

network

enterprise europe

yorkshire

Case study

Food and Drink

Organisation: W.Simpson

Location: Hull

About W.Simpson

Based in Hull since 1982, W. Simpson is the largest UK family fresh & frozen fish processor. The company now employs 80 people and entered 2009 with a £21m turnover supplying retailers such as Aldi, Iceland, & Zona Sul of Brazil.

W. Simpson recently invested in a dedicated NPD Kitchen to showcase its new ideas and invest in future innovation.

Enquiry

W. Simpson joined the Enterprise Europe Yorkshire team at the European Seafood Exposition (ESE), brokering meetings with potential suppliers, business partners or customers in a face-to-face networking setting providing the opportunity to explore viable business opportunities.

Solution

Five Yorkshire companies published company and technology profiles in the event catalogue which resulted in 38 meetings with companies from across Belgium, Canada, Chile, France, Germany, Greece, Italy, Poland, Spain, Sweden and the UK.

After one such meeting, W. Simpson Ltd secured a deal with a French company.

“By working in partnership with Enterprise Europe Network, we (W. Simpson Ltd) met TOMINE who are a new French customer and we have recently begun to supply them with fresh fish that could be worth up to £150k per annum. With the help of the Enterprise Europe Network I’m sure we’ll supply further new customers and markets in the near future.”

David Orr, W. Simpson

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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