Examples for internal communication
Examples

Internal communications

2012 Staff Conference at Titanic

INSIDE INVEST

IN THIS ISSUE:
- INTRANET 2012
- BOOSTING BUSINESS
- CSR ACTIVITIES
- LEARNING AND DEVELOPMENT
- SPORTS AND SOCIAL
- INVEST INVEST

Spring 2013
Dear

Invest Northern Ireland Annual Customer Satisfaction Survey

Invest NI has commissioned Millward Brown, an independent market research organisation, to conduct an independent survey of our customers.

We hope you will participate in this research, which takes the form of a short telephone interview lasting about 20 minutes. We would like to ask about your experience of programmes, services and the team from Invest NI that you work with. We are constantly seeking to enhance our services and feedback from you in this survey will help us better understand what is working well and which areas need to be improved.

Please be assured that this is a confidential survey. All comments made during the course of this interview will be treated in the strictest confidence and no responses will be attributed to individuals.

Millward Brown will call you shortly to carry out the interview or to schedule a more appropriate time. In the meantime, if you have any queries or would like more information, please contact Dawn McCartney (Millward Brown) on 028 9038 0262 / dawn.mccartney@millwardbrown.com or Anne-Marie Murphy (Invest NI) on 028 9069 8763 / anne-marie.murphy@investni.com.

I very much hope that you will be able to give us your views. The ultimate purpose of the survey is to help us improve our service to you. Thank you, in anticipation, for your assistance.

Yours sincerely,

Alastair Hamilton
Chief Executive
Examples

Internal communications

Comp Slip

Bedford Square
Bedford Street
Belfast BT2 7BS
T. +44 (0) 28 9069 8000
F. +44 (0) 28 9043 6536
Textphone. +44 (0) 28 9069 8585
info@investni.com
www.investni.com
www.nibusinessinfo.co.uk
Direct T.
Direct F.
Blackthorn Foods Tastes Success in Europe and Mid 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 in Roosendaal, near Eindhoven, 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 Tastes 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 it developing sales throughout the country. The Netherlands, in addition, is an ideal platform for expansion into other neighbouring markets.”

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 gain business opportunities, especially those developing in Europe, is an Invest NI strategic priority. In addition to initiatives such as Going Dutch, our recently launched Trade Calendar features 17 events for the sector including opportunities to take part in major international food exhibitions.

Continues....