
THIS IS EXPORT. **THIS IS WALES.**

NETHERLANDS

New Exporters Programme:
Export Market Visit

28 November –
2 December 2022

tradeandinvest.wales





+ NETHERLANDS

This is Export.
This is Wales.

Attendees

| | |
|--------------------------|----|
| Concentric Health | 06 |
| Haia Communications | 07 |
| Jecca Blac | 08 |
| Knew Productions | 09 |
| LIMB-Art | 11 |
| Llusern Scientific | 12 |
| QuoteOnSite | 13 |
| Polyroof | 14 |
| RWG Mobile | 15 |
| Surple | 17 |
| The Milford Collection | 18 |
| Thermal Compaction Group | 19 |
| Ultranyx | 20 |
| W2 Global Data | 21 |



Pierhead, Senedd and
Wales Millennium Centre, Cardiff Bay

+ INTRODUCTION

Wales is a self-governing constituent country of the UK and the Welsh Government is the devolved Government for Wales.

Devolved since 1999, the Welsh Government's decision-making powers within a small and joined-up country mean we can cut red-tape and act fast.

They also mean we are responsible for our own economic development, working with business to create a prosperous, green and equal economy.

Wales has a strong industrial heritage that has shaped our confident, creative and ambitious economy of today. We have strength in depth in advanced manufacturing, creative industries, energy and environment, financial and professional services, food and drink, life sciences, and technology.

Our commitment to sell Wales to the world has never been more focussed and this mission provides an ideal platform for us to build on established links and discuss future export opportunities.

Wales means business.

Concentric Health is a company whose mission is to transform the way it makes decisions about our health. The company is supporting us all to engage with, understand, and own decisions about our health, supported by personalised outcome predictions.



Product/Service

Concentric Health's digital consent platform uses data to inform and design to simplify complexity.

- Digital consent – fast, auditable, easy process
- Personalised outcomes – supporting you with the latest evidence
- Informed patients – guiding patients through their journey

Still using paper consent forms? It's 2022. Let Concentric Health show you another way.



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Haia is an online and hybrid events platform which won't leave anyone out. Haia supports the full event lifecycle from organising and arranging, to attending an event.



Haia is intuitively designed, so that even new users can focus on engaging with the content without worrying about the tech.

Haia brings the human connection back to events.

Product/Service

Haia provides accessible user focussed online and hybrid events where audiences can network, watch presentations, or engage in discussion.

Built into our first version of Haia is Welsh language translation. This is very important for events in Wales for obvious reasons and no one else can offer this at present.



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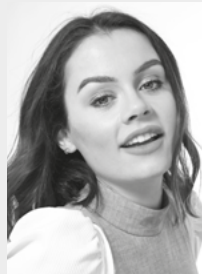
www.haia.live

Jecca Blac's mantra is simple: authentic, creative, inclusive. Putting community and education at the forefront of all that Jecca Blac does, the same passion for uplifting the most overlooked members of our society can be seen in the very first makeup lessons held by Founder Jessica Blackler, and is shown in all that Jecca Blac strives to achieve as a makeup brand today. Since launching in 2017, Jecca Blac has sold over 1.8 million units with key partners such as Sephora, Zalando and many more.

jecca blac.

Product/Service

Cosmetics



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Knew Productions is a national award-winning corporate video production company based in Wrexham. They have delivered broadcast quality video content to companies and organisations in the UK and overseas for twenty five years.



A sample of typical clients would include Sharp, Abbott, Kronospan and Tetra Pak. Their existing Netherlands based clients include ForFarmers, Lely and Royal HaskoningDHV.

Knew Productions provide a complete video and animation service from pre-production and scripting to filming, editing and final delivery. The team includes script writers, camera operators, sound recordists and video editors, many of whom trained and worked at the BBC.

Product/Service

Knew Productions helps clients across the pharmaceutical and manufacturing sectors to promote products and services, communicate with prospective customers and train staff. Our crews have many years' experience filming in Pharma sector production facilities and cleanroom environments.

Types of videos produced include:

- Promotional
- Website
- Site Induction
- Manufacturing Process
- Internal Comms
- Product Launch
- Conference & Exhibition



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The Menai Suspension Bridge,
Anglesey

+ LIMB-ART

LIMB-art is a British design and manufacturing company based in the heart of beautiful North Wales dedicated to producing cool prosthetic leg covers.



Founded in 2018 by former Paralympic swimmer and medallist, Mark Williams and his wife Rachael, LIMB-art was born out of an overwhelming desire to help other prosthetic users raise their confidence, be proud of what they have and very simply, but equally important, have fun showing off whilst doing so!

Product/Service

Designed for all users of above and below knee prostheses, LIMB-Art leg covers combine superior quality material and construction with cutting edge design and technology to provide robust, affordable and above all... cool... leg covers.

Our mission is to help users Stand Out and Stand Proud.

Our covers restore balance to the silhouette, without trying to blend in or hide, and can be instrumental in raising confidence and self-esteem. Prostheses have, over recent years,

come on in leaps and bounds functionally. However, aesthetics seem to be generally overlooked. Our covers aim to change this. They are an accessory which is lightweight (typically less than 250g), easy to fit over the prosthetic and are durable.



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Llusern Scientific is an exciting new company, born from a shared desire to make a difference. Llusern have created the first truly affordable molecular diagnostic platform.



The portable and easy to use Lodestar DX device takes the complex – and makes it simple. An internal algorithm converts molecular reaction data into a simple ‘positive’ or ‘negative’ result. Llusern’s first product on the market is a rapid, sensitive COVID-19 test.

The COVID-19 test consists of three components – an easy to use minimally-invasive nostril swab, a molecular LAMP assay and Lodestar DX. No sample processing is required. Swabs are dipped directly into assay tubes and results are returned within 30 minutes. More sensitive than lateral flow tests but quicker and easier than PCR, the test is ideal when there is a need to know confidently that someone is not infectious with COVID-19 – for example before travel or hospital visits. Llusern’s test is also an excellent choice for when throat swabs are not suitable – for example, in vulnerable patient groups such as very young children. Lodestar DX is compatible with patient management systems for easy data handling.

Product/Service

Molecular Diagnostics



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QuoteOnSite was formed in 2016 and works with SMB’s to simplify document workflow and automation in areas such as sales proposals, employee onboarding, document processing, client onboarding etc.



It is head quartered in Wales and works in numerous product and service-based sectors including Facilities Management, Commercial Cleaning and Hygiene, Construction, Accountancy and Legal, Financial services, Creative services (web design, videography, photography, interior design) to name a few.

Product/Service

DocFlite is a Cloud-based SaaS Platform for Document Process Automation e.g Quotes, proposals, onboarding workflows.

It enables SMB’s stream line the business document flows by integrating to CRM tools like HubSpot and Accounting tools like Xero and Quickbooks.



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Established in 1984, **Polyroof** is a family-run independent manufacturer of cold-applied liquid roofing systems. Clients turn to Polyroof when they are fed up with problematic flat roofs causing costly leaks and disruption.



Polyroof has a proven 38-year track record of delivering peace of mind by expertly using their range of cold-applied liquid roofing systems to solve flat roofing problems for good. With their versatility and superior performance, Polyroof is confident that there is no alternative that can protect a roof better than their liquid systems. Choosing Polyroof's seamless liquid roofing solutions is placing your flat roof project into the hands of the experts.

Product/Service

A range of cold-applied liquid waterproofing systems for a range of roofing applications.



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We formed in 2015 to bring people together in our home country of Wales. We were the first to deliver an all-Wales mobile network with WiFi calling, billing transparency and a bilingual customer experience all as standard. Today we command oceans of bandwidth from the world's largest mobile networks. Plentiful, low cost, straightforward connectivity.



The RWG team has over 100 years of telecoms experience ranging from C Level technical and managerial expertise. Each of the team have bought and sold technology companies in the last 10 years and have come together to create a bespoke solution to community connectivity.

RWG is now formed of a UK MVNO, Global IOT network and Connected Communities Healthcare products with clients in Wales, Europe and the United States.

Product/Service

—RWG iCare HPaaS
(Health Platform as a Service) –
www.rwgmobile.wales/rwg-icare

—Connected Networks –
www.rwgmobile.wales/rwg-connected-networks



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The Prince of Wales Bridge

+ SURPLE

Surple is a team of software developers, data scientists and behavioural psychologists who have come together to change the way businesses use energy.



Surple have large UK business customers including local councils and government buildings and a UK utility who licenses the Surple software across their 25,000 SME customers.

Product/Service

Surple has developed an energy-efficiency-as-a-service tool that can be deployed in businesses of all sizes, but with a focus on SMEs. Surple works directly with large businesses with property portfolios but also has the option of a white-labelled service for utilities to provide to their business customers in order to improve customer retention, service and ultimately customer lifetime-value. Surple's tool makes it easy for businesses to improve energy efficiency through their Check-Detect-Improve methodology that has been developed with leading energy experts and behavioural psychologists.



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Established in 1985, **The Milford Collection** has built up a strong reputation within the UK Gift market. Their range of scented Christmas giftware, especially their Scented Pine Cones, can be found in the majority of UK Garden Centres up and down the Country.



Their recent acquisition of Animo Glass has opened up new markets for them where they can offer bespoke themed glassware to fit most customers' requirements. This has proved very successful within the Sporting, Premium Spirits, Zoological and Tourism sectors.

Product/Service

Decorated everyday and bespoke glassware and a wide range of Christmas scented products.



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Thermal Compaction Group is a green business with unique patented products which offer cost effective solutions to waste management problems globally.



Objectives

Thermal Compaction commercialised the world's first healthcare recycling machine, Sterimelt.

Sterimelt will take clinical sterilisation 'wrap' from hospital operating theatres and densify it by 85% by using heat to sterilise it while it forms into a compact solid block of single plastic polymer known as Polypropylene.

The processed block has a good commercial commodity value and can be sold to re-processors to be turned into new products. For the hospitals using this technology, it turns a disposal cost into a revenue stream.



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Ultranynx is a specialist supplier of technical systems and services to a wide range of enterprise organisations in the defence, health, financial services, and telecoms sectors.



Ultranynx are experts in the software development of secure and mission critical systems including Software architecture, design and development of real time, cloud and hyper-secure data systems including the Prizsm platform.

Product/Service

The Ultranynx Prizsm products provide proven ultra-secure cyber protection for all data in the cloud. Prizsm is a unique software solution that provides highly secure, quantum resistant, confidentiality, integrity, and availability for digital information assets.

- Prizsm Storage, provides a highly secure centralised place where digital files can be safely stored and retrieved.
- Computing and IoT environments or any scenario where information needs to be securely shared.
- Prizsm Key uses the Prizsm algorithm to enable secure key sharing.



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W2 has access to global leading data and service providers ensuring that up to date and reliable information is available via a single access point; enabling businesses to satisfy regulatory requirements and make reliable, informed decisions about customers.



W2's market leading software is trusted by many long-term clients and a consistent flow of new business deals. The ease and integration of regulatory compliance software through a single, streamlined API leads to an increase in both the quality and efficiency of the customer onboarding journey.

Product/Service

W2 provides Know Your Customer (KYC), Anti-Money Laundering (AML), identity verification, Know Your Business (KYB), and fraud prevention services through a single access point. W2 provides the right solution on a global scale, for both onboarding and monitoring. W2 offers the most customer focused compliance solution available, allowing active management of risk.



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