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Press release

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UK CONSTRUCTION MARKETING EXPERT TO ADDRESS NETHERLANDS CONFERENCE

Mike Holland, managing director of Peterborough-based marketing and public relations consultancy Smye Holland Associates (www.smye-holland.com), is to be one of the speakers at a conference in Rotterdam next month (October 2009).

The two-day conference has been organised by The UK meets NL network (www.ukmeetsnl.com) which aims to promote trade links between the United Kingdom and The Netherlands. The event focuses on the opportunities for Dutch companies to get involved in the construction industry in the UK and vice-versa.

Smye Holland Associates, which specialises in helping construction companies with their marketing, has offices in both the UK and The Netherlands.

Mike Holland will be talking to delegates at the conference about the market for construction goods and services in the UK – with particular emphasis on the house building sector.

As well as providing an overview of the public and private sector house building market he will give details of opportunities in the public sector (schools, hospitals, etc) and the private non-housing sector (shops, offices, factories, leisure facilities, etc). He will also discuss the long factors driving growth in the housing sector, the increasing demands for energy efficiency in housing, the new technologies involved in off-site manufacture and other trends in the housing sector.

The conference takes place on 15 and 16 October alongside an event focused on doing business in the UK, particularly associated with the 2012 Olympics, organised by the Netherlands Embassy in London in collaboration with the Chamber of Commerce in Rotterdam.

Ilse Van den Meijdenberg of The UK meets NL said: “We are delighted that Mike is able to speak at the conference. His expertise will help the delegates assess the potential of the UK construction market.”

Michael Ruiter, who heads Smye Holland Associates’ Dutch office (www.smye-holland.nl) in Castricum near Amsterdam, said: “This is a high-profile international event which will have a very senior audience. It will be an opportunity for us to advise Dutch construction companies, and Dutch companies which supply products and services to the construction industry, on how best to develop their operations in the UK.

“Business is not one-way between The Netherlands and UK, of course, and the conference will also be an opportunity for UK companies to meet potential Dutch customers as well as potential Dutch suppliers.”

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Photo caption: Mike Holland (left) of Smye Holland Associates with Michael Ruiter, general manager of the company’s operations in The Netherlands.

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For more information contact:

Mike Holland or Mark Pennington
Smye Holland Associates
Telephone: 01733 564906
Email: mikeh@smye-holland.com