

# network

## enterprise europe

### yorkshire

## Case study

### Cosmetics

**Organisation:** Regent House

**Location:** Sheffield

### About Regent House

Regent House is a Yorkshire-based supplier of aromatherapy products and is interested in looking at new markets for its products in Europe.

### Enquiry

Before approaching distributors in target markets overseas, export manager Ruth Wagstaff, contacted Enterprise Europe Yorkshire to understand more about how local legislation might affect its plans.

### Solution

The team in Yorkshire was able to confirm that their products including body soap were covered by EU legislation on cosmetics and by brokering support from Enterprise Europe Network colleagues in Germany, Switzerland and Austria were able to provide Regent House with definite rules relating to their target markets

“We were delighted with the detailed response tailored by Enterprise Europe Yorkshire. Their help will allow us to drive forward our export goals and make sure our deals are based on the right legislation.” **Sales Manager, Regent House**

Getting a foothold in new markets can be a challenge. EEY can help. Your local gateway to the European marketplace, EEY is part of Europe's largest business support network with a presence in 46 countries and 280 cities.

Co-funded by Yorkshire Forward and the European Commission, the EEY team of advisors works with businesses, universities and research bodies to help them make the most of opportunities overseas.

EEY helps organisations interested in..

- Research opportunities
- Business opportunities
- News alerts & information
- Public procurement, 'Tenders Electronic Daily'

\*\* Enterprise Europe Yorkshire brings together four local organisations including Yorkshire Forward, RTC North, Targeting Innovation and Bradford Metropolitan District Council which are dedicated to helping your business get the information and advice you need, to compete effectively here in the UK and the rest of Europe

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