferential hotel rates with the Hastings Hotel chain in Belfast.

**Further event and hotel details are available on registration through [www.ni-nl.org](http://www.ni-nl.org)**

**The registration code required is NYD2014.**

**NI-NL looks forward to welcoming Dutch business executives to the province early in the New Year.**





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[www.visitlisburn.com](http://www.visitlisburn.com)



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## Lisburn Companies Plan to Develop Trade Links with the Dutch

Lisburn City Council recently confirmed the latest phase of its Trade Development Programme to the Netherlands for companies based in the Lisburn City Council area. The Netherlands has proven to be a very lucrative market for Lisburn companies, with a proven track record of success for both first time and experienced exporters. To date the Council has assisted 60 businesses to access this key European marketplace, and has seen over £ 8.8 million of new trade develop as a result.

The three year programme will once again be managed by Northern Ireland Trade Consultants (NITC), based in Amsterdam, and will assist growth orientated local businesses to identify and develop new market opportunities and strategic business partnerships in the Netherlands.

The programme offers business orientation, trade and best practice opportunities. Each of the six participating businesses will benefit from a bespoke programme of assistance specifically tailored to meet their export and trade development requirements and an itinerary of planned appointments to take place during a market visit to Amsterdam.

Chairman of the Council's Economic Development Committee, Alderman Allen Ewart states: 'The Dutch marketplace has realised many successes for Lisburn companies and the Council is confident that once again this initiative will realise many business benefits for participating companies and help to increase the number of local companies doing business in a dynamic, and business friendly international market'

He adds: 'I would strongly encourage any local business keen to develop new sales, identify new strategic partnerships, and business networks which will last for many years to come, to contact the delivery agents NITC for further information on what opportunities may exist in this market for their company.'

The new 2013-14 programme will be launched in November 2013 with the market visit taking place in March 2014.

**Lisburn companies interested in attending the programme launch should call or email NITC's Managing Consultant Steve Murnaghan for details. T + 31 20 4217400, [murn@nitc.nl](mailto:murn@nitc.nl).**



Alderman Allen Ewart

This initiative forms part of the Council's Economic Development Strategy and Action Plan 2012-2015 and forms part of the Council's International Competitiveness Programme. The project is part funded by Lisburn City Council, Invest Northern Ireland and the European Regional Development Fund under the Sustainable Competitiveness Programme for Northern Ireland.

## What the Lisburn participants thought of the 2012 programme

'Lisburn City Council's Netherlands Outlook Programme should be the first step to export success for SMEs aiming to do business beyond the British Isles. The care and attention to detail in matching your business with potential clients is outstanding. Travel prepared to work long hours over three very business and educational days.'

**Rodney Magowan PR**

'Lisburn City Council's Netherlands Outlook Programme is very efficiently organised and has the potential to help you personally and professionally to grow. To undertake something like this unassisted would be extremely difficult and much more costly.'

**Aideen O'Hagan - Sales Manager, Mac's Quality Foods**

'The Lisburn City Council Netherlands Outlook Programme simply works, as an introduction into the potential of partnerships that can help strengthen the packages we can offer as we attempt to grow and develop in a very challenging construction market'

**James Hanna, Managing Director, Fabrite Facades**

'Any local company that seeks to gain further growth should seriously consider taking part in Lisburn City Council's Netherlands Outlook Programme'

**David Vance, Managing Director, Advanced Marketing (NI)**

'Lisburn City Council's Netherlands Outlook Programme allowed for a cost effective, efficient and relevant study of both export and import potential to and from the Netherlands.'

**Philip Mills, Sales Director, Johnson Brothers**

'Lisburn City Council's Netherlands Outlook Programme represents excellent value with first class support from NITC who are one of the stronger research partners I've worked with and who have very high standards.'

**Phil Trimble, Managing Director, ConveyorTek**



Lisburn Companies participating in 2012 Netherlands Trade Development Programme

# Not Double, but Triple Dutch Success!

**Going Dutch is widely recognised in Northern Ireland's business community as a key export development programme. It is an excellent first step in improving a company's knowledge, confidence and overall capability to conduct business in overseas export markets.**

Elaine Curran, Head of Invest NI's Trade Team Europe, who manages the programme explains, "Going Dutch is a tried, tested and highly effective programme designed for aspirant exporters to increase awareness of the issues involved in exporting and to provide the required skills and competencies for export growth."

The initiative delivers a range of objectives including Skills Development and 'in market' support. All Going Dutch participants highly rate the support provided and view it as a premium program which delivers commercial results such as new sales channels and international partnerships as well as driving strategic export growth.

"From a company's perspective the 10 stage programme, running over

three months, delivers on individual objectives tailored to their specific needs. Collectively for the Northern Ireland economy Going Dutch has prepared a new generation of over 60 'new to export' companies, for the European market environment."

"In short, Going Dutch shows our client companies how to prepare for, explore and win first time export business in one of Europe's most easily accessible, welcoming but competitive markets and secures long term business for Northern Ireland."

Looking back on the last three cohorts of Going Dutch (9, 10 and 11) Mrs. Curran reports many strong success stories detailing the impact of the intervention on all of the 18 companies who participated in 2012/13.

The following three examples, one from each of the cohorts, describe how companies from various sectors (food and drink, marine engineering and consumer goods) have been assisted with their export expansion into Europe as a direct result of participating on Going Dutch.



Going Dutch, 10th cohort, with programme manager Elaine Curran (l) during a training session in Belfast



Going Dutch 11 in Amsterdam, June 2013



## Going Dutch 9

# Blackthorn Foods tastes success in Europe and Middle East

**Handmade gourmet fudge and fondue specialist, Blackthorn Foods, from Belfast, has won first time business in the Netherlands with assistance from Invest Northern Ireland.**

The company, based in east Belfast, has begun supplying its complete range of award winning products to Rosenberg Import BV following its engagement in Invest NI's 'Going Dutch' initiative.

The business in the Netherlands, Blackthorn's first in Europe outside the United Kingdom and the Republic of Ireland, was announced by Jenny Lowry, who founded the company in 2004 with her sisters Dorothy Bittles and Cathy Johnson, and welcomed by Dr Vicky Kell, Invest NI Trade Director.

Blackthorn Foods, which has gained a string of UK Great

Taste Awards, has also recently secured its first sales from a leading wholesaler in Dubai.

Mrs Lowry said: "The new business breakthrough in the Netherlands is the outcome of a marketing drive to grow business in key European markets and builds on our success in Great Britain, most recently with Partridges, the high-end food store in London's Kensington district, as well as in the Republic of Ireland.

"We've been exploring opportunities for our products in Europe for some time and decided to focus on the Netherlands. It's a market that's easy accessed from Northern Ireland by air and one in which consumers appreciate premium quality confectionery that we produce."

"Invest NI's Going Dutch support was invaluable in the help and guidance provided by their in-market advisors in Amsterdam. We were helped with essential market information, guidance on how

to do business in the Netherlands and assistance in pinpointing Rosenberg as a partner.

"Rosenberg is a good fit for us because of its successful track record and distribution network. We will be working closely with the Rosenberg team on promotional activities to help in developing sales throughout the country. The Netherlands, in addition, is an ideal platform for expansion into other neighbouring markets."

Alfred Haan of Rosenberg Import BV confirmed to NI-NL BIZ Magazine that they too are enthusiastic about the Melting Pot brand in the Netherlands. "The initial feedback we have received from our clients, who are now stocking the Melting Pot fudge is that the product is really tasty with a premium traditional appearance. About 350 speciality stores, about a third of our total customers, stock the bars and we hear that from our sales team that they are happy with the repeat sales."

In terms of going forward, Haan adds, "Later this year we will increase the roll out to key accounts such as leading department stores, tearooms, coffee shops and higher end cash and carry wholesalers, as well as promoting for the unique Christmas gift market in the Netherlands in 2014."

Dr Kell said: "Blackthorn's success in the Netherlands is a further example of the role

of our in-market consultants in assisting and supporting small and medium sized companies particularly in food, one of our most significant manufacturing sectors. Assisting SMEs in food to explore and grasp business opportunities, especially those developing in Europe, is an Invest NI strategic priority."

Jenny Lowry continues, "The program came at the right time for Blackthorn in our business expansion and we have since taken part in Trade Missions to Denmark, Sweden and the Czech Republic in order to understand these markets and link up with leading confectionary distributors who appreciate quality handmade soft fudge and have a ready made clientele for our product range."

"We feel that there is an enormous opportunity outside of Ireland and the United Kingdom for Melting Pot Fudge and we are delighted with the pragmatic support provided by Invest NI and their In Market Advisors. Now that we have earned our 'export spurs' and have developed a taste for export we are ready to establish partners in new European markets. I'm sure there are some markets where fudge is not consumed and there won't be a market for our high quality, tasty product. However we haven't come across these markets yet", Jenny adds with a smile.



Pictured (L – R) are Catherine Johnston, Jenny Lowry and Dorothy Bittles of Blackthorn Foods, with Dr Vicky Kell, Invest NI.



Blackthorn Foods Product Hamper

## Going Dutch 10

### Redbay Prepare to Storm into Europe

**Redbay Boats returned from the Seawork International Boat Show in Southampton where they met up with their recently acquainted Dutch partner Post Workboats.**

Redbay were exhibiting their latest craft - the Stormforce 1650 Pilot Boat - which Post Workboats specifically travelled to the show to view with one of their existing clients.

The Northern Ireland company has established itself as a builder of strong durable craft for both the work and serious pleasure boat market which fits well with Post Workboats ethos for supplying such craft.

Redbay Boats are not only renowned in Ireland and the United Kingdom but also in export markets such as Sweden, Norway, France, Poland and the Seychelles.

Since establishing the relationship with Post workboats earlier this year the two companies have worked together on a number of commercial tenders throughout Europe.

Gary Fyfe, Operations Manager, is confident that building a relationship with Post Workboats will open a gateway into the wider European marketplace and present opportunities to Redbay Boats that would not necessarily have been available in the

past. Looking back on the market visit in February, Gary is delighted that "The Going Dutch program has initiated a successful relationship which through time will benefit both businesses."

Klaas Post is appreciative of being brought in contact with Redbay Boats who offer Post Workboats a full finished quality product including engines and the necessary equipment for commercial and industrial clients. Klaas told NI-NL BIZ, "The Netherlands, with a long coastline and the major port Rotterdam requires sturdy well equipped working boats. Current and future off shore windfarm projects in the North Sea present a good opportunity for Redbay and Post to deliver their 1st working boat together".



Stormforce 1650 Pilot Boat



Klaas Post and Egbert van Veen receive a warm welcome during a visit to Northern Ireland for sea-trials off the Antrim Coast.

### Opportunity to Czech Out Central and Eastern Europe

**Many companies who have availed of the practical assistance offered through Going Dutch have internationalised their businesses by selecting and targeting key export markets and have availed of Invest NI's Trade Development Services to further develop wider exports.**

In the autumn, following the proven model of Going Dutch, Invest NI will launch a new programme branded 'Czech It Out' which will take cohorts of 6 companies through similar pragmatic assistance for Central and Eastern Europe.

Elaine Curran of Invest NI explains, "The Czech Republic has been very open to and active in foreign trade, with a continued desire for new products and technologies. Czech businesses are very experienced and proactive importers throughout various sectors of the economy. Similarly to the Netherlands, the Czech Republic has been chosen, due to its manageable size (10 million people), Westernised business culture, strong role of local SMEs in the economy, and overall good purchasing power, as a key Gateway into Central & Eastern European markets."

'Czech It Out' will be delivered by NITC EasyLink, Invest NI's In Market Advisors for Central and Eastern Europe.



Pictured at the Staroměstské náměstí (Old Town Square) in Prague are Alastair Hamilton CEO of Invest NI and Filip Korinek, Lead Consultant for NITC EasyLink in Central and Eastern Europe.



## Going Dutch 11

### Bedding into the European market

**Shnuggle, an innovative baby products development company, who participated on Invest NI's most recent Going Dutch programme, has already appointed a distribution partner for the Netherlands.**

Shnuggle was formed by a Northern Ireland based husband and wife team - Adam and Sinead Murphy - to design and produce a safer, stronger and more hygienic Moses basket. The award winning Shnuggle basket, with a wooden stand and 100% cotton fabrics, has been available through retailers and websites in the United Kingdom and Ireland since 2009.

As Shnuggle's highest number of website hits, arising from outside or the UK and Ireland, were from the Netherlands the founders enquired whether Invest NI could assist them in understanding the baby market in the Netherlands and how they should take their first steps to appointing a partner to drive sales, both in retail and online.

Shnuggle participated in the Going Dutch programme from April and as part of Going Dutch received a tailored market report containing Dutch market information and a database of relevant companies.

Given the company ethos on developing safe and innovative products for newborns it was decided that a baby article distributor with a small range of products and a shared focus on infant safety products would be a perfect match.

Shnuggle prioritised a number of organisations from the research phase and, through appointment planning by Invest NI's In Market Advisor in Amsterdam, Sinead Murphy met a number of proactive, stockholding distributors of complementary products for pregnant mothers and their newborns.

Pretura BV, based close to Apeldoorn, specialized in quality bedding, textiles and travel accessories for children from 0 - 14 years, has been appointed for the Netherlands.

According to Sinead Murphy, "Pretura, is an extremely welcoming husband and wife team, just like ourselves, with modern offices, warehouse space for products and are extremely knowledgeable on 'sleep' and safety guidelines." In fact, Sinead adds, "Wilbert Kuster, the Managing Director of Pretura, is one of the initiators of the Industry Committee for the safety of Sleeping Infants which operates on a European level."

According to Wilbert Kuster, Pretura envisage a good market for Shnuggle as mothers are advised by midwives in the Netherlands to keep their newborns closeby for the first 6 months. "Homes and bedrooms in Holland are not always spacious and therefore we see a trend from full size cots to baskets. Shnuggle offers many benefits over and above traditional wicker baskets especially being hypo allergenic, easy to clean and silent in use."

Through Pretura, Shnuggle was officially launched in the Netherlands to retailers at the Pink and Blue show on 29th & 30th September in Den Bosch. "Following the launch Pretura shall ensure that retail outlets across the Netherlands are provided with in store point of sale materials and that shop assistants will be trained to advise expectant mothers about the advantages of the Shnuggle basket", adds Kuster.

The Netherlands plays a leading role in infant safety, according to Kuster, and the neighbours often follow the Dutch trends. Shnuggle has



Sinead Murphy carrying the Shnuggle Mozes Basket

also exhibited recently at the European Trade Show Kind & Jugend to develop brand recognition and to tie up further European distributors.

Sinead Murphy, Co-Founder, Shnuggle has been delighted with the programme developed by Invest NI. "The Going Dutch Programme has not only opened up the Dutch Market to us with immediate effect but it has also given us the skills and confidence to apply what we have learned to other European Markets," she summarises.

In the short term the company plans to launch a soft shell Baby Bath for a safer and happier bathtime. The Shnuggle bath is made from a soft and warm foam material with "Bum Bump" to help stop baby from slipping under the water with further mother and newborn products planned for launch in 2014 and 2015.



## Approval for Macs in Europe

**McCauley Trailers, celebrating 60 years in business, has evolved from manufacturing livestock trailers, plant trailers and bespoke trailers, to producing one of the largest ranges of trailers available for commercial and agricultural vehicles.**

The company has invested substantial resources in research, development and product innovation. It supplies trailers to a wide range of companies in the industries of agriculture, construction, forestry, waste handling, quarrying, transportation and public utilities.

McCauley Trailers Ltd recently announced that all of the category 04 commercial trailers under the MAC brand, have been granted full European Whole Vehicle Type Approval - meeting all relevant European environmental, safety & security standards. Each trailer is issued with a certificate of



The special build step frame in action, taking Geert-Jan de Koks most recent load to the Netherlands.

conformity and is ready to register in each European member state. This has proved vital to the company in continuing sales outside of the UK - allowing it to expand its international market presence into more than 16 countries. McCauley Trailers will be promoting the Type Approval as a USP at Agritechnica, the leading international show for agricultural machinery and equipment, in November.

McCauley Trailers Ltd started working with their Dutch partner, Geert-Jan de Kok in 2007, and since then, have maintained an excellent relationship. Business in the

Netherlands remains strong with Geert-Jan de Kok never out of the McCauley dealer league table Top 10 each year.

Geert-Jan de Kok have offices in Bladel, Esbeek and Etten-Leur, where they rent and sell agricultural and construction equipment, including the McCauley range of agricultural trailers. De Kok recently ordered a MAC 2 axle stepframe low loader - a special build trailer to facilitate deliveries of their products. Specification included: flip-toe ramps with hydraulic slide, combine wells, rear steer axles and outriggers.

McCauley Trailers are continuing to expand their product range for the European market, firstly by developing current products i.e. dump trailers and turntable trailers and secondly, by introducing some new products to the range in the form of hook lift trailers.

McCauley's hope to develop the Dutch market further and are currently seeking a dealer for commercial products. **Further information on the product range, is available from Robert Smart: robert.smart@mccauleys.co.uk**

## Acksen announce Vandentempel partnership in the Netherlands

**Northern Ireland based Acksen have recently chosen Vandentempel, based in Hattem, The Netherlands, to represent their Electrocoder range of portable data loggers.**



Established in 1994, Acksen design, develop and deliver dependable products to identify areas of energy use, faults in supply and loading issues. Acksen Ltd has grown from a small local UK based company, to one that is now respected on a number of continents offering a solid alternative to Global Brands who service large scale complex solutions for electrical data logging equipment.

Acksen already supports a network of distributors in North America, Australasia and Europe who supply data logging equipment to customers who have typical roles and responsibilities around environmental planning, regulation and monitoring of energy use with respect to CO2 emissions.

The decision to chose Vandentempel was a clear one for Acksen as for nearly 40 years Vandentempel has been a well known name in the Benelux as a supplier of test and measurement equipment for electrical infrastructure, utilities, electrical installers and industry.

Charlene Thompson, Sales and Marketing Manager, explains, "The working area is

highly specialised, so expert advice, product support, training and technical support by local sales and distribution partners is essential. Vandentempel fits all of our criteria as they are specialized in related equipment such as equipment for cable fault location, tests and monitoring and power quality analyses."

Vandentempel started representing the Electrocoder data loggers at the end of 2012, and recently organised an Open House to show customers the wide range of intelligence data loggers for applications such as power & energy logging, AC or DC current & voltage logging and also logging of PV solar systems.

For Vandentempel the timing was right to take on distribution of Acksen, according to Luuk Groot, responsible for Test & Measurement. "After a number of successful years of growth, Vandentempel also remodelled their business premises last year. The result is that we doubled the offices and service department and expanded the training facilities by adding a complete electrical training and test area and network.

Now two cable test vans can be serviced at the same time and testing and calibrations can be carried out in two rooms, one with a test voltage up to 200kV."

Groot added, "The Vandentempel Open House in June 2013, which was attended by Acksen, was the perfect opportunity to update customers and bring them together with our suppliers. To add value to the event we arranged for guest speakers to give seminars whilst all our test and measurement suppliers joined the event to show as wide a range of our product portfolio as possible. Vandentempel welcomed a lot of visitors to our Open House and based on their enthusiastic responses we expect this to pay dividends in the future."

Charlene Thompson welcomes their Dutch partnership by stating, "The Acksen range of high quality recorders completes the Vandentempel power quality test and measurement portfolio and this new promising cooperation fits in the tradition of long lasting relationships which both companies strive for."





## Healthy and Organic Growth in the Netherlands

Linwoods Health Foods continues to grow its business in the Netherlands. Their premium range of Milled Seeds, Nuts & Berries are available in the health channel through independent health and organic stores. The preference for Organic is becoming more prevalent in the Netherlands and Linwoods have responded to this growing trend by recently launching 2 new Organic Products to market; Linwoods

Milled Organic Flaxseed, Sunflower & Pumpkin Seeds & Linwoods Milled Organic Sunflower & Pumpkin Seeds which now brings to eight the total range of products available in the Netherlands.

Brenda Beattie, Sales Manager, Linwoods Health Foods Division said "We thoroughly enjoy working with our Dutch partners who are extremely professional and courteous to deal with. Healthy eating and a healthy

lifestyle are important to the Dutch and our products are being well received in this market. We anticipate continued growth through increased distribution and rollout of new products."

Linwoods have continued to invest in this market with the recent introduction of new packaging all of which is co branded in Dutch & French.

## SAM Trimax - Building for the longterm



Marten Karelse and Ron Maree of N.V. Deli Maatschappij pictured along with SAM Mouldings Directors Gerard Wilson and Richard Holmes on a recent visit to the Antrim factory.

**SAM Mouldings' 1st major consignment of SAM Trimax, the revolutionary new exterior fibreboard produced from Medite Tricoya was despatched to Jongeneel, one of the leading building materials merchants in the Netherlands, in August.**

Manufactured using the patented acetylation process, the fibreboard offers outstanding

dimensional stability and durability and provides designers and architects with a quality environmentally friendly alternative to traditional external materials such as hardwoods and fibre cement.

The uses for SAM Trimax are far ranging from cladding, fascias and soffits to window components, door skins and general external joinery applications.

For this first delivery, SAM will be delivering Trimax as an all purpose pre primed buildboard, for use as fascia or for general external applications and will be distributed to the national network of over 40 Jongeneel depots in the Netherlands in conjunction with an extensive marketing and awareness campaign.

The aim is to compliment this product in the near future with other Trimax products and in particular a range of cladding profiles with options of coatings in pre primed, fully finished or wrapped in exterior PVC.

Jongeneel is part of Deli Maatschappij a leading trading and distribution company. Its main lines of business are supply of timber and building materials to the construction industry in the Netherlands, supply of constructive and decorative materials to DIY chains and garden centres throughout Europe and supply of speciality agri-products to industry worldwide.

Deli Maatschappij, which has a turnover of €900 million across its 15 main operating companies seeks to be the leading supplier to professional buyers in each market segment it serves.

SAM Mouldings has been actively building sales in the Netherlands and Belgium since participating on Going Dutch programme in 2009. The recent development came about from bespoke research carried out in the Netherlands through Invest NI's Trade Advisor Service, delivered by In Market Consultants NITC.



## 'Royal' Kemper en Van Twist Diesel



The new 'Royal' logo at the Dordrecht HQ with the FG Wilson and WASP (from Craigs) brands in full view.

### Partner to Northern Ireland companies involved in generator sets, Kemper en Van Twist Diesel received a unique award during their Jubilee celebrations in February 2013.

Provincial Queen's Commissioner Jan Franssen, visited the Dordrecht HQ to issue the 'Royal' predicate, the final one to be awarded during the reign of Queen Beatrix, as a seal of approval on 175 years of innovative entrepreneurship.

Over 400 guests from the Netherlands and abroad, including representatives of FG Wilson and Craigs from Northern Ireland, heard the history of the company and how versatility was key to overcoming entrepreneurial challenges over many years.

Rob van Twist, fifth generation of the family, presented a unique montage of the company history and a jubilee book containing many previously unseen photographs and a DVD of unique footage to illustrate how KVT's developments were closely linked to that of the City of Dordrecht.

Assembled industrial guests heard that from day one, in 1836, it was all about horsepower as founder William van Twist Pieterszn began with stables, became a passenger carrier, and removals company before becoming a heavy transport expert. During years of industrialisation the company was involved in mobile crane

rentals, a car manufacturer, operator of garages and car dealerships, before the specialism in mechanical horsepower, kilowatts and kVAs.

It was clear that diesel flows through the Van Twist family veins as, today, Kemper en Van Twist Diesel has a leading position as specialist in diesel and gas engines, emergency power installations and generator sets. The company supplies a large number of well-known customers in the energy, industrial, oil and maritime sectors. The company also delivered the propulsion engine for "De Groene Draeck", one of the yachts belonging to Queen Beatrix.

Rob's son Norbert van Twist, sixth generation and current Managing Director, continued: 'Many people have a preconception about a diesel engine: that it is noisy, smelly and you will get

your fingers dirty. Today our workshop proves the opposite. Especially given the current technological and environmental developments. Diesel engines are key components for the finished manufactured goods we are also involved in. Together with our clients and suppliers we work towards bespoke solutions. At Kemper en van Twist we also follow our vision for innovation, and should remain open to new ideas and developments".

The day was rounded off by Dutch astronaut André Kuipers presenting his experiences of space travel. His amazing and enthralling presentation included looking after planet earth, which closely relates to the company's vision for the future, especially regarding the development of fuel and emission efficient diesel engines.



David Craig (l) and Johnny Maguire (r) congratulate Norbert van Twist of the newly crowned Royal Kemper en Van Twist Diesel.



# Following Foreign Exchange Trends



The Forex Trend Service from The Oil Market Journal (OMJ), based in Killyhevlin, Enniskillen, provides clients with clear price trend indicators for the key major currencies of Sterling, Euro and US Dollar. Originally designed for oil traders, the service is also very useful for importers and exporters enabling them to better manage their foreign exchange exposure especially on the important Sterling / Euro exchange rate.

A summary trend table, (shown) along with a twelve page graph report is published each morning in pdf format and emailed to clients. The service helps clients

time their foreign exchange trades in order to obtain the best price and enables businesses take advantage of volatility on foreign exchange markets. Analysts at The Oil Market Journal are highly experienced in following volatile markets with their primary focus providing oil price analysis on the Rotterdam spot market to large volume oil buyers and traders across Europe. Further information can be found on the company's website [www.the-omj.com](http://www.the-omj.com) or by contacting Ian Moore [info@the-omj.com](mailto:info@the-omj.com).

## Forex Trends

Currency	Code	Price	Score	Change	Short Term Trend	Medium Term Trend	Long Term Trend
<b>Sterling</b>							
Vs. Euro	GBP / EUR	1.17100	22	-2	Up	Neutral	Down
Vs. US Dollar	GBP / USD	1.56130	28	3	Up	Up	Neutral
<b>Euro</b>							
Vs. Sterling	EUR / GBP	0.85390	7	2	Down	Neutral	Neutral
Vs. US Dollar	EUR / USD	1.33330	27	12	Up	Up	Up
<b>US Dollar</b>							
Vs. Sterling	USD / GBP	0.64040	0	-4	Down	Down	Down
Vs. Euro	USD / EUR	0.75000	3	-12	Down	Down	Down

## 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

# Warrenpoint Port Delivers Impressive Results



**At a time when many businesses are suffering from the prolonged economic downturn, Warrenpoint Harbour sails on, delivering impressive trading figures, according to its 2012 Annual Report – and its success story has continued into this current year.**

The 2.7 million tonnes of cargo moved in and out of the County Down port in 2012 shows a return to the tonnage figures last recorded in 2006 – and a more than doubling of profit, thanks to some extent to a strong increase in the level of exports.



With increases in volumes of steel, timber, grain and coal imports and new business in exports, it is clear that customers see the port to be an attractive location, strategically positioned halfway between Belfast and Dublin, the main economic corridor on the island of Ireland.

Chairman Peter Fitzsimmons, comments: “There has been a strong emphasis on increasing tonnage at the port and it is heartening to see this reflected in a 7.6% increase in vessel visits. During 2012 we even saw the import of coal – transhipped from Columbia via the Netherlands.....something that has not happened at the port for 11 years.”

During the year, as the port attracted business from new users, capital expenditure reached some £1.9m.

## Expansion

Chief Executive Peter Conway commented: “We are delighted with the increase in exports of cement and garden products from Northern Ireland based companies to mainland Britain and Europe. We welcome the continuing success of the Seatruck ro/ro service to Heysham and the container services to Cardiff and Bristol which provide a sound basis for the further expansion of trade through the port. For many years the port was linked directly to the European

hub at Rotterdam with a twice weekly container service providing a door to door service for importers and exporters alike. The service ceased as a result of the recession but now with these new successful routes to the south west of Britain we hope to link again with Holland and provide a regular service with a two port discharge.”

The investment in improving port facilities over the last five years is clearly paying dividends. Added Peter:

“Our ongoing investment demonstrates the commitment of Warrenpoint Harbour Authority to ensure its customers get excellent service and value, and we believe this to be the main reason for the improvement performance.”

The port’s investment in deep water facilities saw, in 2012, the arrival of several vessels greater than 10,000 dwt, facilitating shipments from such faraway places as Brazil, Ukraine, Canada and the USA.

“Our long term objective has been to provide Deep Water and additional land and during 2012 we were successful in purchasing an eight acre site to the north west of the port; this will help alleviate pressure from cargo storage restrictions as the port, which ranks as one of the most efficient operators in cargo handling in the UK and Ireland, now has additional open and covered storage creating further opportunities for business expansion.”





De Gulden Leeuw Tall Ship



Guests of Warrenpoint Port on board the Dutch Tall Ship during the Blues on the Bay Festival in May.



De Gulden Leeuw Captain Arjen Toller

## Trade Links with The Netherlands

Meanwhile, Warrenpoint Harbour continues to develop and expand existing trade links with the Netherlands and in addition to coal imports there is a healthy trade in the export of mussels and other shellfish from Carlingford Lough to several Dutch processors. The recent development of the wind and renewable energy sector and the port's role in this business has also found Warrenpoint doing business with several Dutch based companies.

All of this is in addition to the long standing Netherlands expertise in harbour dredging operations that sees many Dutch nationals staying in Warrenpoint every few years and using their skills to maintain the channel and quay depths at the Port.

Cultural links with Holland are also to the fore every year with the arrival of several Tall Ships from The Netherlands. These visitors normally co-ordinate their visits with the Local Warrenpoint Blues on the Bay Festival and there is fun aboard and partying until the "wee small" hours.

As Chief Executive Peter Conway says "This brings a touch of excitement to the town to see the billowing sails coming up the Lough....and in May this year we had the pleasure of drinking a toast on board to the new monarch King Willem Alexander before the three masted topsail schooner Gulden Leeuw sailed for home."



Warrenpoint Port Chief Executive Peter Conway welcomes guests on board the Gulden Leeuw

## Consul to Netherlands becomes BIFA Chairman

**The Honorary Consul for the Netherlands in Northern Ireland, Carson McMullan, has been appointed National Chairman of the British International Freight Association (BIFA).**

BIFA is the trade association for UK-registered companies engaged in international movement of freight by all modes of transport, air, road, rail and sea. BIFA has around 1400 corporate members, known generally as freight forwarders, which offer a wide range of services within these various modes.

Since 1996, McMullan has been managing director of All-Route Shipping (NI) Ltd, which recently became part of the Woodside Group.

He had been BIFA's Vice Chairman for the past two years.

In welcoming Carson as Chairman, BIFA Director General Peter Quantrill commented that Carson has a broad range of external interests, and very wide experience at 'the coal face' helping to run his freight forwarding business and that BIFA and its members would benefit from his appointments as National Chairman.

Carson has stated that one of his main objectives whilst he is in office is to promote BIFA in the outlying regions of the UK and where possible assist Freight Forwarders, exporters and importers with the movement of goods to and from areas such as Northern Ireland.



Congratulations to Carson on his appointment from the Northern Ireland - Netherlands Trade and Export Society, Northern Ireland's export community as well as Dutch nationals in the province.

# Customers Drive European Expansion for Roadliner

**Roadliner International Ltd, [www.roadliner.com](http://www.roadliner.com), the Northern Ireland based transport service provider are delighted to announce a recent partnership with KLG Europe.**

Based in the port of Belfast, Roadliner International have been providing warehousing and distribution throughout Europe, UK and Ireland for over 40 years. Roadliner provides sea and road transportation, under RHA and CMR conditions. Efficiency and reliability, the key to their success, has led to an expansion of depots throughout the years.

Ongoing sales focus on the Belgium, Holland, German and French markets have generated figures of 60% of the company's annual turnover.

Roadliner International began a sales strategy in 2012 to expand their European service. Particular attention was paid to Bulgaria and the Eastern European markets, due to ever increasing demand from customers. Roadliner needed to strengthen their position on the expanding markets and required a suitable network to partner with.

Kuijken Logistics Group, based in Venlo, The Netherlands, proved perfectly suitable. KLG have simplified Roadliner's new services and made

them more efficient. Roadliner plan to continue to drive increased sales throughout Europe and expand sales territories further in to Russia and the Scandinavian countries.

Representatives from both companies attended the NI-NL dinner in The Hague in Amsterdam in February 2013. They networked together to increase their customer base and promote their services. Both companies offered support and consultation regarding the various methods of transportation throughout Europe, to the current and potential exporters.

Allan McCurdy, Managing Director of Roadliner International, has been involved for 45 years in providing freight solutions for NI exporters. Allan has many stories to recount over the years from Europe's highways and byways. From daily shipments of aerospace components from Short Brothers to Fokker in Hoogeveen, The Netherlands, seatbelts to Opel plants in Antwerp, Belgium, Ford carburetors to Cologne, Germany - his wealth of experience and enthusiasm for the sector is clear to all who meet him.

He looks back at the challenges of transporting goods to and from all European countries.

"In those days drivers had no sat nav, no mobile phones, numerous currencies to deal with and little comprehension of English in places they were delivering to. I have to conclude that today road and sea transport to and from all European countries has never been easier nor more efficient for exporters."

Commenting on the new venture McCurdy, said "KLG is an ideal fit for us because of the company's professional expertise. They are a pleasure to work with. Our customers are more than happy with the service. Long may it last."



## Show News

### Hook-up between Rooney Fish and Van der Lee Seafish

**Seafood and Shellfish specialist Rooney Fish of Kilkeel, Northern Ireland, exhibited on a joint stand recently at Conexmar in Vigo, Spain, with Dutch company Van der Lee Seafish.**

Van der Lee, processor, importer and exporter of a range of 100 fish sorts (mainly flatfish) has previously worked together with Rooney

Fish in joint marketing and sales of fresh products into new markets such as Hong Kong and China.

The partnership is expected to develop into further export markets under the slogan 'The world's finest fish in a single place'.





## Cottage takes a shot at European chilled dessert market

**Cottage Catering, producer of fresh chilled desserts, exhibited at PLMA in Amsterdam in May 2013, on the Naturally Northern Ireland stand.**

PLMA is a unique show for food (and non food) producers keen to promote their wares to buyers sourcing for the ever growing demand for private labels across Europe.

The family business supplies supermarkets in Ireland and United Kingdom, and currently exports private label and branded cheesecakes to The Netherlands and Denmark.

Following the trend for high quality individual desserts 'in shot glasses' the niche producer launched a range of 60g ganaches, 50g two layered cheesecakes, swirls and trifles.

Invited guests from The Netherlands, Belgium, Denmark, Sweden, Germany and

the Czech Republic tasted the delicious new products over a hugely successful 2 day trade show.

Within 10 weeks of participating at the show Cottage Catering was able to announce new listings with customers in the UK and Denmark as well as enquiries for samples of new products for Christmas 2013 and Easter 2014.

The company was assisted by Invest Northern Ireland in both stand preparation and targetting of new customers in three European regions through the bespoke Trade Advisor Service which is available to companies all year round.



European Launch of Cottage Dessert shots at PLMA.



General Manager, Austin Moore, dresses for the part in Amsterdam

## Ariana 'in Fashion' in Europe

**Despite retailers finding trading difficult in recent months Belfast based fashion company Ariana is selling well in the Netherlands as well as both domestic and other international markets.**

Jenny Mullan, responsible for International Sales Development, puts the brand's Dutch success down to the excellent partnership approach they have taken with Amsterdam based fashion agency Gauke Group.

Jenny explains, "Together with Gauke Group, we are now regular exhibitors at the Amsterdam ModeFabriek, twice per year, and have developed into a recognisable brand through our colourful designs and prints. Through taking a longterm approach to the market our agents continue to increase the number of outlets carrying the brand."

Mieke Tanja of Gauke Group collaborates, "The reactions we receive about Ariana at the Modefabriek and from visiting our high end ladies fashion retailers are extremely positive and we know that the brand is performing above average in comparison with other ladies' fashion brands."

Asked by NI-NL BIZ as to their secret for their success, Mieke confides, "Together we have created a stable brand which is only sold to higher end independent fashion outlets appealing to ladies in the 30-60 year bracket. I cannot tell if they are less affected by recession, but we know from the retailers that they have many repeat sales from this specific target group. The customers adore



the Ariana colours and have growing confidence in the new collections. We heard from many visitors to the Modefabriek stand in July that, in their opinion, Ariana was one of the better brands at the show. What more can I say? From this feedback we cannot help but remain enthusiastic about our partnership."

The good news from external markets continues as Ariana featured in the Drapers Top 10 Best Selling Womenswear brands in the UK in July and Ariana's Swedish agent reports that all customers have reported excellent sales with the latest collection. However Jenny is not one to rest on her laurels, hoping that this trend will also manifest itself in their newest export market, Denmark.

Ariana Brand is prominent at Modefabriek at the Amsterdam Rai



Jenny and Seamus Mullan on stand with Gauke & Mieke Tanja at Modefabriek.

## Northern Ireland welcomes Ambassador van den Assum

**Ambassador of the Kingdom of the Netherlands Laetitia van den Assum, who was appointed on 1 October 2012 to to the Court of St. James's made her first visit to the province in May 2013.**

The objectives of her visit were to develop her knowledge of Northern Ireland from both an economic and political perspective.

The programme of scheduled visits over a busy 2 day period included meetings with First Minister Peter Robinson en Deputy First Minister Martin Mc Guinness at Stormont, as well as other MLAs.

Meetings took place with lead economic development agency Invest Northern Ireland, The Harbour Commission, The Mayor of Belfast and leading flower importer and wholesaler Kelly Flowers in Lisburn.

The Ambassador learned that not only is Northern Ireland the most active region of the United Kingdom in the Netherlands for linkages generated between SMEs, but also that Belfast is the No. 2 recipient of Inward Investment projects into the UK, after London. Ms. van den Assum was delighted to learn that Northern Ireland's only Export Society is the Netherlands centric NI-NL.

During a private dinner with members of the business community, NI-NL, the European Movement, representatives of Lisburn City Council, and the press co-organised



by Honorary Consul Carson McMullan in Hillsborough, the diners learned that, previous to London, Ms. van den Assum had served as Netherlands Ambassador in, respectively, Bangkok, Pretoria, Nairobi and Mexico City.

NI-NL shall welcome 'Laetitia' back to Northern Ireland, and Parliament Buildings again, early in 2014 when she attends her inaugural NI-NL New Year's Trade Dinner.

## King Willem-Alexander becomes Europe's youngest monarch

**On Monday 28 January 2013 Her Majesty Queen Beatrix announced that she would abdicate and that the Prince of Orange, her eldest son, would succeed her. The abdication and the investiture of the new King took place in Amsterdam on 30 April 2013.**

In a formal act of abdication in the morning, inside the royal palace in Amsterdam, the Dutch queen became a princess handing over her throne to her son who is now King Willem-Alexander of the Netherlands. "Today I make way for a new generation," said Queen Beatrix.

In an emotional investiture, the first Dutch King for 123 years addressed two thousand guests, paying tribute to his mother as the guardian of Dutch democracy and the country's constitution for 33 years as Queen.

The new king, Europe's youngest monarch,

has pledged to be a 21st century royal head of state, even telling Dutch people that they do not have to call him "your majesty" unless they want to.

"As king I want to encourage people to make the most of the opportunities they have. I will represent the kingdom with pride. I want to unite the Dutch, in times of happiness and in times of sadness," he said.

"Successive governments, with the support of the States General, have given me the opportunity to play a role in various fields and so to undertake many activities both in and

on behalf of the Netherlands. This work has given me a sense of what I can contribute in my position. It has also allowed me to gain a deep insight into issues, such as responsible water management, which are fundamental to our country."

King Willem-Alexander's speech was the ceremonial highpoint of a day combining street celebrations with the legal niceties of the Dutch constitution.

Millions of Dutch celebrated and Amsterdam's population doubled with at least 800,000 visitors flooding the city with orange painted faces, orange hats, wigs, flags and banners, the official colour of the Dutch royal house.

However the celebrations would not last too long. Within a year of ascending the throne, King Willem-Alexander, accompanied by Queen Máxima, will visit all the Dutch provinces and the Caribbean parts of the Kingdom.



King Willem-Alexander of the Netherlands, wearing an ermine fringed "royal mantle" and an orange sash.



## Dutch economic contraction slows

**Minister Henk Kamp of Economic Affairs commented mid August on the latest figures for the Dutch economy, released by Statistics Netherlands. He said the data indicates that the contraction of the economy is slowing down, adding that the country is still in a recession, so there is still some way to go.**

'The contraction of the economy will further decrease in the second quarter and the slight growth in exports is very encouraging. The fact that both the French and the German economies have seen renewed growth is good for the prospects of the Dutch export sector,' the Minister said. 'For the economy to fully recover, the government needs to continue its politics of reform that will strengthen the economy and balance public finances.'



Minister Henk Kamp

## NL - European top spot in 'Best Country for Business 2013'

**For the second year in a row, Bloomberg Rankings presents its exclusive analysis of countries around the world based on how attractive they are to business.**

The Netherlands takes the 4th spot and achieves the highest ranking of any country in Europe. Specific high scores were allocated to the Netherlands due to low costs when doing business, specifically moving goods and less tangible costs.



## Smartphones used most for mobile internet access in the Netherlands

**Smartphones have ousted laptops as the most popular devices for mobile internet access in the Netherlands. Many young people, in particular, use smartphones almost daily to go online wherever they happen to be. The use of mobile internet access in the Netherlands is well above the average in the EU.**

Alongside Sweden, the Netherlands has the highest percentage of internet users of the European Union (94 percent). At 54 percent, use of mobile access in the Netherlands is well above the EU average of 35 percent, but Sweden, Denmark and the United Kingdom have higher rates.

## Eight in ten internet users shop online

**The Dutch population included 12.3 million internet users in 2012. Eighty percent of them – 9.8. million people - had purchased a product online at some point in time. Nearly 70 percent of frequent online shoppers bought only new goods.**

Travel tickets, holidays and accommodation again accounted for the largest category of online purchases in 2012, closely followed by clothes and sports items. Over half of frequent online shoppers bought clothes and sports items online in 2012, significantly more women than men. Men were more likely to buy software, hardware and other electronics.

## Netherlands ranked 3rd best in the world at English

**The Dutch have one of the highest proficiency in English as a second language in the world, according to the English Proficiency Index (EPI).**

Only the Swedish and the Danish had a better command of the English language, with the Netherlands in 3rd spot, the study showed. The EPI suggests that good English proficiency is linked to the economic prosperity of a country, that there is a connection between high English proficiency and high export levels, high innovation and a high gross national product in a country. The study tested 1.7 billion people from 54 non-English speaking countries.





# Heineken announce expansion in Northern Ireland

**Straightforward fact - Heineken is Europe's largest brewer! Across the continent the company owns and operates over 85 breweries and commands either the outright No. 1 position or challenges for the number one spot in every single market it competes in.**

Despite its international success, as well as a very strong foothold in Ireland, it was recognised at its Amsterdam Headquarters that the brand did not have a significant presence in Northern Ireland.

No differently to any export focused company of any scale, Heineken has taken steps to address the situation, and to develop market share in the province. Business owners are often curious how large multinationals operate. NI-NL BIZ spoke to Leza Nulty, Commercial Manager for Heineken Northern Ireland and, for 12 years, part of the team which has been successfully growing the brand.

One advantage that Heineken may have over SME's is that its brand is globally recognised, and that the portents were already positive South of the border. The Irish beer market had already embraced Heineken and the brand already had a strong profile in music, football and most importantly rugby.

In late 2010 Heineken and Ulster Rugby announced a 5 year deal that acted as a statement of intent and gave the brand the 'pouring rights' at Ravenhill, HQ of Ulster Rugby. Heineken is the worldwide partner

of the 2015 Rugby World Cup and long term sponsors of the Heineken Cup, so no strangers to the sport.

Leza advises: "One of the main challenges in Northern Ireland was and is the historical nature of 'tied houses', where outlets feel they are bound by long term contractual arrangements with their existing suppliers. However licensees actually have the right to introduce new products and the right to react to consumer demand. European Competition law indicates that licensees have the right to stock other brands five years into a 'tied' arrangement."

Leza continues: "From the consumers perspective choice has been restricted in Northern Ireland to a few draught lagers on tap in comparison to Ireland where a choice of eight to nine draughts is a common sight."

In true Dutch spirit Heineken believes that competition brings innovation which enhances the consumer offering, that in turn sustains the on-trade.

Quality and innovation are central to everything Heineken can deliver, from its

partnerships to how the product is served to the consumer. Heineken therefore engaged in delivering the 'Star Serve' programme to train staff in every partner bar how to serve the perfect beer in five steps - the rinse, the pour, the skim, the check and the serve.

It is clear that Heineken is serious about developing business in the province, and the company has a tried and tested approach to establishing a presence in each new market. The approach of research, establishing distribution, promoting the product and training staff is delivering double digit growth in a market which is contracting.



Leza Nulty, Commercial Manager for Heineken Northern Ireland





## WPFG ‘best and friendliest ever’

**Northern Ireland has been involved in organising a number of major global events over the last two years such as the MTV music awards in Belfast, Londonderry’s year as UK City Of Culture, the Irish Open Golf in Portrush and the G8 summit in Enniskillen, County Fermanagh.**

But none were on the scale of the scale of the World Police and Fire Games with nearly 7000 police officers, prison officers and firefighters from across the world competing in 56 different sports at 42 different venues. And, of course, they brought colleagues friends, partners, and family with them to support them and to enjoy the happenings across Northern Ireland.

Speaking at the games’ closing ceremony at Belfast’s Titanic slipways, Mike Graham, WPFG Federation president, hailed this year’s World Police and Fire Games in Northern Ireland as ‘the friendliest and best games ever’.

Deputy Chief Constable and Chair of the 2013 WPFG Board, Judith Gillespie, said the games were a prime example of why Northern Ireland was “renowned for its warm and friendly welcome”. “I am also extremely proud to have been part of this wonderful event that has brought such colour, vibrancy and enjoyment to so many and which I hope will leave a lasting legacy for Northern Ireland for many years to come.”

Sports Minister Carál Ní Chuilín said the games had brought a significant boost to business and tourism.

Friendships have been forged, the economy has been boosted by several million and probably most importantly, police, fire, prison and customs staff from across the globe are returning to their home countries with tales of Belfast’s famous welcome and sights to behold.

Six years of planning, 10 days of competition and one remarkable legacy that could enhance the image of Belfast around the world for years to come.

## Dutch Forces

An 89 strong contingent of Dutch Police, Fire, Customs and Border Patrol officers participated in the Belfast games in a range of 21 team and individual sports including athletics, badminton, cross country, golf, half marathon, archery, judo, squash, taekwondo, tennis, cycling, swimming and rugby.

In total the Dutch team won a grand total of 66 medals including 28 gold, 12 silver and 26 bronze which puts them in 17th place on the overall medals table.

The athletes represented forces and brigades from cities such as Amsterdam, The Hague, and the regions of Mid Netherlands, Northern Netherlands, Eastern Netherlands, Brabant and Limburg.





## Dutch 'Politie' Line Out in Belfast

An example of one of the teams was the Amsterdam Police Rugby team who competed at Queen's University's impressive sports complex against teams from across the globe. Large crowds flocked to the 7's Rugby Tournament to watch teams from Northern Ireland, Ireland, Wales, England, France, Italy, USA, Canada, Australia and New Zealand battle it out in a range of categories and age groups.

The Amsterdam Police force team, under the captaincy of Gijs van der Pol and including 3 Dutch rugby internationals (past and present) soon became one of the crowd's favourites and picked up a bronze in the Open 2 category by dominating the Montreal Team (34-5) from start to finish. Unsurprisingly, New Zealand Fire went on to win the Open series but Amsterdam Police got the vote for team of the tournament from Ulster Rugby's Fanzine <http://thefrontrowunion.com> with their ladies playing for Canada West and the USA in the Women's Tournament and their men also doubling up for the Prison Service. Daan Coumans, a Master of Criminal Investigation at Politie Gelderland-Zuid when not on the rugby pitch, was voted player of the tournament.

NI-NL BIZ spoke to the President of the Amsterdam Team, Firozh Moeharram, Chief Superintendent of the Amsterdam Politie. Delighted with the result from the games, he said, "The bronze medal has given the rugby squad a real boost and the news has spread like wildfire amongst the forces. On the back of this great result we expect to recruit more players through our website [www.politierugby.nl](http://www.politierugby.nl) and to turn out an even stronger team in Fairfax in two year's time."

"Many of our players, although well travelled, had never set a foot (or boot) in Northern Ireland before. Given the welcome we received both on and off the pitch, we would have no hesitation in returning to Northern Ireland as a team or with our families to take in the sights."

He has also has a special word of thanks for the hospitality of the people of Larne, Members of Larne Rugby Club for arranging their accommodation, Councillors and especially the Mayor of the Borough of Larne, Maureen Morrow, for receiving the Dutch rugby players at a reception at the Council.

The Dutch contingent agree that Northern Ireland, the organisers, the volunteers, the competitors and the supporters can be extremely proud for their hosting and participation in the exceptionally friendly games. They cannot wait until the World Police and Fire Games return to the province!!







## Dutch Road Trip

**Campervan rental company, Bunk Campers, offers Europe's widest choice of campers including 2 person budget campers, modern day Volkswagen campers and 6 person motorhomes.**

Established in Belfast 2007, Bunk Campers have grown to be one of the UK's largest campervan rental companies with a fleet of over 50 vehicles. The company now has rental depots in Dublin and Edinburgh with the opening of a further 3 depots planned for 2014.

Tourism Ireland in the Netherlands plays an important role in helping to promote Bunk Campers to the Dutch audience. The figures speak for themselves - Bunk Campers have grown their presence in the Dutch market by 115% in 2013 compared to 2012. This has been supported by the continued development of low cost flights directly from the Netherlands to Belfast.

This summer Bunk Campers & Tourism Ireland ran the 'Road trip of your Life' competition to promote Northern Ireland to Dutch customers as a 'must see' destination and campervan hire as

the conduit to get the best views of the country. Bunk Campers worked closely with Tourism Ireland in the Netherlands to advertise the competition with over 3000 entries from Dutch nationals hoping to win the grand prize.

The winners (a mother and daughter - Ellen and Marjory - from Amsterdam) were treated to a week's campervan hire. Equipped with their own road trip plan and some inside local knowledge from Bunk Campers tourism team, they set off on the road to explore Northern Ireland's top tourism attractions and hidden gems.

Even Dutch competitors of the World Police and Fire Games chose Bunk Campers for their joint transport and accommodation solution in Northern Ireland for the games. Campervan hire offers transport and accommodation in one and the freedom and flexibility to create a road trip through Ireland's stunning coastal and rural landscape.

Dutch WPGF competitor Henk booked through [www.bunkcampers.com](http://www.bunkcampers.com) to explore Northern Ireland after winning gold for his country! Henk spent one week touring Northern Ireland in his Bunk Camper and returned with his gold medal for the men's uphill climb !

Congratulations to Henk, all the Dutch medal winners and thanks to all entrants of the Bunk Campers Road trip of your Life competition.



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

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# Follow the Leaders to Fermanagh



## **In June leaders from the G8 countries gathered at Lough Erne, one of the most luxurious destination hotels in Northern Ireland, to be inspired by the unique setting of the Fermanagh Lakelands.**

The Resort is the ultimate expression in old world heritage and new world luxury, set on its very own 240 hectare peninsula, between Castle Hume Lough and Lower Lough Erne, with stunning panoramic views from almost every vantage point.

A five star resort of 120 luxury rooms & suites, just minutes from Enniskillen town centre and St. Angelo Airport for private jet arrival, Lough Erne Resort is within a 90 minute drive of Dublin, Belfast, Sligo and City of Derry Airports. The Resort also has 5 helipads for helicopter arrivals, and can accommodate arrivals by seaplane, which land on Castle Hume Lough, overlooked by the Resort buildings.

The eight G8 prime ministers and presidents - David Cameron, US president Barack Obama, Russia's Vladimir Putin, Chancellor Angela Merkel of Germany, France's Francois Hollande, Italian PM Enrico Letta, Canada's Stephen Harper and Shinzo Abe of Japan - were joined by European Commission and Council presidents Jose Manuel Barroso and Herman van Rompuy for June's G8 summit. Other prominent visitors to the resort include celebrity sports couple Rory McIlroy and Caroline Wozniacki, US President Bill Clinton and major winner Nick Faldo who designed the championship golf course.

## **Doing business at Lough Erne Resort is a 5 star pleasure**

The Resort can host anything from an intimate board meeting for 12 to a large-scale conference for 450 in its six dedicated conference and event rooms flooded with natural daylight, with private entrances and offering inspiring views, making it a popular destination for conferences and meetings of all sizes. All rooms are equipped with LCD screens and in-built audio-visual equipment, and there is complimentary Wi-Fi access also available throughout the Resort.

Lough Erne Resort was awarded 'Best Hotel' at the 2011 Northern Ireland Tourism Awards, and 'IGTOA 2010 Golf Resort of The Year' by the Ireland Golf Tour Operator Association.

On the agenda for the G8 leaders were three key serious issues: advancing trade; ensuring tax compliance; promoting greater transparency. However, outside of business meetings the main challenge for most guests at the Lough Erne resort is to schedule their time around a range of leisure and dining facilities.

## **Mixing Business with P-Leisure**

There are a wide variety of additional experiences for delegates to enjoy at Lough Erne Resort, from the Faldo Championship Course and the Golf Academy for the keen golfers, to a selection of themed gourmet dining evenings or cookery demonstrations from the Resort's award-winning chef Noel McMeel.

During the G8 summit leaders of the world's most powerful countries feasted on a mouth watering menu of locally sourced Northern Irish delicacies including Kilkeel crab, prawn and avocado salad, roast fillet and braised shin of Kettyle beef, with violet artichokes, Comber new potatoes and seasonal vegetables, apple crumble with Bushmills whiskey custard.

The lakeland surroundings lend themselves to casting lessons and fishing for pike with resident game angling instructor, to sailing, canoeing, mountain biking, pony trekking, walking, exploring the local historic towns and sites (Belleek Pottery, Boa Island, Inish Rath Island, National Trust properties). Cultural & heritage tours with local historian and genealogist John Cunningham can be arranged as well as seaplane or helicopter tours of the surrounding area or an Irish Whiskey Tasting experience in association with Bushmills.

One of the most indulgent aspects at Lough Erne Resort is the Thai Spa, the only wholly Thai spa experience in Ireland and the UK, where an array of specialist Thai treatments are provided by therapists who originate from and are expertly trained in Thailand. Along with the indoor infinity pool and thermal suite, the relaxing surroundings of the Thai Spa provide the perfect antidote to a busy day.

According to General Manager Ferghal Purcell, "At Lough Erne Resort we pride ourselves on our 5 star service and we look forward to offering all our conference guests and delegates the same attentive service and unrivalled hospitality which the world leaders experienced at the G8 Summit."