

LEADER PROFIT  
EXPAND **EXPORT**  
SELLING SUCCESS  
IT BETTER  
GLOBAL

# Business Information Centre & Enterprise Europe Network - Mandy Mills

CAPABILITY

PRODUCT

PROCESS

**EXPORT**

INVESTMENT

Invest   
Northern  
Ireland

Building Locally  
Competing Globally

# Who Are We?

- Business Research facilities providing a wealth of company and market information using specialised electronic database resources
- Enterprise Europe NI - one of over 500 contact points in Europe backed by the European Commission advising companies on EU legislation, programmes, opportunities, Euro etc
- Based in Bedford Street

## We Can Help You To:

- Identify business opportunities
- Choose the most profitable markets
- Find out about competitors
- Find good business partners

# Market Information

- How to approach a market
- Market size
- Market trends
- Main players
- Industry overviews
- Forecasts

# Key Market Research Databases

- **Mintel** – consumer/industrial reports UK/Ireland
- **Keynote** – industrial reports UK
- **AMA Research** – construction related reports, UK/Europe
- **Datamonitor** – international reports, company & industry profiles
- **Snapshots** – industry profiles, Europe and Asia-Pacific

# Market Research – How We Helped

- Waste recycling company wanted to find out about exporting their dry recyclables to Malaysia, Thailand and India. Information provided from UKTI and our press and market research databases, proved there was a market opportunity, which the company has now successfully exploited.
- High grade coffee importer researched our coffee reports to work out the best way to rebrand its products – with great results!
- Agricultural trailer manufacturer found new markets for its forestry trailers in central and northern Europe after a hurricane devastated forests there last year.....

## Ireland – the Highs and Lows

- **Broadband Penetration**
  - 15.4 Subscribers per 1000 people
  - Lowest in Europe, in Denmark, it's 34.3/1000
- **Business Start-ups**
  - 2,700 per month
  - Highest rate in Europe
- **Helicopter Ownership**
  - 140 on register in ROI in 2005, and rising
  - Highest in Europe

# Company Information

- Suppliers, Competitors, Customers, Partners
- Location
- Product
- Size
- Turnover

## Company Information - Sources

- **Database Ireland** – NI/ Republic of Ireland
- **Fame** – UK/Ireland
- **Amadeus** - European
- **Global Referencing System** - Global
- **Specialist Directories**

# Sample from Fame

Bureau van Dijk - Fame - Microsoft Internet Explorer provided by InvestNI

File Edit View Favorites Tools Help

Address <https://fame.bvdep.com/version-2007126/cgi/template.dll>

FAME - Company information in an instant Company report

Switch Databases - Sample Reports - Feedback

Search List Company Report Peer Report Peer Analyses Other Analyses

Design Own Reports  Existing Report Formats:
 

- Own Reports
- Standard Report
- Executive Report
- Peer Report (default)
- Scanned Reports
- Industry Reports

Report Sections:

- Header
- Used Peer Group
- Financials
- Ratios
- Trends & Changes
- Stock Data
- Credit Score & Rating
- Activities/Brand Names
- Directors & Contacts
- Ownership
- Subsidiaries
- Advisors
- Audit Details
- County Court Judgment (CCJ)
- Mortgage Data
- Filing Details
- Trading Addresses
- Mergers & Acquisitions
- News section

**JANSSEN PHARMACEUTICAL LIMITED**

R/O Address : Little Island Industrial Est.  
Little Island  
Co. Cork

Registered No : IE079863  
Legal Form : Private Limited

R/O Phone :  
R/O Postcode :

Date of incorporation : 31/12/1980  
Accounting Ref.Date : 2/01  
Accounts Type : Group  
Company Status : Live

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Latest Turnover : 3,107,132 th GBP  
Latest No of Employees : 314

Number of Holdings : 1  
Number of Subsid. : 6

**Activities :**  
We were previously advised the group is engaged in the manufacture of bulk active ingredients for pharmaceutical products. It also purchases and supplies pharmaceutical ethical and veterinary products, manufactured by other affiliate companies to international trade and affiliate companies. The subject company operates from premises at the heading address which appears to be the subjects sole trading location.

UK SIC (2003) Codes : Primary Code : 2442 - Manufacture of pharmaceutical preparations  
All Code(s) : 2442

Standard Peer Group : 2442 - Manufacture of pharmaceutical preparations (VL: Very Large Companies)

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**USED PEER GROUP :** Standard PG 37 Companies

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**PROFILE**

	31/12/2004	31/12/2003	31/12/2002	31/12/2001	31/12/2000	Average
12 months th GBP						5 years th GBP
Cons.						

Graphs Format Layout Filters Peer Info Alert Help

7 of 25

start 2 Microsoft Outlook Microsoft PowerPoin... Document1 - Micros... Document2 - Micros... Bureau van Dijk - Fa... 09:03

# Company Information

## - How We Helped



- An electrical engineering company obtained lists of the larger manufacturing companies in the border counties and Dublin, as well as useful contacts and websites. Using this information, it has begun to trade successfully outside Northern Ireland for the first time.
- An underfloor heating company wanted to win more business in Europe. After identifying a suitable trade fair to attend, we used our company databases to supply it with a list of potential customers to invite to the show. This has proved a very successful method of finding new business.
- We helped an engineering company source plant and equipment from the Republic of Ireland, saving thousands of pounds per item.

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# Enterprise Europe Network – Business Support on your Doorstep



- Finding Business Partners (e.g. Bridging the Border event in Cavan, 21<sup>st</sup> Feb)
- Newsletter (contact Eimear Dekoninck)
- European programmes and funding opportunities
- Technology Transfer
- 7<sup>th</sup> R&D Framework Programme
- Partners in EU 27, Candidate Countries, EEA, Armenia, Israel, Switzerland

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# Enterprise Europe – Selling to Government

## Tenders Alert Service

- Daily Tenders Alert Service – EU tender notices published in Official Journal and sub-thresholds for UK & Republic of Ireland
- £300 million worth of business won due to opportunities identified via the service
- [www.go-source.com](http://www.go-source.com)

## Newmarkets

- Public sector and commercial construction projects in Northern Ireland and Republic of Ireland

## Tenders Alerts - How We Helped

- Medium-sized Tyrone construction company won over £6 million business in the Republic of Ireland, including projects in hospitals, universities, and Dublin Airport
- Small company making uniforms won over £880,000 worth of business from councils on both sides of the border, and Dublin Airport Authority

## Trade Support – Based Here



- Export Skills and Knowledge Workshop Programme
- Export Advisory and Research Service
- Trade Advisory Service
- Strategic Business Alliances

# Trade Support – Visiting the Markets



- Market Visit Programmes – Invest NI and Enterprise Ireland
- Northern Ireland Technology and Development Centre
- Hot-Desking

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**For More Information  
or an Appointment....**

## **Business Information Centre & Enterprise Europe NI**

Bedford Square,  
Bedford Street,  
Belfast BT2 7EH

**Tel: 028 90 698135**

E-mail: [bis@investni.com](mailto:bis@investni.com)

Website - <http://www.investni.com/index/publicationsa-z.htm?filter=S>

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