

From Durham to Deutschland



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Trade Mission Lead



Maria Dotsch

Department for International Trade,
North East England

M: +44 (0)7885 805 735

E: maria.dotsch@mobile.trade.gov.uk

As International Trade Advisor at the Department for International Trade (D.I.T.) based in the North East I provide advice and guidance to local businesses. I give practical advice to new exporters how to identify and develop their export opportunities and I support established exporters extending their sales in new markets.

I am trained in wholesale and export administration and international purchasing. I have worked for big multi-national food and non-food retail companies such as co op AG, Promodes/Carrefour, Metro Group in various roles in purchasing and marketing in Germany. With 20 years of experience I have gained a broad understanding of international procurement, supply chain management, marketing and sales. In the UK I worked as Business Development Director in strategic marketing retail design consultancies in London, developing international projects. I was primarily responsible for international sales but also project management for key accounts.



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Company Profiles

Group A: Digital Marketing

Better Brand Agency Ltd

Better.

Mark Easby

M: +44 (0) 1642 989 158

E: mark@betterbrandagency.com

W: www.betterbrandagency.com

Better are an award winning brand agency who work with clients to build powerful, authentic, and consistent brands to drive business growth and deliver measurable business return. Our unique BetterBrandBuilder™ is an engaging and inclusive process designed specifically for growing businesses who want a brand that can support their ambitions.

As a branding agency, we are a team consisting of people fluent, skilled and experienced in business and brand strategy as well as marketing delivery through design, web and digital communications.

Bio



Mark is founder and Managing Director at Better, an award winning brand agency based in Teesside and London. Better was founded in 2008 and has since grown a team of 14 strategic, creative and digital experts who work with a range of clients across diverse market sectors to deliver measurable bottom line impact. Mark is committed to supporting a range of entrepreneurial and enterprise activities across North East England, from mentoring and training through to start up support, including being a trustee of High Tide Foundation.

Better are aiming to build on our national UK profile by exploring exporting to increase visibility of our business, building international networks and create opportunities.

Forrest Digital Ltd



Iain Forrest

T: +44 (0) 7808 796 300

E: iain@forrestdigital.com

W: www.forrestdigital.com

Forrest Digital have a team of experts who deliver coaching and training to help businesses plan, budget, implement, measure and retain control over their digital marketing projects.



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Bio



Iain is a digital transformation consultant, specialising in helping companies develop marketing and business development processes in the UK and for export. Google Partner, Member of the Institute of Direct Marketing (MIDM), MBA graduate with Distinction, fluent French and English, experience of working with blue chip organisations and SMEs in competitive markets including Travel, Retail, Engineering and Chemical Processing.

Forrest Digital would like to assess our opportunities for working with German companies in digital marketing, analytics or online strategy

Glow Creative Ltd



Georgina Wilczek

T: +44 (0) 191 375 5714

E: georgina@glowcreative.co.uk

W: www.glowcreative.co.uk

Glow Creative is a branding, marketing and digital communications agency based in Durham City with clients throughout the UK, specialising in marketing, web design and development, digital advertising, PR, copy-writing, video and social media across a wide range of sectors. We provide English translation, copy-writing, PR, social media and strategic marketing support for international markets.

Bio



Georgina holds a BAHons and MA from Durham University, is a Member of the Chartered Institute of Marketing (MCIM) and an Accredited Member of the Chartered Institute of Public Relations. Founder and Director of marketing agency Glow Creative, she also holds five years' experience as a BBC Radio and TV Producer and Researcher in London, and 11 years as an award-winning international conference producer for Informa, giving her a good understanding of international markets, a keen eye for detail and excellent copy-writing and proofreading skills to help take businesses to the next level.

Glow Creative would like to meet with companies keen to upscale their activities convincingly and successfully towards English-speaking markets.



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Lee Mablesen

T: +44 (0) 1287 244 082

E: lee@mabo.co.uk

W: www.mabo.co.uk

Mabo Media manage and deliver highly successful Pay Per Click advertising campaigns for our clients primarily through Google Adwords. The service we deliver is data driven and statistical, offering our clients a greater R.O.I. from their advertising budget.

Bio



Lee is the managing director and founder/owner of Mabo Media which is now just over 4.5 years old. Previous experience includes PPC account manager of 12 years with very ambitious growth targets.

Mabo Media is keen to learn and develop a strategy to provide services initially in Europe and longer term worldwide.

Surge Marketing Solutions Ltd



David Porter

T: +44 (0) 1642 243 265 / +44 (0) 7725 236 418

E: david@surgems.co.uk

W: www.surgemarketingsolutions.co.uk / www.surgems.co.uk

Surge Marketing Solutions Ltd are specialists in digital marketing and website design/development. We take time to understand our client's business, who their clients are and then provide a solution to help them connect with more customers, in turn growing their business.

Bio



David brought his idea of Surge Marketing Solutions to life after he had already started up The SEO Company back in 2012. He realised that, while SEO is an integral method of digital marketing, he wanted to offer the full package. His passion for helping businesses expand has fueled him to grow Surge from a team of two to a team of 12 in just three years.



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Surge Marketing Solutions Ltd is keen to network with companies looking to grow and activity companies such as theme parks and family orientated attractions.

Group B: ICT Consultancy Services

Appamondo



Michael Smith

M: +44 (0)7769 677 990

E: michael@appamondo.com

W: www.appamondo.com

Appamondo are a customer service 'solution' specialist with a proven track record of transforming customer care by customizing SaaS technology and building apps to deliver the following:

- Enterprise Help & Support Desks (customised solutions for key markets)
- SME Help & Support Desks (general, turnkey solutions)
- Contact Centre Agent Help Desks (for brand & 3rd parties)
- Propriety Applications (for enterprise & SaaS marketplace)
- On-boarding & Support Packages (to embed & enhance technology)

This enables Appamondo to deliver omni-channel solutions that immediately improve customer experience, CSAT and unlock a range of efficiencies and cost-benefits within the organisation. Appamondo work with clients in various sectors including retail, transport and media.

Bio



Michael Smith is Co-Founder and Director of Appamondo with over 25 years' experience in blue-chip retail, technology and telecommunications. Michael was featured as speaker at Tech Week, hosted a panel at Relate Live London and mentored entrepreneurs at London Metropolitan University.

Appamondo would like to network with organisations seeking to unlock value through transformation of customer help and support using SaaS technology and related products. Notably in sectors where we have developed competency and products i.e. retail, transport and media.



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Philip White

M: +44 (0)113 398 4199

E: philip.white@audacia.co.uk

W: www.audacia.co.uk

Audacia Consulting is a Microsoft Gold Partner accredited software development company based in Leeds and London. Audacia specialise in the design, development and delivery of innovative and robust, business-critical software systems. Our experienced team have a proven track record of delivering and supporting a wide range of complex projects to clients across multiple sectors, including Telefónica O2, Pfizer, Saint-Gobain & Europcar.

Bio



After graduating with an MSc in Software Engineering; Michael went on to work for various software and financial organisations; finally leaving TD Securities to found Audacia. Founded in 2007, the company was initially run as a small consultancy then in 2010 the company moved into the development of outsourced software development; and has since grown to a team of 32 based in London and Leeds.

Audacia would like to build long term collaborative relationships with organisations who trust us to automate and support their critical business operations, coupled with continuous research and delivery of innovations in technology.

Boxmodel Digital Media Ltd



Alan Easton

M: +44 (0)7712 187 830 / +44 (0)191 337 1367

E: alan@boxmodeldigital.com

W: www.boxmodeldigital.com

Boxmodel are specialist software architects that deliver bespoke business solutions to organisations across the UK and beyond. We work with businesses as their software partners to understand their business/process/workflow problems, then use the very best of technology to solve them. For our clients, we offer a tried and tested end-to-end service; from the scoping and ideas performed in our discovery workshops, all the way up to the production of a viable piece of software that will transform your business.

Bio



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Alan is totally driven to improve the breadth of services it offers as a software partner. Alan has a background in IT consultancy and business systems architecture, and has built the company around its ability to be problem solvers, using technology. With a logical work ethic and software mentality, Alan is focussed on creating a company that delivers what it promises. This mentality has enabled the company to focus its expertise around software architecture and business process improvement. Alan is a dedicated individual who believes collaborative partnerships can hugely benefit business processes, working with software specialists allow businesses to concentrate on their business.

Boxmodel would like to meet individuals/companies from all walks of life who feel the need to have a dedicated software/technology partner that can help solve real business problems.

Calm Digital



Helen Stewart

M: +44 (0)1642 903 030

E: helen@calmdigital.com

W: www.calmdigital.com

Calm Digital are a software development agency improving business process efficiency and cost savings, bringing manual processes online. We have vast software experience for large corporates and SMEs.

Bio



Helen is the Business Development Manager at Calm Digital, a Software Development Agency based in Middlesbrough. Providing excellent customer service and efficient digital solutions such as CRM, E-learning, Client Dashboards, HR & ERP systems.

Calm Digital would like to grow our clients in Germany, helping German businesses with process efficiency and digital solutions.



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Group C: Professional & Technical Consultancy Services

Ben Place Consulting Ltd



Hugh Taylor

M: +44 (0)7770 888922 / +44 (0)1484 609599

E: benplaceconsulting@gmail.com

W: www.benplaceconsulting.co.uk

Ben Place Consulting Ltd provides consultancy and interim management. In particular, change management, restructuring, cultural change, business development, mergers and acquisitions, commercialisation in public sector, public-private partnerships and development of management teams. Specialist sectors include healthcare, life sciences, professional services, construction, environment, police and security and regulatory operations. The company has provided services in the UK, Germany, Romania and Netherlands, operating in public and private sectors with particular expertise of bringing the two together (e.g. commercialisation of public services).

Bio



Hugh has 35 years' experience in senior roles in the private and public sectors, with international experience in Far- and Middle-East, Europe, Africa etc. Previously worked as a Managing Director of a German company for 3 years and spent 5 years representing the UK on a policy committee in Brussels, giving insight into the EU. Hugh has also owned consulting and holiday letting businesses, has been a director of a property management company and NED of a national charity. He is an active member of the Institute of Directors North East & Yorkshire.

Ben Place Consulting Ltd would like to develop consulting opportunities, building on previous German experience.

Intasite Ltd

INTASITE

Danielle Croce

T: +44 (0)1642 903 090

E: danielle.bloom@intasite.com

W: www.intasite.com

Intasite specialises in simplifying the induction process for secure and hazardous sites. The health and safety induction company has been created to save cost, reduce waiting times and improve the storage/management of on-site health and safety inductions, resulting in super-efficient inductions and accurate record keeping for existing personnel and all site attendees.

At Intasite we have over 20 years of experience in producing induction videos and we understand how hazardous sites work. Working with logistics and top tier COMAH sites in the



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UK and Europe, we are in the best position to get your message across to your visitors through video, symbols and easy to understand graphics and animation.

Bio



As one of the Directors of Intasite, I have 9 years' experience in the digital sector, providing online and digital solutions for a vast range of projects and industries. My role at Intasite is business development and also client management to ensure all projects run smoothly and efficiently for each customer.

With my design and digital background I was one of the key people to plan, design and implement the online system and bring it to market. I have a good understanding of health and safety and what is needed for a large site to meet the requirements of the UK Health & Safety at Work Act 1974.

Intasite are visiting Berlin to get a good understanding of the German market, how it operates and does business overseas. We would like to collaborate with industry professionals and gain some contacts in relevant sectors for potential business.

J2 Research



Helen James

T: +44 (0)191 917 8619

E: hjames@j2research.co.uk

W: www.j2research.co.uk

J2 Research is a client engagement and re-engagement tele-research company. We aid our clients in engaging, retaining or re-engaging customers. We survey our client's potential, current and former customers and produce business data and intelligence

We are currently the market leader within the UK education sector. We are looking to expand into other sectors and internationally

Bio



Helen James is the Founder and Managing Director of J2 Research. Helen read Law at Brunel University and began her career in technology sales and recruitment, prior to founding J2 Research 14 years ago. Apart from J2 Research, Helen has worked, helped found and develop 2 technology start-ups. Helen's role as Managing Director also encompasses investigating new sectors for future revenue potential.

J2 Research are keen to build relationships with B2B Tech and investment companies that invest in B2B technology companies. As well as network with German training providers and the adult education sector to see how our existing education products might support



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their services. To help “hone” our service to support Berlin based companies grow and/or protect their market in the UK.

Orion Product Development Ltd



Kevin Urquhart

T: +44 (0)7983 460 826

E: kevin.urquhart@orion-pd.com

W: www.orion-pd.com

Orion Product Development are a Technical Consultancy with 10 years' experience providing tailored Product Development and Technical Leadership support to a wide variety of customers and industries around the world. We couple the creativity of an industrial design studio with professional engineering disciplines, taking an innovative yet systematic approach to all projects, no matter what the size. Orion will help clients develop valuable patentable ideas, and also engineer them using customer-focussed best practice techniques to ensure a commercially successful product launch. We can also train and mentor client teams in technical management and product development best practices.

Bio



Kevin Urquhart CEng MIMechE WhSch is a time-served Chartered Mechanical Engineer and Whitworth Scholar with 25 years of successful product development and technical management experience in a number of different industries. Kevin has a passion for Engineering and problem solving, demonstrated by his deliberately diverse engineering background, and his various awards and patents awarded over the years. He also is completely dedicated to his customers and the task in hand, while maintaining a good sense of humour and a friendly outlook

Orion Product Development Ltd would like to learn how best to start exporting our services, meet like-minded individuals going on the same journey and hopefully develop some meaningful business leads and contacts

Group D: Product supply – Aerospace/Bottles/Decontaminates/Food & Drink/Clothing

7L Global Ltd



Jonathan Green

M: +44 (0)7803 079 811

E: jg@7lssystem.cc

W: www.7lssystem.cc

7L is a leading British Tech-Clothing brand designed by best of British outdoor designer, Dominic Stansfield, and manufactured at the world's leading tech lab, KTC. Combining supreme quality manufacture with the very best technical fabrics including; Schoeller and Dyneema. From the



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protection provided by layer 7 Down, against the harsh and cold conditions of the Arctic through to, the breathable and tough fabrics of layer 4 suited to trekking in Central Africa's desert heat, the system truly provides; '7 Layers for 7 Continents'

Bio



Jonathan Green is a Co-Founding Director of 7L Global, Founding Director of Unity Radio 92.8FM and Fellow of Royal Society for the encouragement of Arts, Manufactures and Commerce.

7L is keen to become better networked in Germany especially in cities such as Berlin and Frankfurt where luxury goods markets are growing. Our goal is to be able to understand how we build order books with buyers for retail brands in the German luxury retail market.

Besos Food & Drinks Ltd



Charlie Butlin

M: +44 (0)1833 908 160

E: sales@besosdeoro.co.uk

W: www.besosfoodanddrinks.co.uk

Besos make a vegan alternative to cream liqueurs made entirely without dairy, lactose, gluten or soya. We were the first in the world to do so and there's so much more we can still do with the tigernut.

Bio



Charlie is General Manager of the company and has previously worked in marketing/online industry/social media and franchising. Manages day to day business.

Besos would like to learn more about business in Germany and build relationships with potential distributors/outlets.



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Graham Mylchreest

T: +44 (0)7507 843547

E: graham.mylchreest@eco-mist-biotechnics.com

W: www.eco-mist-biotechnics.com

Eco-Mist Biotechnics™ specialise in the development, manufacture and application of decontamination solutions against surface and airborne pathogens within the healthcare, food and beverage, hotel & leisure, pharmaceutical, transport, education and retail sectors. Our products have been specifically designed incorporating the latest ground breaking technology and do not rely on using harmful substances like bleach or hydrogen peroxide. Eco-Mist's exclusive range of biocides are completely safe to humans, animals and the environment. We synthetically manufacture the same chemical as the human body to kill pathogens. We eliminate 99.9999% (log 6) of all airborne and surface pathogens by delivering a 'dry' mist.

Bio



Graham previously held director level positions with franchised companies, including Apollo Blinds (Hunter Douglas), Essential Healthcare International Ltd and the British Franchise Association. He also worked with Rainbow International (Part of the ISS Group) and as MD of Be Franchising advised various companies in many sectors on how to expand their business through franchising in the UK and Internationally.

Eco-Mist Biotechnics would like to find quality distributors who can introduce our products and systems into the Healthcare, Food & Beverage and Retail & Leisure sectors. We would also like to access funding support (within Germany) to have our biocide approved for use in Germany through the designated laboratories.

GJD Solutions Limited t/a The Plastic Bottles Company



MAKING LIFE EASIER

Glenn Doherty

E: glenn@the-pbc.com

W: www.theplasticbottlescompany.com

The Plastic Bottles Company is a leading UK plastic container supplier. We are a family run business based in Ulverston Cumbria, in the North West of England. We stock & wholesale small empty plastic bottles, which include an extensive range of HDPE, LDPE, MDPE and PET plastic bottles, jars and pots, caps and accessories.



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Bio



Glenn is co-owner and Managing Director at The Plastic Bottles Company who runs the business alongside his wife and co-owner, Julie. Glenn heads up Procurement and B2B customers, whilst Julie heads up Operations and B2C customers. The Plastic Bottles Company currently employ over twelve local people, including two family members.

Previous work experience includes six years as a Pipe Fitter and twenty-eight years in the oil & gas industry as a Commercial Diver, working mainly in the North Sea and West Africa. Other locations include; Australia, China, USA, India, Thailand, Baku and Europe.

The Plastic Bottles Company want to widen our understanding of the German marketplace for plastics. We are keen to create relationships with potential customers within industries we currently supply to in the UK.

Flight Structures



Richard Russell

T: +44 (0) 7725 612 980

E: richard.russell@flightstructures.com

W: www.flightstructures.com

Flight Structures are an Aerospace Structures Analysis company performing Static Stressing, F&DT, Vibration Dynamic and Acoustic Fatigue Analysis of Composite and Metallic Structures using a combination of hand calculations, legacy tools and Finite Element Approach.

Bio



Richard is Director and Lead Engineer with 20 years' experience in the analysis and validation of Military and Civil Aircraft Structure.

Flight Structures would like to make contact with Aerospace companies that could use my services.



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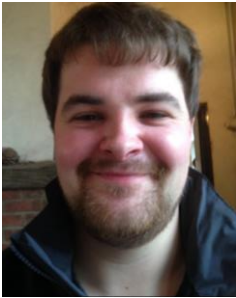


Jason Gissing

T: +44 (0) 7825 177 373
E: sales@gissingfe.co.uk
W: www.gissingfe.co.uk

Gissing FE is a slurry and waste equipment manufacturer. We also import a full range of Borger and Thoni equipment.

Bio



Jason has previous hands on experience in the agricultural sector in Australia and UK. He is Managing Director at Gissing FE looking after sales and the day to day running of the company. Jason also looks after business growth and the future development of company.

Gissing want to network and connect with possible markets for further international growth, as well as establish new international relationships.



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