

Sander Osinga en Wim Veldman (6VWO) visit the Irish Netherlands Business Association

Sander Osinga and Wim Veldman are enrolled in the course Management and Organisation (micro economics). One of the objectives of this course is to connect students with businesses. Last school year Sander and Wim, just like other students, made a financial report. They had to defend and explain their report at a bank in order to receive a loan for business expansion.

In the final year of secondary school Wim and Sander received a special assignment. Like in the year before, the assignment was in cooperation with external partner Hein-Willem Leeraar, financial consultant mainly active in the agricultural sector. Sander and Wim investigated the Dutch market for crop-protection machinery for the Irish company Maggrow and have written down their findings in a solid report. Their PWS (thesis in secondary school) is of great importance to Maggrow. Their innovative technique of crop protection can be successfully exploited in The Netherlands when insights in the construction of the Dutch market are sufficient.

On invitation of the INBA (Irish Netherlands Business Association) Wim and Sander went to Amsterdam on the 19th of March. Together with Hein-Willem Leeraar and their teacher Folkert Groenveld they visited a special night in hotel The Grand, a beautiful location in the middle of the city. Dinner was served in the old court hall, still familiar from the wedding of prinses Beatrix and Claus von Amsberg. Present that evening were: John Neary, Irish ambassador in the Netherlands, Ann Phelan minister of rural development in Ireland and Emy O'Reilly, ombudsman of the EU. An evening to expand your contacts, to strengthen and intensify the contacts between Irish and Dutch businesses.

Sander Osinga and Wim Veldman were introduced to Paul Brown of Enterprise Ireland, the Irish governmental body for Belgium, Luxemburg and The Netherlands. Browne is liaison for business between Irish and Dutch companies.

Wim and Sander are standing beside Eamus O'Leary (2nd from the left) and Hein-Willem Leeraar. O'Leary is a representative of the Board of Bia. This board looks after the gains, benefits for Irish exporters in the food sector (meat, whiskey). For Wim this contact is interesting. His passion lies in the meat sector flowing from the family company Veldman. Wim will fly to Ireland soon with Mr. Leeraar to explore the "meat market" there and to establish trade relations.

