

2009
2010



Lisburn

Business Showcase



A Celebration of Business Success in the City of Lisburn



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Introduction



Welcome to Lisburn City Council's newest publication 'The Lisburn Business Showcase 2009-2010' which celebrates and gives recognition to local business achievement in the City of Lisburn over the past twelve months. The sixteen businesses that are showcased in this year's publication have participated on a wide range of Council-funded business support initiatives which have assisted them to explore opportunities for new international trade, to identify new sales and take a strategic approach to sales prospecting, to develop new products and services through innovation and improved R&D capability, to look at new business

models such as franchising as a means to growing their business, as well as adopting new systems which have resulted in improved internal efficiencies with real cost savings.

Lisburn City Council is looking forward to another year of engagement with local companies and is committed to assisting the local private sector to boost productivity, sustain local jobs and increase the overall competitiveness of the City of Lisburn and its local economy.

I would also like to acknowledge the 50% match funding which is provided by the EU Sustainable Competitiveness Programme 2007-2013 for the delivery of the business support programmes outlined.

Councillor Jenny Palmer
Chairman, Economic Development Committee (2009 - Present)



Central and Eastern Europe *Trade Development Programme*

This programme aims to assist local businesses to develop new trade links in countries throughout Central and Eastern Europe including Poland, Romania, Bulgaria, Czech Republic, Slovakia, Slovenia, Croatia, Moldova, Estonia, Latvia, Hungary and Macedonia.

key outputs overall as follows: fifty-six sales meetings set up in across Poland and Slovakia, twenty-four new partnerships established, fifteen of which are international, actual new sales of £44,000, with anticipated new sales worth £740,000 within the next twelve months.

A key feature of the programme is the bespoke market research which is undertaken on behalf of the participating companies, with an individual itinerary of meetings arranged as part of an in market visit. Seven local companies were recruited to the programme with a market visit in February 2010 and



Blue Sky Renewables Ltd



Blue Sky Renewables (BSR) assembles, distributes and installs sustainable energy equipment such as solar panel heating systems to a range of industry sectors, building management organisations and homeowners across Ireland and the UK and have grown to become the 'largest and highest quality installer in Northern Ireland'.

The company initially installed Solar water heating panels in domestic homes, but last year developed the UK and ROI market, selling "kit in a box" from BSR. The components are sourced from Greece, UK and NI and assembled into solar kits that are then distributed throughout ROI and UK. The Intellectual Property is in the design of the roof mounting kits which BSR design and have had produced by a local manufacture.

Through the programme BSR was introduced to a variety of strategic contacts such as Aqua City in Slovakia, and as a result, the company is now on the premium list for Trafford College in UK, with a contract worth £30,000.

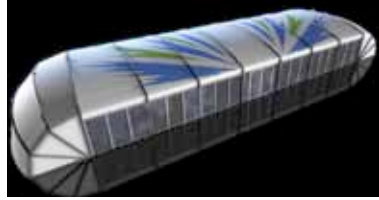
Blue Sky Renewables have also established a distribution partnership with Hewalex in Poland to distribute solar panels in that market. During the trade visit Allen Johnston, from BSR, met with the Director of Parker Green International to examine the use of products in a shopping centre in Trnava and eighty-six sheltered housing projects in Bratislava. These projects are potentially worth £130,000.

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Cocoon (Europe) Ltd



Michael Brady



Cocoon is a unique event enclosure, which offers easily deployed spaces suitable primarily for the event sector, although there is also great potential for the product across other sectors such as Humanitarian Aid/Disaster relief, and military and temporary storage solutions. Aimed primarily at end users who would traditionally hire Marquees, Cocoon is a user-friendly solution that eliminates the need for repetitive hire costs.

Cocoons unique design allows for the structure to be unfolded and fixed with locking points and is not constructed from multiple components like a marquee tent. Using the Cocoon fully automated deployment trailer means there is no heavy lifting, no forklifts or cranes, and no construction. This means there are also reduced labour costs

as the PVC covers are attached to the unique Cocoon frame. For example the setting up of a 9x30m Cocoon which holds one hundred and eighty people in a wedding setting takes approximately an hour and a half with two staff. The product is in the final R&D stages and will be ready for market in Spring 2011.

Cocoon visited Central & Eastern Europe much later than the other businesses and has recently completed a tender with Slovakian suppliers for the provision of aluminium and steel components, to assist the company's plans to establish a manufacturing base in the Lisburn area.

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G-Care Electronics Ltd



*Andy Barr and
Mark Dubois*

G-Care Electronics Ltd (G-Care) is a specialist medical device company which develops, markets and distributes innovative patient monitoring devices around the world. G-Care is a genuine UK manufacturer of Vital Signs monitors selling to medical distribution companies and health care specialists in regions including Europe, Asia, the Middle East and South Africa.

The company's main objectives for their participation on the Programme was to increase sales in Central and Eastern Europe, to develop potential distribution partners and to network with others on the programme. In particular G-Care was keen to access an export market that was ready to receive product rather than one where an extensive educational programme

would be required, and it was felt that this programme could effectively assist the company to achieve this.

Through the Central and Eastern Europe Trade Development Programme, G-Care was able to send a prototype to the Institute of Medical technology and Equipment for the development of a distribution partnership for the Polish market. G-Care anticipates using the contacts established and the market research carried out for the company to develop further business in Central and Eastern Europe over the coming months.

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3DPix

*Colin McMurtry with
Cllr Jenny Palmer*



3DPix was established in 1999 and specialises in producing 3D images of building projects. The images are known as rendered images and are formed by layering pictures on top of each other in a similar fashion to the way a cartoon is constructed. It is a lot easier to create an understanding of the look of a project by creating a 3D image.

A range of sectors use the images, although primarily they are used by the Architectural sector as a design tool to illustrate the final look of a project to clients. Other sectors include the public sector who can use the images for PR purposes to illustrate the look of a major development. Builders and developers also use the images for

sales and marketing purposes to attract interest from prospective purchasers or investors.

Following participation in the Central and Eastern Europe Trade Development Programme, 3DPix secured a contract for Parker Green International in Slovakia. The programme put 3DPix in contact with Vila, a Slovakian company, and as a result the two companies jointly quoted for a work which was part of a development in Bratislava.

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Netherlands

Trade Development Programme

This programme aims to assist businesses access new trade opportunities in the Netherlands.

The Dutch market has been very profitable for Lisburn companies over the past nine years, and 2009/10 was no exception with seven local businesses visiting the Dutch market in March 2010.

The seven local businesses who participated collectively have indicated anticipated new sales worth 1.7 million euro over the next eighteen months as a direct result of participating on this trade development programme.

This programme is complemented by the international business network NI-NL, which Lisburn City Council supports, and which acts as a forum for Lisburn companies and their Dutch partners to meet up. NI-NL holds three networking events each year and also hosts the prestigious Annual NI-NL trade dinner which was held in Northern Ireland in January 2010. NI-NL also publishes a quarterly NI-NL Biz magazine which is distributed to over two thousand business contacts.



A&B Pneumatics



Jonny Boomer and Peter Blair

A&B Pneumatics is Ireland's leading manufacturer of small air springs for the last twenty-five years.

The company was aware that should they want to grow then it was essential that they looked towards external markets, including GB and Europe. Sales Director Peter Blair, represented A&B Pneumatics on the Council led visit in March and through the trade visit A&B Pneumatics made contact with Dutch firm SAVAS, who manufacture seats and use rubber air springs, which are A&B's core product. SAVAS had identified a problem with one of their seats and after meeting Peter, set A&B Pneumatics the task of finding a solution. A&B have provided a solution, which will produce small

but Peter hopes that the partnership will develop into something bigger over time.

A&B Pneumatics should develop sales of airsprings and other products into the Netherlands within 3-6 months, depending on the speed of the SAVAS project. A&B Pneumatics are already involved in testing the original spring provided during the meeting. SAVAS have a requirement of one thousand five hundred springs at a price of up to approximately €14 per spring. This could develop to € 20,000 of sales with this single client.

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Craigs Ltd



Cllr Jenny Palmer with David Craig

Craigs has over one hundred and twenty-five years' experience in supplying pumping solutions, construction products, marine engines and spares and environmental equipment.

David Craig participated on the Netherlands Trade Development Programme on behalf of the company and has indicated that the programme has delivered well on his objectives. He was delighted to identify not only a market for fuel polishing in the Netherlands, but also an opportunity to engage with the correct partner for distribution. In the Netherlands, David also met with a company called Kemper Van Twist, and as a result have established a new strategic

partnership. In the short term, Craigs also have the opportunity to import environmental, maintenance and pumping solutions from the Netherlands for their existing clients.

Subsequent to the trade visit Kemper Van Twist have bought Craigs' environmentally important Fuel Polishing Systems. They have also visited Craigs' premises and enjoyed their time in Lisburn.

As a result of the programme, Craigs have the potential to generate up to €285,000 in the first year preceding the trade mission.

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Kelly European Freight Services Ltd



Paul Templeton

Kelly European Freight Services Ltd operates nineteen temperature controlled articulated lorries across Europe to countries including Holland, Denmark, Belgium and Italy which ensures reliable links between N. Ireland and the major European suppliers and growers. This service is now being offered to companies involved in the food industry on a group age or full load basis. As on a daily basis at least one of the lorries will leave the Kelly depot at Rijnsburg and the company was therefore keen to explore new business opportunities in the Dutch market.

Through participation on the Netherlands Trade Development Programme more than thirty new leads were developed for Kelly European Freight Service with Dutch

food companies who have business in Northern Ireland. Kelly also attended the inbound Dutch Trade Mission in Hillsborough Courthouse and had an opportunity to meet with a further ten Dutch companies interested in supplying food products to Northern Ireland.

Kelly European has been able to develop immediate new business by transporting its first full load within a week of meeting one of the companies. Kellys has the potential to develop this Dutch company into a major client worth up to €325,000 per annum of new business.

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PRM Group



PRM Group is a privately owned company, responsible for the sales and distribution of a portfolio of major chilled food brands throughout the island of Ireland. The company supplies leading supermarkets throughout Ireland with local and international branded products and also imports products for leading food service distributors.

PRM has a small number of longstanding Dutch clients but participated on the Netherlands Trade Development Programme to meet with new chilled and frozen suppliers. The programme was extremely beneficial for the company, and it is expected that

PRM will develop more than the estimated €1.1 million of extra trade based on the contacts developed during the Council led trade programme. PRM Group's

Overall, the company found the programme to be a great success for the future growth of the business.

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Atlanta

Trade Development Programme

This new Trade Development Programme supported six local businesses to develop new trade links in Atlanta, Georgia. This market has continued to see sustained growth despite the recession and is viewed as a key economic gateway into the US.

The trade visit provided the six participating companies with the opportunity to take part in individual business meetings with hand picked US companies. These companies benefited from new market knowledge and exporting skills, product sourcing, best practice observation and the establishment of new international partnerships.

Initial outputs include, one distributor appointed in Atlanta, one new investment opportunity identified, one non disclosure agreement signed, one quotation submitted worth £250,000 and three further visits to Atlanta planned by three of the participating companies in the new year.



Arcatech Ltd



Arcatech is one of the UK's most respected telecommunications design and development companies. At present, Arcatech export more than two-thirds of volume sales to over thirty countries through a worldwide network of distributors.

Managing Director Terry Simpson was a participant on the programme and his aim was to make new contacts in Southern USA, and specifically identify new representatives for their product. Terry was very satisfied with the outputs of the trip and is confident that they have identified solid leads, which will lead to an increase in their export sales. This is an additional foothold in the USA for this company, and thus provided them with a much better

standing as a credible player in this market.

Arcatech has indicated that without the Council trade programme to this market they would not have explored the opportunities in Atlanta, and as such would have lost out on this. Terry fully anticipates that Arcatech will be building upon this success over the next year and that real export sales will be identified as a result.

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Global Lubricants (NI) Ltd



It is expected that Magic Bullet will be in the US market place within twelve months

Global Lubricants NI Limited manufactures quality automotive and agricultural lubricants as well as specialised fuel treatments. The product which they wanted to promote in the US Market was Magic Bullet® Advance Fuel Treatment. Magic Bullet is a 100% Hydrocarbon product which when added to gasoline or diesel fuel dramatically restores lost power while cleaning and protecting the engine. This is an environmentally friendly product, which does not contain octane or cetane boosters.

Global Lubricants most optimistic meeting during the Atlanta trade mission was with Bio Remediation Services who confirmed verbally at the meeting that they are interested in investing in the company. The introduction of Bio Remediation to Global Oil is looking extremely



positive, and if the currently agreed strategy between the two companies continues then it is expected that 'Magic Bullet' will be in the US market place within twelve months.

The medium term outlook for Global Oil is the possible opening of an office in the City of Sandy Springs, Atlanta as an excellent rate was secured for business property in this area as a direct result of the Civic delegation meeting with the Council officials of Sandy Springs. The company are looking at another visit to Atlanta in very early 2011.

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Innovation Networks *Programme*

This programme offers businesses a unique opportunity to access the world-class research and new technologies developed by the University of Ulster, and to invest in innovation and new R&D activity. Local businesses are assisted to identify and develop new technologies, processes, systems or products that will add value and improve overall business competitiveness and profitability.

Local companies can also gain access to a wealth of research and new technology capabilities developed by University of Ulster experts

with a view to commercialising and licensing this research for use as part of their business growth strategy. Sixteen businesses recently participated on the programme, which resulted in £522,000 of investment in R&D projects, including two Knowledge Transfer projects, one Invest Northern Ireland R&D grant and one CAST Award R&D application applied for.

One participating company also won the Energy & Environment Innovation Award at the Sustainable Ireland Awards 2010.



Binary Delights



Richard Beattie

Binary Delights are a web development company that provides cost effective internet solutions to businesses and individuals in Northern Ireland.

In 2009, Binary Delights took part in the Innovation Networks Programme. This programme provided an opportunity to undertake an innovation project in conjunction with the University of Ulster's Computer Science department, which centered on the development and integration of a text messaging facility to a Customer Relation Management website. The key benefit of this project was the creation of an application that Binary Delights can implement into their existing and future customers websites, both nationally and internationally.

Example usage would be an E-Commerce site using SMS marketing as a way of promoting special offers to their customers, or a service management website providing status updates to engineers in remote locations.

With the help of the academics appointed to this project from the university, Dr Kevin Curran & Aiden McCaughey, Binary Delights have been able to develop an extra layer of communication between website, customers and workforce and are keen to continue this collaboration beyond the life of the programme.

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The Precision Group



The Precision Group provides a waste management service that continually evolves itself through adaptation to new legislation and improving technologies for solid and liquid waste handling. Securing accreditation with international bodies and associations ensures Precision maintains its position as market leader for delivering 'value for money' waste management solutions for its diverse range of services.

Through the Innovation Networks Programme, the Precision Group are working in partnership with the University of Ulster and are developing a five year plan to position Precision as a leader within the treatment of Fat, Oils and Grease



(FOG) in water. The 'Fat, Oils and Grease (FOG) to Fuel' project is a significant and innovative solution to a major environmental problem.

It is anticipated that the Precision Group will continue its collaboration with the university through applications made for a KTP award and a CAST PhD studentship. In the longer term it is expected that the new technology being developed by the University and Precision will be scaled up ready for market through an Invest NI Grant for Research and Development.

At the 2010 Sustainable Ireland Awards the Precision Group was Winner of the Energy & Environment Innovation Award for their "FOG to Fuel" project.

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Competitive Edge *Programme*

This programme aims to assist local companies to grow faster and to sustain their competitive advantage through identifying new sales opportunities.

Participants benefit from attending structured workshops aimed at honing sales skills and refining their business sales pitch. There is also a unique sales prospecting service which aims to arrange individual sales meetings with potential new customers.

The programme recently worked with twelve local businesses and as a result achieved £46,700 of new sales, with quotations submitted worth £76,700, and future sales identified worth in the region of £166,000.

Norspace



Gary Boyd and Cllr Jenny Palmer

Norspace are specialists in the hire and sales of modular and portable accommodation, secure units and temporary toilet facilities. From corporate hospitality, construction sites and public events, Norspace has gained expertise in all markets sectors, ensuring quality and professionalism.

Gary Boyd, manager of Norspace, participated on the Competitive Edge programme. The company used the programme to help analyse their current customer database, and carry out an in-depth customer survey, tease out appropriate marketing tools to use for promotion and to identify the most effective use of the sales team time for developing a pro-active sales approach. Through the programme they targeted new

customers, which included Northern Ireland Councils, event management companies and building contractors. During the programme seven sales meetings were set up for Norspace and as a result of these Gary expects to generate additional new sales over the next twelve months which equates to 10% increase in annual turnover.

Gary has indicated that other direct benefits, which have been implemented in the day-to-day running of the business, include the development of a new sales approach and uniform quotation format.

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E: norspace@northern-group.co.uk
www.norspace.eu

AIMS

Programme

The Advanced Industry Materials Saving (AIMS) Programme provides small local manufacturing businesses based in Lisburn and Belfast with the knowledge and skills to effectively grow through improved internal efficiencies and adopting streamlined manufacturing processes.

Through this programme participating businesses can access information and advice which can assist them to implement Lean manufacturing processes, increase profits and sustainability through cost savings, reduce lead times., improve reliability, sustain existing

employee levels, and implement better health and safety systems and procedures.

To date three Lisburn companies have participated on the programme and have focused upon the concept of Lean Manufacturing, proven to be the most effective productivity enhancing technique currently available to companies in the world today. These businesses have also benefited from bespoke mentoring support from qualified Lean and Design consultants in order to implement projects and explore new design concepts and sustainability options to improve their overall business efficiencies.

Cutting Industries



Cutting Industries provides a range of specialist cut rubber and foam products to the mining and medical industry. They are also specialists in manual and CNC automated die cutting for many of the U.K. and Ireland's leading manufacturers.

The company, like so many other businesses, witnessed a slight decline during the current recession but through the AIMS programme has set a business goal to grow the sales base to £1 million over the next five years by targeting large customers in the UK particularly in the health, beauty and medical fields. Managing director Mark Smiley has indicated that the AIMS programme has led to some excellent improvements in production processes, planning and costing systems for Cutting Industries. In addition it has allowed

the business to develop new skills for its employees which will contribute to greater profitability for the company.

As a result of the programme, Cutting Industries has now introduced a new costing strategy with different mark ups between material sourced or bought in. To improve communication and to accommodate an increase in production, the office has been relocated and scheduling plans and customer requests are now immediately communicated and actioned reducing duplication and improving involvement.

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E: mark@cuttingindustries.co.uk

www.cuttingindustries.com

The Franchise *Programme*

Jointly delivered in Lisburn and Belfast the programme contains two distinct strands aimed at supporting franchising. It assists potential entrepreneurs to understand franchising opportunities and to evaluate existing franchises with the aim of purchasing and starting their own business. It also helps local businesses to identify opportunities for gearing up their own business, and exploring opportunities to replicate the business in a franchise format.

The key aims of the programme are to stimulate entrepreneurship levels through the creation of new

businesses, and the creation of new employment opportunities, as well as providing local businesses with the skills and expertise to improve the overall competitiveness and profitability of their business operations.

The Council recently worked with eight participants on the Franchise Programme, three of which have already purchased a franchise opportunity as an effective route to self employment, while two local companies who participated on the Franchise Your Business element have already sold their first franchise as a direct result.

Aquababes NI



Lee-Anne Daly

Aquababes began when Lee-Anne Daly returned from England and quickly realised that parents from Northern Ireland were missing out on the chance to help their children, from as young an age as 6 weeks old, learn to swim.

When parents began travelling from areas as far away as Waterford, Lee-Anne started to think about how she could begin to expand its potential. Three years on and she has begun the process of Franchising her business.

The Programme has helped Lee-Anne to develop the necessary legal, franchise and operational documents required for her to begin expanding the business. With regard to the challenges facing her Lee-Anne

cites the advice and training offered as part of the programme as being invaluable.

Despite setting up her business during the recession, Lee-Anne's attitude is to work hard to be successful, and to take advantage of all the support that currently exists for small businesses located in the City. She feels that the Franchise Your Business programme element has helped her to develop the right strategy and business plan, to ensure that the Aquababes franchise continues to be a success both for Lee-Anne and others hoping to be part of this fast-growing business.

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Graduate Into Business *Programme*

The Lisburn Graduate into Business provided enterprise support to identify potential entrepreneurs and encourage new start up businesses from graduates living or setting up business in the City of Lisburn.

The programme also worked with existing businesses currently being run or managed by graduates to assist them to develop a strategy for business growth. Businesses could also benefit from a bespoke programme of assistance for each participating business to address their specific problems resulting from the current economic downturn.

The Graduate into Business incorporated a number of different offerings including events,

enterprise awareness activities and one-to-one mentoring for entrepreneurs delivered over a twelve month period.

The programme also launched a 'Fly or Die' competition in which five local graduate entrepreneurs had the opportunity to pitch their business idea in a bid to win £1,000.

Key programme outputs include fifteen new start up graduate businesses set up, with thirty-one new jobs proposed, business planning sessions with seven existing local businesses owned and managed by graduates, £230,245 of investment made by the fifteen businesses already started.

GRADUATE INTO BUSINESS



Lisburn's Programme for Graduate Entrepreneurship

Molly's Parlour



R-L: Victoria Miller (Molly's Parlour) with the 'Dragons' Andrew Robinson (Boomer Industries), Cllr Jenny Palmer and David Raymond (Kiang)

Victoria Miller graduated with a degree in psychology in 2005. She lived in Newcastle and Spain before deciding to return to Lisburn and set up her own coffee house called Molly's Parlour. Molly's Parlour is situated in Castle Street in the heart of Lisburn's Historic Quarter. The coffee house offers something different, and has been described as a 'cafe with edge' with the venue quickly becoming a showcase for up and coming talent with local musicians queuing up to take their turn at the mike as part of the free form acoustic sets taking place on a weekly basis.

During the programme Victoria was given support in developing links with City Centre Management, Lisburn Historic Quarter Partnership, Castle

Arcade, the Sunflower Festival and the Council's Economic Development Unit. She also received specialist mentoring, marketing advice and mystery shopping feedback.

In addition to the mentoring and business planning support, which Victoria received, she also submitted an application, took part and subsequently won the Fly or Die competition and the £1,000 bursary.

Since completing the programme Victoria has branched into vintage clothing evenings and will soon set up her lazy Sunday's menu which is a take-out Sunday roast service.

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LISBURN ENTREPRENEURS NETWORK

Where great ideas come together.

What is LEN?

Lisburn Entrepreneurs Network (LEN) is a networking and discussion forum for small businesses based in the City of Lisburn. LEN offers networking events and practical information sessions aimed at addressing key business issues and promoting local business development.

Each networking event focuses upon a specific business topic or issue driven by an expert speaker, with a local business representative also sharing their experiences.

When is LEN?

LEN takes place on the last Thursday in each month throughout the year at the Lagan Valley Island Centre, Lisburn. Breakfast and registration is at 8:00am, with a half hour seminar

from 8:30am to 9:00am, followed by Q&A and networking until 9:30am.

Does it Cost?

LEN networking events are free of charge, as it is funded by Lisburn City Council and the European Sustainable Competitiveness Programme 2007-2013.

Follow Us

Follow LEN at www.facebook.com/LisburnEntrepreneursNetwork to stay up-to-date with events, news and helpful information.

Join us

Please contact Stephen Mullan on **028 9250 9390** or stephen.mullan@lisburn.gov.uk for further information or to register your attendance at LEN events.



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