

# Scottish market visit to Germany

25th - 28th June 2018

*Berlin, Nuremberg, Munich*



**SCOTTISH**  
DEVELOPMENT INTERNATIONAL

**Edinburgh**  
CHAMBER OF COMMERCE  
*Inspiring International*

**GLASGOW**  
CHAMBER OF COMMERCE



Highlands and Islands Enterprise  
Iomairt na Gàidhealtachd 's nan Eilean



Arbikie is one of only a few 'Field-to-Bottle' distillers in the world with a range of world award-winning, super-premium spirits distilled from the crops grown on their farms. Arbikie is a family-owned business that is recognised for both its innovation and authenticity and was recently voted 'Scotland's Gin Distillery of the year'. A very significant award as over 70% of UK Gin is distilled in Scotland. Provenance is at the heart of the Arbikie approach to distilling and farming, and the Stirling family has been farming since before 1660. Its gins are 'Kirsty's Gin' (Gold medal winner at the San Francisco World Awards) and 'AK's Gin' (The World Best Martini 2018), a smooth and spicy gin made from wheat and honey from their farms. The vodka family includes its original potato vodka, voted one of the 'World's Best Vodkas' by GQ Magazine, as well as its seasonal fresh strawberry and fresh chilli vodkas. Arbikie is currently distilling and casking its single malt whisky distilled from its own farm-grown barley and recently released its first batch of 'Arbikie Highland Rye' distilled from its farm-grown Arantes Rye. Customers include Harrods, Harvey Nichols, Whole Foods, Sainsbury, The Ritz, The Gibson and the Virgin Limited Edition Hotel Group.

## Objectives

Arbikie is interested in meeting with premium spirit importers/distributors, cocktail bar chains and retailers that sell premium spirits.



**Iain Stirling - Co-founder**

Iain built the Arbikie Distillery with his brothers in 2014, on one of their farms, where they have been farming for four generations, to distil the Arbikie family of 'field-to-bottle', super-premium spirits. Previously Iain worked for a range of corporates including Diageo, Marks & Spencer, Jim Beam and Volkswagen Group, as well as his own marketing agency where the clients included Diageo and William Grant & Sons. Iain has served on the Boards of the Entrepreneurial Exchange, Young Enterprise Scotland, the Scottish North American Business Council and chaired the Scottish Alumni of US State Department IVLP.

# Freedom

Scripted Entertainment Ltd

With drama and scripted comedy content booming worldwide, there is a huge opportunity for an exceptional Scottish based producer to exploit its talent base, locations and English speaking diverse culture.

Freedom aims to be that producer. Created at the beginning of this year, the company intends to compete in London and internationally, empowering talent, embracing innovation, revelling in being Scottish and European.

Freedom is now pleased to announce a co-development and production deal with BBCS, the newly merged BBC Worldwide and BBC Studios. Freedom will remain wholly owned and headquartered in Glasgow, with the use of the iconic Television Centre building as its London base.

## Objectives

Freedom aims to meet with key German based writers, Directors and other creative talents. They also look to meet with German broadcasters and film and TV bodies such as ZDF, Sky Deutschland and Brandenburg Film Commission. Freedom is also interested in meeting with potential production financiers, co-pro partners and distributors.



**Mike Ellen - Creative Director**

Previously, Mike was Head of Development at the producers of *Safe House* and *Foyle's War* Eleventh Hour Films, and David Morrissey and Asif Kapadia's Oscar winning indie *On the Corner*.

Mike has also been a Development Executive at BBC Scotland Drama, working on shows including *Murder*, *Case Histories*, *Waterloo Road*, *Single Father*, and *Lip Service*, producing 50 hours of Scottish long-runner *River City*. Before that he worked at STV Drama and World productions. Prior to developing and producing content, Mike ran two camera hire companies in Glasgow.



Gold Hart is a new luxury Scottish home fragrance range using the finest ingredients blended with specially selected fragrances to create this unique collection of candles.

The ethos behind the Gold Hart brand is to evoke a memory of the wild yet romantic Scottish history and landscape. The five scents emulate the rich, distinctive, foraged nature of the Scottish wilds, contrasting with the fresh, clean, delicate fragrances of the shoreline. The fragrance names reflect the landscape they represent, Bramble, Shore, Glen, Amber and Wild Rose.

## Objectives



### Lorraine McKenna - Founder and Owner

Lorraine has a background in luxury fashion buying and spent seven years in the showrooms of Gucci, Prada, Fendi and Dior just to name a few.

This was the perfect training and experience to create a contemporary Scottish luxury brand that is accessible to all. The collection appeals to both men and women due to the delicate fragrance and the distinctive black packaging and wax.

Gold Hart aims to identify and make contact with independent luxury and high end department stores. Home fragrance in the UK has now crossed over into many retail sectors and can be found in fashion, lifestyle, beauty and interiors stores in addition to the more traditional department stores. Gold Hart is keen to find out if the same cross sector retailing of home fragrance exists in Germany.



Jodanl Services Limited is a multi-discipline global freight forwarding, maritime support services for major Oil/Gas, energy and manufacturing companies based in Aberdeen.

For the past 10 years JSL has been successfully managing a full range of services from customised logistics, to supply and distribution chains for clients specific requirements including transportation of oilfield equipment, maritime and global freight support services.

## Objectives

Jodanl Services Limited is interested in meeting with logistics, air and sea cargo companies including maritime support companies.



**Dennis Ogbu - Managing Director  
and Founder**

Dennis has almost 20 years' experience in the Oil/Gas industry from exploration to drilling and production both offshore and onshore, working for both major producing and services companies in the North Sea, Europe, Middle East and sub-Sahara Africa.

Dennis has a degree in Petroleum Engineering and an Air Cargo Management certificate from the University of Geneva.



Kare Orthopaedics sells more than half of its products internationally, mostly in Europe and designs and manufactures orthotic soft goods either with an own label or KARE label for its customers.

Its product range includes the following:

Wrist/ hand supports  
Cervical/Spinal  
Maternity  
Upper limb  
Lower limb  
Ankle/footwear/podiatry  
K Sport range  
Fracture bracing/Splint making  
Paediatric

With its own design studio, Kare Orthopaedics is now concentrating on product improvement and development, using 3D printing facilities. The company is fully accredited to medical Device Directive ISO 13485 and all products are CE mark.

## Objectives

Kare Orthopaedics is interested in meeting with Sanitätshaus and distributors of soft orthotic goods.



### **Alan D. Paterson - Founder of KARE Orthopaedics**

Alan qualified as a Chartered Accountant in 2004 with Deloitte Touche, before moving to London for 10 years. He then worked as financial controller for an industrial services company and insurance broker. Alan left London in 1995 to start up KARE Orthopaedics as he wanted to bring his wife and three young daughters back to Scotland.

# Lacrosse

experts in translation

Whilst Lacrosse LTD is a new venture in the UK/Scottish market, the Scottish owners have been operating a successful translation company from Warsaw, Poland for over 20 years. The business is focused on delivering high-quality translation and other linguistic services to corporate clients across Europe including Germany. The client base of Lacrosse is predominantly from within the legal sector and corporate communications' departments of major companies and banks. Lacrosse aims to develop long-term business relationships based on the quality of their services and trust.

## Objectives



### **Paul Schaffner - Head of Market Development - Western Europe**

Lacrosse Ltd would be keen to meet with legal representatives working for corporates, industrials, manufacturers and the financial sector as well as consultancy firms with a strong international outlook.

Paul has an international outlook and a high level of cultural awareness which he cultivated for 14 years working for the French diplomatic service and in cooperating with colleagues across the EU. Paul has also developed an expertise in due diligence analysis. He holds a Master's degree in Tourism Development and Management as well as a Bachelor's degree, with merit, in Modern History. In addition to his native French, Paul speaks fluent English and has a sound working knowledge of other European languages, notably, Swedish, Norwegian and Spanish. His passion for languages also led to the publication of teaching materials used in schools in Sweden.



LINIAN is a family owned and run pioneering business, based in Scotland, a country renowned for its extraordinary heritage in innovation.

Specialising in the manufacture and distribution of patented fire rated cable clips to make cable installations faster, safer and simpler, its products have been carefully designed to prevent the premature collapse of cables in hazardous fire conditions. This ensures the safe evacuation of rescue personnel and civilians and to stop them becoming entangled in collapsed cabling.

The result of years of advanced technical research, the LINIAN fire clip offers major advantages to the installer including unique single component installation, no screws, washers, nails or plastic in the substrate which makes it 3 times faster to install than traditional methods. LINIAN has grown rapidly and now sells through a network of over 200 wholesale outlets within the territory.

## Objectives

LINIAN is actively pursuing experienced distributors within the territory who are already selling similar products into the construction market. LINIAN would also be interested in speaking to contractors/ installers and members of VDE – the Technology Association to discuss harmonised standards within the territory.



**Lynne Jhangeer - Sales and Export Director**

Lynne is a former Sales Manager with over 15 years' experience in the construction and plant hire industries. She joined her family business full time in 2015 to rebrand and redesign the distribution strategy within the UK. Lynne began her career within the M&E and Wholesale industry as Sales and Operations Manager before gaining international sales experience with a premium brand in whisky bottle closures.

Responsible for the strategic development and management of domestic and international markets, Lynne was recently shortlisted for Business Woman of The Year at the Business Women Scotland/ Women's Enterprise Scotland Awards 2017.





An independent Scottish company based in Edinburgh, Nairn's has been baking with oats since 1896. Using wholegrain oats grown in the nearby Scottish Borders, where the climate is perfect for slowly and naturally ripening the grains, therefore, the oats don't need insecticides. Nairn's aims is to make tasty, wholesome food that's as simple and natural as possible. Nairn's is the UK's leading oatcake manufacturer, with over 90% branded market share. With the launch of the gluten free range 6 years ago, Nairn's is now number 2 in the baked free from category.

## Objectives



Nairn's is looking for a medium sized distributor who is already importing healthy food products.

### **Hannah Hay - Export Account Manager**

Hannah has been working at Nairn's Oatcakes for 5 years and is proud to be part of a small yet dynamic Export team.



Starting from a small shop in 1987 to owning its first factory in 1989, Nisha Enterprises Ltd has been growing rapidly over the years becoming a family run business based in Livingston, Scotland.

The company has a wide variety of products, from producing high quality snacks, confectionery, popcorn and ethnic snacks under three brands: Nisha's, Golden Cross, Millar's.

It has also achieved a milestone by creating a new brand 'Healthy Bites'. Nisha never compromises on the quality as its key to success is customer satisfaction.

## Objectives

Nisha Enterprises aims to showcase its best selling range and introduce its healthy snacks into the German market.

Nisha would like to meet with retailers, importers, distributors, retail chains and agents.



### **Navita Narula - Head of Marketing**

Navita joined the company as Marketing Executive in 2012 and now creates new marketing strategies and focuses on building new brands.

### **Sahil Narula - New Products Development and Marketing Executive**

Sahil joined the company as Marketing Executive in 2016 and now his main focus is creating new trends in snacks and confectionery.



# THISTLY CROSS CIDER

As Scotland's original cidemaker, Thistly Cross is fast becoming a legacy brand, defining Scottish cider and gaining a reputation for innovation within the craft category. Thistly Cross' distinctive heritage, outwith of the commercial mainstream, has evolved an authentic, award winning portfolio of particular provenance and colourful characteristics. From cider laid down in whisky casks to cider served with fresh pressed Scottish strawberries, Thistly Cross Cider represents the best of traditional cidemaking and innovative craft, based on its accredited facilities at Thistly Cross, East Lothian. Thistly Cross' ciders is now widely distributed throughout the UK, in BIB, bottle and keg, as well as internationally to more than 20 different countries, including more than 30 American States. Thistly Cross Cider invests in good quality ingredients and time spent making cider properly, to create a portfolio of award winning ciders with international appeal.

## Objectives

Thistly Cross hopes to build upon its initial success in the German market by exploring similar opportunities to the UK, Horeca, ON Trade and OFF Trade to promote its brand within the emerging premium craft category.



**Peter Stuart - Co-founder**

Peter has worked across all areas of the business over the last decade. Peter describes Thistly Cross as an extended art project as he has a background in arts and music, working as a painter and glassblower. Peter has an interest in agriculture and Scotland.



Vegware is a manufacturer and visionary brand, the global specialist in compostable foodservice packaging. Its plant-based catering disposables are made from renewable, lower carbon or recycled materials and can all be composted with food waste where accepted.

Vegware has operational bases in the UK, USA, Australia and Hong Kong, with distribution throughout Europe, the Middle East and Caribbean.

Manufacturing the world's best eco products since 2006.

## Objectives

Vegware is interested in meeting end users and distributors in the food service industry, as well as building its network in Germany.



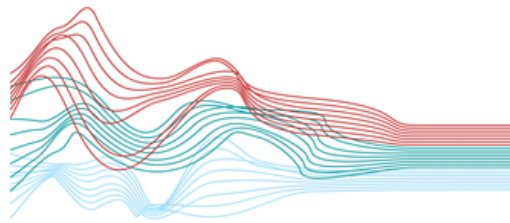
**Mark Badzmirowski – Sales Manager EU**

Mark has been with Vegware for 7 years now. He started as a Sales Executive for Scotland and Ireland, and progressed in his career to the Sales Manager position. Now he is taking on Europe.



**Julia Bocsa – Sales Executive Europe**

Julia joined the company in April this year, after graduating in Marketing from the University of Edinburgh. She is building and maintaining business relationships with clients based all over Europe. She speaks fluent English, German, Romanian and Spanish.



## Wind Farm Analytics

Wind Farm Analytics aims to increase the efficiency of wind turbines and facilitate the success and productivity of wind energy. The company offers wind data analysis, energy storage study and LIDAR laser wind measurement. WFA has developed new laser wind measurement products.

### Objectives

Wind Farm Analytics is looking for investment of €3.4 million in order to access a billion euro annual market.

The new products will:

- increase energy yield
  - reduce costs
- increase asset lifetime
  - improve control
- enable machine learning



**Dr Theodore Holtom - Founder of Wind Farm Analytics (2012)**

Theodore invented new converging beam laser wind measurement products and has three patents granted. Working closely with Fraunhofer UK Research Centre for Applied Photonics, prototype beam steering LIDARs have been designed, built and successfully tested in the field.

Previously, he obtained a physics degree from Manchester and physics PhD from Liverpool and worked as Senior Scientist for agencies of the UK Ministry of Defence before joining the wind industry in 2006.

Working for Airtricity, he supervised hundreds of turbines and focused on power performance whilst reporting on overall asset performance, liaising with maintenance teams maximising asset availability through to management and finance to understand financial performance.

He is the first person in the world to use ground based diverging beam LIDAR laser wind measurement in front of operating turbines to understand the impact of abnormal wind flow on turbine power performance.



**SCOTTISH**  
DEVELOPMENT INTERNATIONAL

Scottish Development International (SDI) supports new exporters to enter international markets by giving one to one advice, access to training and expertise in Scotland as well as taking new exporters to overseas markets.

## Objectives



### **Kristell Clunie - International Senior Executive**

Kristell was born and educated in Brittany, France. She came to Edinburgh to study after leaving school and graduated from Napier University (with a BA in Export and Languages). After graduating, she worked as an Account Manager for a smoked salmon manufacturer in the Borders, selling to retailers in European markets.

She then worked for Ingersoll-Rand, a US company based in Wigan, where she managed distribution channels in EMEA.

She has been with Scottish Development International since 2004, helping Scottish businesses export into overseas markets.

Scottish Development International (SDI), in partnership with Edinburgh Chamber of Commerce and Glasgow Chamber of Commerce, is taking a group of select companies from Scotland to explore the business opportunities in Germany.

Germany is the fourth largest export market for Scotland. It is a similar market to the UK with similar business risks and requirements and has a strong appetite for Scottish products.

The Edinburgh Chamber of Commerce (ECC) is an independent membership business organisation with over 1000 members. Since 1786, ECC has been supporting businesses, innovation and international trade in Edinburgh. ECC works with many international partners and currently has 8 partnership agreements with various organisations across the world including: China, Italy, Norway, India, Ireland and Poland.

## Objectives

ECC is delighted to participate in this trade mission as Germany is a key market for businesses in Edinburgh. This will also be the opportunity for the Chamber to meet and strengthen the relations with its partners as Edinburgh and Munich share a twin-cities agreement.



**Alexia Haramis - Head of Corporate & International Development (left)**

Alexia has overall responsibility for the international department helping businesses with their international trade ambitions. She is half British and half Greek. She worked many years as the Director of the British Chamber of Commerce in Barcelona, facilitating business growth and developing international relations.



**Sophie-Lou Arcese Le Nir - International Executive (right)**

Sophie-Lou is half French and half Italian. She has a Masters Degree in European Affairs and previously worked in the diplomatic and lobbying sectors. In 2017, she joined the ECC and now helps businesses explore opportunities overseas and develop international connections.

# GLASGOW

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## CHAMBER OF COMMERCE

Glasgow Chamber of Commerce is the voice of business in Glasgow. As one of the oldest Chambers of Commerce in the world, it has been influencing the future prosperity of Glasgow for the benefit of its members for more than 235 years. Currently representing over 1200 members, it is a successful metropolitan Chamber with heritage which is dynamic and contemporary in outlook.

Glasgow Chamber was founded on international trade in 1783 and international trade services remain an integral part of Glasgow Chamber's strategic objectives. The Chamber currently has partnership agreements with Manhattan Chamber of Commerce, the British Chamber of Commerce for Italy, the Italian Chamber of Commerce, Turin Chamber of Commerce, Berlin Chamber of Commerce and Nuremberg Chamber of Commerce.

### Objectives



**Richard Muir - Deputy Chief Executive**

Glasgow Chamber is delighted to be working in partnership with SDI and Edinburgh Chamber of Commerce on this multi-sector visit to Germany and thank its partners in Scotland and in Germany for providing this excellent opportunity for its members, to explore the German market in such depth and to support their global trading ambitions.

Richard joined the Glasgow Chamber of Commerce as Commercial Director in December 2009. He was promoted to Deputy Chief Executive in July 2012 and his key responsibilities include commercial strategy and revenue generation through membership services, marketing and communications, events and training and international trade development. Recently Richard has been involved in an ambitious growth plan for the Chamber which includes a membership drive, a new marketing campaign and change management. He lives in the Trossachs and has a passion for sports, outdoor pursuits and travel.