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Export Sales & Marketing Academy Project Bank

August 2015

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Department for
Employment
and Learning
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SKILLS
TO SUCCEED

Introduction

The Export Sales and Marketing Academy is an 8 week pre-employment training programme that will provide graduates with the practical skills and expertise required to take up new opportunities in the fields of export sales and marketing.

Developed under the Department for Employment and Learning's Assured Skills Initiative, and in conjunction with Invest Northern Ireland, the Chartered Institute of Marketing and the Sales Institute of Ireland, this Export Sales and Marketing Academy will be delivered by Belfast Metropolitan College (BMC). The programme has been designed with the help of Northern Ireland companies who wish to grow their export sales in overseas markets.

This booklet contains a brief outline of each of the company projects that are included in this pilot and who to contact if you wish to arrange an interview.

Interview arrangements are the responsibility of the companies and the graduates. If a project is of interest to you please contact the name given on the project brief to arrange a time to meet.

Please use the project briefs as background to decide what companies you wish to see on the networking day. If a project is of interest to you please approach the company table and speak with representatives.

Each company has been allocated a table number; listed on the next page.

Page Number	Company	Event Table Number
3	Advanced Electronic Solutions Global Ltd	1
4	CIGA Healthcare	2
5	Douglas & Grahame Ltd	3
6	Funds-Axis	4
7	James Leckey Design Ltd	5
8	Linden Foods	6
9	Mallaghan Engineering Ltd	7
10	McCauley Trailers Ltd	8
11	Modern Democracy	9
12	NC Engineering (Hamiltonsbawn) Ltd	10
13	PlotBox	11
14	Proano Ltd	12
15	ProAxis Ltd	13
16	Quad-X / Blaney Agri	14
17	SDC Trailers Ltd	15
18	Total Batching Solutions Ltd	16
19	Yelo Ltd	17

Advanced Electronic Solutions Global Ltd



Paul Creighton,
Managing Director

Description of product/service

Electronic access control manufacturer.

Target markets

France

Brief description of project

The company wishes to recruit a fluent French speaker, to launch the products in the French market. It would be beneficial if the candidate has some technical knowledge, although not essential. The ideal candidate will be a positive person, warm, friendly and apt at selling goods or services. Occasional travel to France may be required no more than once every two months, along with translation of product literature, web site content, and install manuals.

The candidate will be tasked with building long term relationships with distributors of access control in France. This position will be salary plus bonus plus commission based, and uncapped. Full product training will be given. Role based at our head office in Cookstown.

Language and to what level required

High level French required.

Please contact Paul to arrange an interview.

Email: paul@aesglobalonline.com

Phone: +44 (0)28 8639 0693

CIGA Healthcare



Neill Armstrong,
Sales Director

Pamela Robinson,
Company Secretary

Description of product/service

CIGA Healthcare has developed their SURESIGN brand range of diagnostics for sale to the pharmacy, grocery and professional healthcare markets. The retail range includes family planning tests, pregnancy, ovulation, menopause and screening for raised cholesterol and diabetes. The SURESIGN professional range can supply sphygmomanometers, urine analysers, urine analysis strips, cholesterol monitoring, cardiac marker, cancer and infectious disease screening. SURESIGN digital thermometers, blood pressure monitors, alcohol and drugs of abuse screening tests can also be supplied. CIGA Healthcare offers retailers the opportunity to have carefully selected self-test products, which can be promoted as an integrated range to their customers under one brand, SURESIGN.

Target markets

Austria, Italy and Switzerland

Brief description of project

Our project is a really simple one we wish our potential sales graduate to find us a new partner in Austria, Italy and Switzerland who will sell our products in these regions. Added to this they will be expected to sell our new products when they become available for commercial sale.

Language and to what level required

German, Italian and French would be very useful but not essential.

Please contact Neill Armstrong to arrange an interview.

Email: neill@cigahealthcare.com
Phone: +44 (0)28 2565 7221

Douglas & Grahame Ltd

DOUGLAS & GRAHAME

Jessica McVeigh,
Branding Co-ordinator
Walter Reid,
HR Manager

Description of product/service

Menswear Clothing and Apparel.

Target markets

Russia and UAE

Brief description of project

Development of Remus Uomo and Douglas brands in Russia with the distribution partner.

The development of the Remus Uomo brand in the UAE and potentially other Arab countries with a potential distribution partner with financial backing who wishes to develop a retail concept.

Key activities include: support to appointed distributors, business development projects, and assist in start-up operations.

Language and to what level required

Not required however any level of Russian would be an advantage.

Please contact Walter Reid to arrange an interview.

Email: walter.reid@douglasandgrahame.com

Phone: +44 (0)28 9332 7788

Funds-Axis



Darren Burrows,
Managing Director

Rosie McIvor,
Senior Manager, Head of Regulatory
Reporting Solutions

Description of product/service

Funds-Axis provide technology software to the global asset management industry. The key technology solution is called FundWare. FundWare is investment compliance, regulatory reporting and risk technology.

FundWare is a new solution, but is industry leading. We have been successful in 2015 in significantly expanding the solution in the UK through sales into leading global companies. This will be reflected in accounts for year end 31 March 2016 and thereafter. We are also seeing success in Luxembourg and Republic of Ireland.

Target markets

North America, South Africa and Asia Pacific (Hong Kong, Singapore)

Brief description of project

The project will involve co-ordinating our push into a series of new exports markets, with a view to building a pipeline and securing our first clients in these markets and developing a sustainable sales and marketing strategy for the future.

The candidate will take ownership of the new market entry project.

This will include:

- Market research to confirm market participants / market size etc.
- Compiling our contacts database.
- Working with external designers to develop our marketing collateral.
- Working with our internal Regulatory Research teams to ensure relevant thought leadership materials are produced.
- Co-ordinating our marketing strategy to ensure that series of targeted communications are published, including social media.
- Tracking the results of marketing strategy - e.g. click-throughs, requests for information etc.
- Planning of business trips to the new market.
- Planning of seminar / workshop etc in the new market.
- Internal reporting to senior management.

Language and to what level required

No specific language requirement as English will be the accepted business language in the target jurisdictions.

Please contact Rosie McIvor to arrange an interview.

Email: rosie@funds-axis.com
Phone: +44 (0)28 9032 9736

James Leckey Design Ltd



Beverley Copeland,
HR Manager

Ian Hendry, **Gary O'Hagan,**
Sales Director Chief Operating Officer

Description of product/service

Leckey designs, develops, manufactures and exports a range of equipment for children with special needs.

We work closely with therapists, parents, carers, funding bodies and our business partners around the world to research, develop and supply innovative, quality therapy equipment and services aimed at improving their mobility, ability and participation.

Target markets

Leckey exports its products on a global basis through distribution partners. This particular project is focused on the German market.

Brief description of project

To research and report on market conditions, funding/insurance, regional variations, product requirements and competitor analysis.

Developing close relationships with key dealers and dealer groups in the market.

Product management of the existing portfolio and prepare the market for two significant product launches for the end of 2016.

Language and to what level required

German to a high standard, business proficient if not fluent.

Please contact Beverley Copeland to arrange an interview.

Email: beverley.copeland@leckey.com
Phone: +44 (0)28 9260 0750

Linden Foods



Angela Givan,
HR Manager

Description of product/service

Working within a fast paced sales, marketing and NPD on the development of a new retail brand.

Target markets

UK and Europe

Brief description of project

The candidate will form part of a cross functional team working on developing a new retail brand and gaining new sales opportunities.

- Part of the cross functional team working on the development of the new brand.
- Spend time in the market completing market research work.
- Help with the completion of promotional material for the brand.
- Help with completion of the artwork for the brand.
- Internal communication of brand.
- Make contact with potential new customers.
- Prepare for customer presentations.
- Communicate new business opportunities within the business

Language and to what level required

Languages would be very advantageous for the role – German would be most preferable.

Please contact Angela Givan to arrange an interview.

Email: angelag@lindenfoods.com

Phone: +44 (0)28 8772 4777

Mallaghan Engineering Ltd



Ronan Mallaghan,
Director

Description of product/service

Manufacturer of Airport Ground Support Equipment (GSE).

Target markets

Latin America

Brief description of project

Require the candidate to carry out market research and create business development plan to enable Mallaghan to assess viability and size of GSE market in Latin America. Business development plan to include estimation of market size and accessibility, establish and create customer contact database for Latin America, identification of competitors, market pricing requirements, determining ease of doing business (i.e. local taxation and duties implications, need for local partner or agent etc.), identification of local vendors etc.

Project will require candidate to be based in Latin America for approximately six months of the project duration.

This will include:

- Drawing up export procedures for the markets to include customs regulations and commodity coding.
- Identifying and sourcing tender opportunities and new distribution routes.
- Helping to establish a CRM system for logging and tracking export opportunities.
- Liaising with the marketing department to create distribution training packs.
- Working with our technical department to ensure technical updates are communicated to our sales channels.
- Helping to identify potential trade shows in chosen markets.
- Work on an export website.

Language and to what level required

Knowledge of Spanish and/or Portuguese preferable.

Please contact John Cameron to arrange an interview.

Email: johncameron@mallaghan.co.uk

Phone: +44 (0)28 8772 3444

McCauley Trailers Ltd



Jonathan Hanna,
Operations Manager

Description of product/service

McCauley Trailers Ltd are market leading manufacturers of high quality, cost effective Agricultural and Commercial Trailers, as well as suppliers of trailer parts for all trailer makes and models.

With 60 years' experience in trailer manufacturing the company's in-house design team specialises in trailer customisation to suit individual requirements and works closely with customers to meet their exact specification.

Target markets

McCauley Trailers Ltd has an international market presence in more than 16 countries. Since beginning exporting in 2004, the company has experienced considerable growth in export markets and has successfully set up partners in Finland, Norway, Denmark, Holland, Germany, Australia, America, Switzerland, France, Sweden, Belarus, Estonia, Poland, Romania, Bulgaria, Iceland, and Cyprus.

Brief description of project

We have an Agricultural Re-seller in the North of France and have carried out some market research and see a potential for growing both the Agricultural and Commercial trailer range in France. The candidate will use market research to identify key partnerships in the country. Then contact the prospects via telephone, email and visits to the country to establish a network of partners for both Agricultural and Commercial range.

Language and to what level required

French language both oral and written.

Please contact Mairead Graham to arrange an interview.

Email: mairread.graham@mccauleys.co.uk
Phone: +44 (0)28 7965 9191

Modern Democracy



Modern
Democracy

Carmel Quigg,
Sales Director

Description of product/service

Modern Democracy Ltd provides digital products for the electoral service sector, exploiting opportunities for new technology to improve democratic service delivery, voter engagement and communication.

Modern Democracy Ltd has developed products and services which increase engagement in democratic processes and assist election professionals with managing elections more effectively and efficiently. Our vision is to transform the dissemination of electoral process information and candidate/election information utilising modern technologies and innovative techniques.

Target markets

Great Britain (GB), Republic of Ireland (ROI) and EMEA

Brief description of project

We require the candidate to develop an export sales plan for GB, ROI and EMEA sector.

Duties will include;

- Analyse existing markets and opportunities in GB.
- Analyse opportunities in ROI market.
- Develop a list of contacts in target sectors and identify events to attend.
- Developing an export sales plan to include GB and ROI.
- Undertake competitor analysis.
- Identify digital elections projects across the sector.
- Define product customisation for market.
- Identify opportunities with each existing international customer (Sweden, Spain, Oman).

Language and to what level required

No languages are mandatory. A knowledge of Spanish or Arabic would be helpful.

Please contact Mary Walker to arrange an interview.

Phone: +44 (0)28 7186 7631

NC Engineering (Hamiltonsbawn) Ltd



Wilfred Carson,
Director

Norman Nicholl,
Director

Description of product/service

Manufacturers of Agricultural and Industrial machinery.

Target markets

Sweden, Norway, Germany, France, Finland and New Zealand

Brief description of project

Desk Research

- Visit dealers/distributors in the countries listed above.
- Communicate with present and possible dealers/distributors.
- Glean as much information as possible to enable NC to make informed decisions on how they should proceed with exporting to the said countries.

Language and to what level required

Preferably Spanish and German, but not essential.

Please contact Heather Bingham to arrange an interview.

Email: info@nc-engineering.com

Phone: +44 (0)28 3887 1970

PlotBox



Ryan Lynch,
IT support Co-ordinator

Description of product/service

Managing a cemetery is like managing real estate. Cemetery owners need to know VITAL information about thousands of plots of land such as 'who's buried in it?', 'who owes me money for it?', 'is the structure safe?' and the biggest problem of all, 'where is it located exactly?'

Cemetery managers are currently using pen and paper or limited and out of date software and this is causing mistakes, like burying someone in the wrong place which can cost up to \$1Million in law suits not to mention the emotional cost to the bereaved.

The solution is PlotBox. It's an easy to use software solution for cemetery managers, giving them CONTROL over all their operations in the ONE place, using location driven data.

The death industry isn't a sexy market – it's a big one!

PlotBox is a premium product for this underserved market.

Target markets

Our main target market is USA, initially California where we have set up an office in Palo Alto. We are also exploring opportunities in Sweden, South Africa and Holland.

Brief description of project

Our recent opportunities have arisen in California but research to date suggests that PlotBox is a worldwide solution. The American market needs to be researched in more detail in relation to market segmentation, legislation and market reach. We need to plan what states to target and be metric driven as to what segments are more attractive and what traction channels are best suited to scale. We need the candidate to help us manage the metrics as well as other marketing activities such as blogging, email marketing, trade shows etc as well as undertake sales activities like lead generation, carrying out online demos/webinars, setting up meetings and managing salesforce. We would want the candidate to be self-motivating, bringing ideas to the table and testing them out.

Language and to what level required

There is no essential requirement to have any language other than English but other languages may be beneficial.

Please contact Leona McAllister to arrange an interview.

Email: leona@plotbox.io

Phone: +44 (0)28 2582 1005



Sinead Devlin,
Managing Director

Description of product/service

Low Pressure Water Mist Fire Suppression.
Design and development products.

Target markets

Middle East, Europe and Australia.

Brief description of project

Understanding of certifications appropriate to our product range and the development and management of taking products through the certification process. This process can often take up to 18 months. Strong attention to detail and project management expertise required. Scientific or engineering background desirable.

Language and to what level required

No essential languages, but any languages, particularly Arabic, would be of benefit.

Please contact Sinead Devlin to arrange an interview.

Email: sinead@proanosystems.com

Phone: +44 (0)28 9077 2200



Dr Lorraine Martin,
CEO

Description of product/service

ProAxis is a medical diagnostics company specialising in the development of novel tests (assays) to measure important protein biomarkers in the clinic and or home. These assays have been developed using our proprietary ProteaseTag™ technology; smart molecules which capture the protein from the clinical sample and enable it to be measured. In the first instance our focus is on developing tests to help manage chronic airway diseases such as cystic fibrosis and chronic obstructive pulmonary disease (COPD). Our lab-based test has been fully developed for commercialisation and we have made our first sales within the UK. A point of care test is in development.

Target markets

Pharmaceutical companies, academic clinical researchers and clinical research organisations/ central labs supporting clinical trials.

Brief description of project

We are looking for a Life Sciences graduate (e.g. Biomedical Sciences, Biochemistry or a related discipline) to help in the execution of our marketing plan which we hope will drive export sales of our first to market lab-based ProteaseTag™ immunoassay. The target markets detailed above will be those actively working in the respiratory medicine sector.

The graduate will join an enthusiastic, dynamic and supportive team. Key skills will include the ability to conduct literature and database searches to expand our potential client list as well as good IT skills to fully avail of digital marketing and social media. Good interpersonal and presentation skills are essential for direct contact with potential customers as well as an ability, upon training to understand and communicate effectively our core technology and the utility of the product in clinical labs. It would be envisaged that the individual would assist in the organisation and management of marketing events and would attend trade shows or conferences to provide on-stand support as required.

Language and to what level required

English
(Native - minimum GCSE A-C; or IELTS 6.5+)

Please contact Lorraine Martin to arrange an interview.

Email: lorraine.martin@proaxis.com

Phone: +44 (0)28 9097 5711

Quad-X / Blaney Agri

Quad-X



Sean Blaney,
Managing Director

Description of product/service

Quad-X offer a full range of innovative ATV equipment and an expanding range of market leading tractor machinery primarily for the agricultural market.

Target markets

Belgium, Luxembourg, Western regions of Germany and Netherlands.

Brief description of project

Depending on the language capabilities of the graduate we have various market opportunities. The primary export focus is currently France and the Nordics region. However the purpose of this project is to develop the Benelux region and Western German regions.

Blaney and Quad-X have released a number of exciting market leading products, and with changing legislation the European markets are opening up and we require a pro active individual to seize these opportunities for market development.

We have an in-house support team to provide mentoring to provide training and guidance along with a passionate and driven engineering team that is keen to develop requirements to suit these markets.

Upon completion of a successful project it is the company's intention to retain the graduate.

Language and to what level required

German language is desirable.

On a long term basis we are interested to know any other languages since we operate across many European markets.

Please contact Gillian Bonnar to arrange an interview.

Email: gillian@quad-x.com

Phone: +44 (0)28 2587 2800

SDC Trailers Ltd



Stephen McIvor,
Export Sales Manager

Description of product/service

Manufacturing and distribution of new and used semi-trailers and also the supply of truck and trailer parts.

Target markets

UK, Europe, Saudi Arabia, UAE and Africa

Brief description of project

- Research into potential customers and road haulage industry in Saudi, UAE and Africa.
- Getting contacts and setting up meeting for the Export Manger.
- Marketing in these countries also.
- Following up on potential sales leads.
- Researching the market trends.
- Researching our competitors in the above countries.
- Setting up a data base of potential customers.
- Getting SDC Trailers name and brand known in the market place.

Language and to what level required

Being able to communicate is essential and breaking down the language barrier is a must, so a reasonable high standard of native language is essential.

Please contact Stephen McIvor to arrange an interview.

Email: stephenmcivor@sdctrailers.com

Phone: +44 (0)78 0836 0747

Total Batching Solutions Ltd



Neil Taylor,
Director

Keith Murphy, Patrick Burns,
Director Manager

Description of product/service

Bespoke design and manufacture of concrete batching plants.

Target markets

U.S.A

Brief description of project

To prepare Total Batching Solutions Ltd. for entry into the U.S.A. Market in late 2016 by developing an export plan.

This export plan will include:

- Refining our target market and market positioning.
- Completing a competitor analysis.
- Our distribution methods and sales goals.
- Our pricing strategy.
- Our market entry strategy and promotional strategy.

Language and to what level required

English

Please contact Keith Murphy to arrange an interview.

Email: keith@totalbatchingsolutions.com

Phone: +44 (0)28 8775 8637



Martin Collins,
Sales Executive

Description of product/service

- Yelo Limited is a multi award winning engineering company that operates globally in markets such as China, North America and Europe.
- We work with a variety of customers ranging from large multinational corporations and smaller specialist companies.
- Yelo manufactures equipment that tests the reliability of laser diodes, printed circuit boards (PCB's) and other electrical devices.

Target markets

- The candidate will be sent to the North American market.
- The candidate will be contacting customers involved in the broadband and telecommunication industries.
- The candidate will also visit customers who are involved with new laser applications in these industries.

Brief description of project

- We are looking for a candidate to send to Silicon Valley, California, to speak with companies such as; Cisco, Intel and Microsoft about new laser applications.
- The candidate will also be sent to Rochester, New York, to speak with new start-up organisations in these industries.
- The candidate will return with new contacts, networks and new potential business.

Language and to what level required

English

Please contact Martin Collins to arrange an interview.

Email: martin.collins@yelo.co.uk

Phone: +44 (0)28 9335 7300

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Invest NI Equality Team

T : 028 9069 8273

Text Relay Number : 18001 028 9069 8273

E-mail : equality@investni.com



Bedford Square
Bedford Street
Belfast BT2 7ES

T: 028 9069 8000

F: 028 9043 6536

Text Relay Number: 18001 028 9069 8000

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