
THIS IS EXPORT. **THIS IS WALES.**

NETHERLANDS

New Exporter
Programme

24–27 November 2025

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This is Export. This is Wales.

AnalysisPro	08
Art on Scarves	09
Compact Syngas Solutions	10
Configur	11
Conscious Skincare	12
Genletics	13
ISCA Cosmetic Testing	14
NDS Eco Solutions	15
Neatcrown	16
One Earth Education	17
ProMaterial	18
Subli Towels	19
ValArt	20
Visvira	21



Pierhead, Senedd and
Wales Millennium Centre, Cardiff Bay

Wales is a self-governing constituent country of the UK and the Welsh Government is the devolved Government for Wales.

Devolved since 1999, the Welsh Government's decision-making powers within a small and joined-up country mean we can cut red-tape and act fast.

They also mean we are responsible for our own economic development, working with business to create a prosperous, green and equal economy.

Wales has a strong industrial heritage that has shaped our confident, creative and ambitious economy of today. We have strength in depth in advanced manufacturing, creative industries, energy and environment, financial and professional services, food and drink, life sciences, and technology.

Our commitment to sell Wales to the world has never been more focussed and this mission provides an ideal platform for us to build on established links and discuss future export opportunities.

Wales means business.



The New Exporter Programme, Welsh Government's Export Accelerator, is focussed on increasing the SME exporter base in Wales by providing dedicated support to a cohort of new, fledgling or reactive exporters that have been identified as having a product or service that is capable of being exported.

The annual programme provides both bespoke and group based support to selected companies drawn from a range of sectors across Wales over a period of around 10 months each year. As part of the programme, the selected companies receive targeted advice, guidance, training, export strategy development and market entry research to help them become regular, sustainable and successful exporters.

The focus of each year's cohort is participation in a Welsh Government supported trade mission to a near

European market where the cohort members follow a programme of pre-scheduled meetings with 'warm' leads and get a chance to put their newly acquired skills and knowledge to use.

At the end of each New Exporter Programme year, the graduate companies are assigned a Welsh Government International Trade Adviser (ITA) who will continue the support relationship with them throughout their ongoing export journey.

AnalysisPro is a leading provider of sports performance analysis technology, empowering teams from grassroots clubs to elite professional organisations.

With over a decade of experience, the company prides itself on a consultative approach, specialising in the development and integration of bespoke hardware that powers elite analysis workflows. This expertise in creating robust, reliable hardware for capturing and sharing video has made AnalysisPro a trusted partner for clubs, universities, and national governing bodies across the UK, Ireland, and beyond.

Product/Service

AnalysisPro's flagship product line is AP Capture; a range of professional IP camera solutions designed specifically for sports. From portable telescopic masts to permanent facility installations, AP Capture gives teams full manual control over filming. This ensures coaches and analysts can capture the exact footage they need for their unique requirements, with high-quality video available instantly.

To complement their camera systems, AnalysisPro develops AP Encoders. These devices optimise live video feeds into a streamlined RTSP format, significantly reducing the processing load on an analyst's computer. This ensures a stable and efficient workflow when capturing live video into leading analysis platforms

like Nacsport or Hudl Sportscode. Together with AP Wireless for on-field networking, this hardware forms a complete ecosystem to facilitate professional, real-time analysis.

Objectives

To connect with Dutch sports teams, from professional clubs to aspiring grassroots organisations, to demonstrate how the Company's AP Capture camera solutions can revolutionise their filming and live analysis capabilities.



Josh Bryan
General Manager

+44 (0)7732 066 396
josh.bryan@analysispro.com

www.analysispro.com

Art on Scarves was founded by North Wales based artist, Lucy Hay. Lucy set up the company to showcase her own designs, inspired by the Welsh countryside, by hand printing them on the luxury scarves.



As the Company has grown both in the UK and internationally, Art on Scarves now employs immensely talented British artists.

Product/Service

The Company is particularly proud of its award-winning sustainable range of scarves made from recycled plastic bottles that are printed with original British artwork. These sustainable scarves lend themselves beautifully to bespoke and exclusive designs.

Art on Scarves is currently working on designs for Saint Louis Zoo Missouri, SeaWorld Abu Dhabi, Detroit Zoo, Chester Zoo, Newport Mansions Rhode Island and The Donkey Sanctuary UK.

This year Art on Scarves is launching a luxury collection of British designed, British manufactured silk scarves. The Company is dedicated to designing fashion accessories that are rooted in both our Welsh and British Heritage and history.

Objectives

Art on Scarves has been exhibiting and exporting mainly to the USA and Middle East. The aim of the visit is to develop relationships in Europe, with specific buyers of department stores, duty free outlets, zoos, wildlife parks, tourist attractions, gift stores, online retailers, hotel chains, tourism authorities as well as to introduce the brand to potential agents and distributors.



Lucy Hay
CEO

+44 (0)1759 2451 667
lucy@artonscarves.com

www.artonscarves.com

Compact Syngas Solutions (CSS) was established in 2020 to build on founder Paul Willacy's two decades of experience in the gasification industry.

COMPACT SYNGAS SOLUTIONS
GREEN FUELS FOR A CLEAN FUTURE



The company is pioneering modular gasification technology that converts locally sourced biomass and prepared waste into hydrogen, power, heat, and carbon credits, offering a flexible and scalable route to low-carbon energy.

Product/Service

CSS has developed the Micro-Hub, a modular, low-cost, and flexible energy system based on advanced downdraft gasification technology. This is one of the cleanest and most efficient methods of converting biomass and waste into valuable synthesis gas (syngas).

The syngas can be:

- used directly to fuel standard engines for the generation of heat and power, or
- separated into hydrogen through CSS's proprietary pressure swing absorption (PSA) system.

With its compact footprint, the Micro-Hub is designed for fast deployment and easy scalability. By utilising a wide range of feedstocks, it provides a decarbonising energy solution that supports sustainable energy goals for environmentally conscious organisations.

Objectives

- Engage with organisations in the Netherlands — both public and

private —that are active in the hydrogen, energy, and waste sectors.

- Identify EPC partners and suppliers in the Netherlands that can support project delivery.
- Build partnerships with companies that can help CSS expand in Europe by providing manufacturing, installation, and operations & maintenance (O&M) capabilities.
- Collaborate with universities and research & technology organisations (RTOs) in the Netherlands to advance innovation in carbon capture and the utilisation of waste as a feedstock.



Paul Willacy
Chief Executive Officer

+44 (0)1244 529 589
paul@syngas-solutions.co.uk

www.syngas-solutions.co.uk

Configur is an award-winning data management and AI enablement platform founded in 2019, headquartered in South Wales with operations in London. The Company has raised circa £2M in funding to scale their cutting-edge code-free data and AI solution, supporting businesses across 15 sectors.



Product/Service

Configur provides a unified no-code data management and AI enablement platform that centralises data from multiple sources whilst eliminating the complexity of traditional data handling. The platform features Abi, their conversational AI tool, enabling users to interrogate data using natural language queries without technical expertise.

Configur also supports Agentic AI processes and automation to drive optimal efficiencies throughout organisations. Key capabilities include data integration, advanced analytics, real-time insights, compliance management, and enterprise-grade security. The platform empowers organisations to build custom operational workspaces, automate workflows, and promotes company wide data literacy to enable anyone to make data driven decisions.

Objectives

—Establish partnerships with Dutch SMEs and enterprise organisations seeking AI enablement and digital transformation solutions.

- Identify opportunities for Configur's no-code platform in the Netherlands to deliver data management and AI solutions at speed and without technical complexity.
- Build relationships with potential distribution partners and system integrators in the Dutch market.



Marco Oliver
CEO

+44 (0)1633 649 264
marco@configur.ai

www.configur.ai

Conscious Skincare is a multi-award-winning, small-batch brand, creating unique organic, certified vegan, and certified cruelty-free formulations designed to support and enhance people's skin whilst caring for the planet.

Founded in 2011, with a zero-greenwash policy, eco-friendly packaging, and tailored ranges that work for real skin concerns, Conscious Skincare has built up a very loyal customer fan base.

Conscious Skincare products deliver natural integrity, authenticity and transparency with some products endorsed by EWG (Environmental Working Group consumer organisation) and more to follow.

Product/Service

Conscious Skincare's extensive family of products include bestselling face ranges, 'Rejuvenate', focused on mature pro ageing skin and 'Gentle' for dry, sensitive skin and dry skin issues such as eczema. Each range consists of five different products, providing a straight-forward, easy to use, simple and complete skincare routine.

These ranges contain a host of key actives such as hyaluronic acid, collagen, niacinamide, ginseng, calendula and comfrey as well as carefully selected essential oils, chosen to support specific skin conditions and concerns.

Alongside these ranges sits Conscious Skincare's cold pressed oils with rosehip, bakuchiol, argan and sweet

almond, as well as a range of plant based facial mists/toners such as rose, orange blossom and lavender to complement customers' skincare routines.

Objectives

Conscious Skincare is keen to meet with retailers, spa owners and distributors to introduce their bestselling lines and to re-establish their market through anchoring into the Netherlands and expanding within the EU.



Rebecca Martin
Founder & CEO

+44 (0)7967 007 603
info@conscious-skincare.com

www.conscious-skincare.com

GENLETICS is a Welsh biotechnology company founded by geneticist Dr Adam Thomas.

The company applies molecular biology and circadian science to elite sports, bridging academic research with practical performance solutions.

Built on scientific rigour and innovation, GENLETICS develops tools that help athletes and teams understand and act on their circadian rhythms.

The Company has partnered with professional rugby, football, and athletics organisations to validate its approach and demonstrate measurable performance outcomes.

Product/Service

GENLETICS has created a proprietary testing platform to identify an athlete's *Metabolic Peak*[®]—the time of day when physiology is optimally primed.

By measuring circadian rhythms through molecular analysis, the Company delivers actionable insights for:

- Synchronising squads to peak collectively at match time.
- Personalising strength and conditioning programmes.
- Reducing injury risk by aligning workloads to readiness.
- Accelerating rehabilitation with timing-optimised recovery strategies.

These services integrate seamlessly into existing performance structures, providing coaches and medical teams with data-driven support.

GENLETICS

Objectives

GENLETICS objectives include:

- Presenting validation results with elite squads.
- Exploring pilot opportunities tailored to European competition schedules.
- Building relationships with performance, medical, and executive staff.
- Assessing opportunities in the Netherlands and wider European markets to scale impact internationally.

GENLETICS is particularly focused on addressing challenges such as travel fatigue, squad synchronisation, and injury management, while maximising player performance through science-led innovation.



Adam Thomas
Founder & CEO

+44 (0)7377 175 960
adam@genletics.co.uk

www.genletics.co.uk

ISCA Cosmetic Testing is a UK-based company specialising in the safety and efficacy testing of cosmetic and personal care products.



Established as a dedicated division of ISCA Group, the company provides expert services in regulatory compliance, toxicological assessment, and laboratory testing in line with UK and EU cosmetic legislation.

With a team of experienced toxicologists, chemists, and regulatory professionals, ISCA Cosmetic Testing offers tailored support to cosmetic brands and manufacturers, ensuring product safety from formulation through to market launch.

Product/Service

Core services include Cosmetic Product Safety Reports (CPSRs), stability and microbiological testing, preservative efficacy testing (Challenge Testing), and claims substantiation studies. All tests are in accordance with UK and EU cosmetic regulations and ISO 119309 guidelines, carried out by qualified toxicologists.

ISCA Cosmetic Testing also supports marketing efforts through claims substantiation studies, such as anti-acne and anti-dandruff products. In addition, the company offers regulatory and labelling support, including INCI reviews and compliance checks. Through this integrated service offering, ISCA Cosmetic Testing helps brands bring safe, compliant, and

market-ready cosmetic products to consumers.

Objectives

To explore potential collaborations and establish new professional relationships with personal care and cosmetic companies and identify mutual opportunities for growth.

ISCA Cosmetic Testing aims to showcase its comprehensive safety, regulatory, and laboratory services, with a focus on supporting R&D teams throughout the product development lifecycle.



Georgia Morgan
Head of ISCA Cosmetic Testing

+44 (0)7979 156 217
gmorgan@iscauk.com

www.iscacosmetictesting.com/

NDS Eco Solutions is a chemical manufacturing company specialising in making safe, effective, and environmentally friendly biodegradable cleaning chemicals for industrial use.



NDS works in a number of different sectors and makes cleaners for the parts washing/ultrasonics sector, the flexographic print sector, gas turbine compressors and wind turbine cleaning.

NDS designs and manufactures all its own formulations taking care to ensure fantastic cleaning results whilst also protecting the environment and the end user.

Product/Service

NDS has a wide range of cleaners readily available for the market including degreasers, resin cleaners, paint strippers, ink cleaners and rust removers. NDS also has an experienced laboratory team that can design bespoke products for demanding sectors and regularly take concepts from the lab through to manufacture.

Products are:

- pH neutral, environmentally friendly and biodegradable, reducing the environmental impact and eliminating the risk of bioaccumulation.
- Cost effective; usually used at a 10% dilution.
- Microemulsion technology/biphasic cleaning based. This results in faster, more thorough cleaning, saving you time and reducing downtime.

NDS Eco Solutions' unique blend of environmentally friendly solvents and micro-emulsion technology provides its customers with powerful cleaning products which are safe to handle and biodegradable.

Objectives

To find new customers, partners and distributors in the Netherlands, particularly for parts washing and wind turbine industries.



Neil Bellis
Managing Director

+44 (0)1244 531 422
neil@nds-ecosolutions.co.uk

www.nds-ecosolutions.co.uk

Neatcrown Corwen operates from a 39,000 sq ft facility with a heritage of over 40 years in the formulation and manufacture of garden care products.

Acquired by the Griffiths family in 2002, the Company has grown into a specialist provider of formulation and packaging services. Neatcrown supplies private-label and bespoke products to UK and international distributors, agronomy firms, garden care brands, and businesses in the agriculture, horticulture, amenity, and home & garden sectors. Neatcrown works closely with these partners to bring new products to market, refine and improve existing formulations, and scale up production to meet growing demand.

Product/Service

Neatcrown offers contract manufacturing of liquid solutions to support plant health and boost crop yields, including crop nutrition, foliar feeds, soil enhancers, adjuvants, and bio stimulants.

The Company provides a full-service offering—from product development and procurement through to manufacturing, packaging, regulatory compliance, and logistics support—ensuring high-quality, market-ready products aligned with customer needs and industry standards.

Its collaborative approach helps partners bring new products to market, refine existing formulations, and scale production sustainably.

Objectives

Neatcrown joins the Netherlands trade mission to strengthen customer relationships, gain market insights, and identify new distribution partners. The visit supports strategic international expansion, helping balance seasonal demand and drive sustainable growth.



Karen Jones
Business Development Manager

+44 (0)7793 809 083
karen.jones@neatcrown.co.uk

www.neatcrown.co.uk

One Earth Education is a sustainability consultancy established in 2022, with a mission to empower organisations and future generations to lead in the fight against climate change.



The Company has delivered bespoke sustainability training for businesses, schools, and governments, and was selected as the net-zero training partner for the Future Generations Commissioner for Wales.

Its sister company, One Earth Academy International, delivers global climate education programmes. By combining research partnerships with Liverpool John Moores University's Low Carbon Eco-Innovatory and practical on-the-ground delivery, the organisation brings academic rigour, innovation, and measurable impact to its work.

Product/Service

The Company's flagship export product is the Climate Kids Academy (CKA), a curriculum-aligned sustainability education programme for KI-16 students. Delivered via a digital learning platform, CKA includes interactive modules, classroom projects, live sessions with climate experts, and CPD-accredited teacher training. The programme is highly customisable, designed to align with national education strategies and net-zero targets, and is available in multiple languages. Its flexible, cost-effective subscription model makes it scalable across schools and entire education systems, while providing measurable outcomes and inspection readiness.

Objectives

One Earth seeks to:

- Introduce Climate Kids Academy to Dutch schools and curriculum leaders.
- Engage with government and education bodies responsible for sustainability and youth education.
- Partner with corporate sponsors in the Netherlands looking to support impactful, community-based climate education initiatives.



Thomas Powell
Director

+44 (0)7776 174 229
tom.powell@
oneeartheducation.co.uk

www.oneeartheducation.co.uk
www.oneearthacademy.com

ProMaterial is an advanced manufacturing innovator specialising in AI-driven precision production of rare earth magnets. These magnets are critical components in electric vehicles, wind turbines, and advanced robotics.

Traditional magnet manufacturing is resource-intensive and prone to inefficiencies; ProMaterial's solution integrates AI-powered inspection & diagnostic software that optimises production efficiency and enhances defect detection. Modular automation raises quality standards, reduces material waste, and enables sustainable production at scale.

Product/Service

- Precision Rare Earth Magnets engineered for renewable energy and industrial applications.
- AI-Driven Inspection & Diagnostic Software that optimises production efficiency and enhances defect detection.

Why ProMaterial:

- **Higher Performance** – Achieves top-grade 48SH magnetic performance without the use of heavy rare earth elements.
- **Stronger Price Advantage** – Cuts material waste by 50% through advanced cutting techniques, boosting yield and lowering costs.
- **Better Quality** – AI-enabled quality control ensures consistent, reliable performance.

Objectives

ProMaterial aims to introduce its high-precision magnets to European OEMs and renewable energy suppliers, building partnerships that support cleaner and more efficient energy technologies.

In parallel, ProMaterial is also seeking potential buyers and collaborators for the Company's AI-powered quality control software, designed to help manufacturers reduce material waste, improve defect detection, and optimise production.



Yining Shen
CEO

+44 (0)77562 845 214
yining.shen@promaterial.co.uk

www.promaterial.co.uk

Subli Towels part of Bursali Towels (UK), is a dynamic and innovative company, known for its expertise in the design, manufacture, and supply of premium printed and blank sublimation towels.



Subli Towels has established itself as a leader in this industry, serving a growing international client base. Subli Towels continues to push boundaries in the textile industry, combining advanced technology with creative design.

Their customer-focused approach and flexible solutions enable them to meet the unique needs of clients in various sectors.

Product/Service

Subli Towels specialises in high quality towels ideally suited for sublimation printing, allowing for vibrant, full-colour customisation. Their products are manufactured using carefully selected materials that ensure exceptional softness and durability.

Subli Towels offers a wide range of sizes, catering to diverse market requirements. The company's advanced production processes guarantee consistent results and high-definition imagery, making their towels ideal for branding, promotional campaigns, events, and retail. Subli Towels' in-house technical expertise ensures fast turnaround times and the ability to fulfil both small and large orders with equal efficiency.

Objectives

To explore new business partnerships and distribution opportunities within the Dutch and wider Benelux markets. The company aims to engage with local distributors, printers, wholesalers, and potential collaborators to expand its reach and strengthen its presence in the region.

Subli Towels seeks to gain insights into market trends and consumer preferences, build long-term relationships and identify ways to tailor its products to local demands.



Gazz Vallender
Director

+44 (0)1443 804 500
sales@sublitowels.com

www.sublitowels.com

ValArt is the solution for the world of collectibles. Crafted by collectors, for collectors, ValArt deeply understands the challenges faced in managing, valuing, and protecting cherished items.



Managing a growing, diverse collection can be daunting. The fluctuations in value and the challenge of safeguarding essential documents have left many collectors feeling overwhelmed. But with ValArt, those challenges are a thing of the past.

ValArt is not just a platform; it's a commitment to honouring the value of client collections. ValArt doesn't merely track items—it preserves a legacy. For beginners or seasoned collectors, ValArt stands as a trusted ally, empowering customers every step of the way.

Product/Service

ValArt understands the unique needs of collectors at every stage of their journey. ValArt's platform is designed to provide exceptional tools to help organize, track, and enhance valued items.

Discover their standout features:

- Cataloguing
- Valuation
- Document Protection
- Legacy Sharing

Objectives

The Company's goal is to forge strategic partnerships with wealth managers, law firms, and insurance providers—creating a collaborative network dedicated to delivering exceptional value for both their clients and them. By joining forces, ValArt unlocks new opportunities to enhance client outcomes, streamline service delivery, and build lasting trust through shared expertise and aligned goals.



Elliot Riley-Walsh
Founder & CEO

+44 (0)7713 457 875
elliot@valart.co.uk

www.valart.co.uk

VisVira is a Wales-based consultancy and Microsoft Cloud Partner, recognised as a trusted partner for digital and AI-led transformations.



VisVira empowers organisations to reimagine their operations, services, and customer experiences through the introduction of intelligent automation and AI-first software. With a people-centric productivity-based approach, VisVira guides teams through every stage of AI change, building confidence, capability, and a culture of innovation.

Product/Service

VisVira delivers modular AI agent development, fractional CTO services, and intelligent websites with embedded conversational assistants. Its solutions are designed to boost productivity, streamline workflows, and deliver measurable impact. VisVira's unique strength lies in integrating people change strategies — helping teams unlock new levels of productivity and adapt to AI-powered ways of working.

Objectives

VisVira is seeking to connect with forward-thinking partners,

collaborators, customers and investors in the Netherlands. The company aims to showcase Welsh innovation in digital and AI transformation, strategic use of AI, expand its AI adoption programmes, and help organisations achieve sustainable growth through responsible, scalable technology.



Andrea Jones
Director

+44 (0)7903 162 251
andrea@visvira.ai

www.visvira.ai

Find out what Wales can do for your business:

Tel: +44 (0) 3000 603000

Web: tradeandinvest.wales

Linked-In: [linkedin.com/showcase/trade-&-invest-wales](https://www.linkedin.com/showcase/trade-&-invest-wales)

Facebook: [facebook.com/InvestWales](https://www.facebook.com/InvestWales)

Instagram: [@InvestWales](https://www.instagram.com/InvestWales)



Welsh Government – Wales

Tony Hicks

Senior Manager - Exports
anthony.hicks@gov.wales

Mioko Morris

Programme Manager – Export Operations
mioko.morris009@gov.wales

Welsh Government – Brussels Office

Rhiannon Evans

Senior Trade and Investment Manager
rhiannon.evans23@gov.wales

Cymru Wales is the Welsh Government supported marketing initiative for Wales.

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