

Your one-stop shop for successful cross-border business

TEXT: BETTINA GUIRKINGER | PHOTOS: UK MEETS NL

Doing business internationally is paved with unique challenges. Ilse van den Meijdenberg, founder of English Services and UK meets NL and Chairman of IoD Netherlands talks about some of these challenges.

“At UK meets NL we offer entrepreneurs wishing to branch out into the Netherlands and/or the UK a powerful combination of practical advice and consultancy services. We work with local experts: hand-picked to suit our clients’ specific business needs.”

Over the years it has become clear to Ilse that language can be a real barrier to success. “People often underestimate the power of language and the importance of clear communications in international

business. The choice of language is an obvious issue to deal with, but cultural differences, etiquette, norms and traditions can also have a direct influence on how well your message is received. When you forget to consult a language expert, like English Services, you’re selling yourself short.”

UK meets NL/English Services works for a wide variety of companies ranging from start-ups to multinationals. “We aim to provide a comprehensive package of services for companies of any size.”

UK meets NL has its own LinkedIn group.

www.ukmeetsnl.com



Ilse van den Meijdenberg

Benelux business calendar

TEXT: STINE WANNEBO | PHOTO: GOED

Delve into our business calendar, offering plenty of opportunities to sharpen your mind and make valuable connections.

Wallonia Export-Invest Fair

Liège, Belgium, 2-3 December

The 2nd annual Wallonia Export Invest Fair concentrated on international business development and hosts a wide spectrum of seminars and workshops on worldwide export and investments. From business-tailored language lessons to an overview Africa’s economics, there is something for everyone. Export providers are invited to present their services to Walloon companies who wish to develop internationally.

www.wallonia-export-invest-fair.be

The Golden Rules of Success

Luxembourg City, Luxembourg, 3 December

As part of a larger event on business development and entrepreneurship, the Chambre de Commerce Luxembourg has invited two entrepreneurs from the commerce and catering sectors to discuss their experiences and challenges. They will also share their tips on how to successfully run, or take over a business. Listeners will learn about the complex mechanisms of business funding, how to target audiences and company culture. The event is free and in French. www.cc.lu



Masters of LXRY

Avoid costly surprises

Brussels, Belgium, 4 December

The British Chamber of Commerce in Belgium will host a seminar for current and aspiring business owners on being organised and efficient in times of change. During the event, specialists from BDO and Field Fischer will take you through the financial and legal challenges of managing a business. They will give advice on topics including how to prepare for unannounced inspections, how to keep your business up to date and where to start your next trading adventure.

www.britishchamber.be

Fabric Pektakel

Namur, Belgium, 7 December

This is the event for all things fabric and fine textiles. For one day the Namur Expo will be filled with materials such as fashion fabrics, interior fabrics, kids’ fabrics and quilting fabrics patchwork. Exhibitors showcase their products and services, from toys to equipment and machinery. A highlight of the gift and handworks industry’s calendar and a great networking opportunity.

www.namurexpo.be

Masters of LXRY Fair

Amsterdam, the Netherlands, 11-15 December

Since its start in 2002 the Masters of LXRY Fair has become the leading luxury event in Europe and continues to grow every year. Big names of art, interior, fashion, design and gastronomy gather at the Amsterdam RAI to welcome thousands of collectors and enthusiasts visiting this sparkling affair. The whole of Amsterdam joins in as its hotels, restaurants, museums and entertainers contribute to the festive atmosphere. The event finishes with Business Monday on 15 December, where visitors and businesses alike are invited to network and inspire each other.

www.lxry.nl/masters-lxry