THIS IS EXPORT. THIS IS WALES.

AMSTERDAM NETHERLANDS

New Exporter Programme | 23-26 November 2026 | tradeandinvest.wales





The Python Bridge,
Amsterdam, the Netherlands.

OGL © Crown Copyright 2026, Welsh Government, WG54957
Rydym yn croesawu gohebiaeth a galwadau ffôn yn Gymraeg / We welcome correspondence and telephone calls in Welsh

This is Export.
This is Wales.

Amotio	08
Architen Landrell Manufacturing	09
Benson Viscometers	10
Climar Industries	11
Dynamic X Plus	12
Geochemic	13
HONA	14
Inscapes	15
Keen Attachments	16
Nightingale HQ	17
Pinpoint Manufacturing	18
Spacebands	19
SudoCyber	20
The Village Bakery Wrexham	21
Voltsecure	22



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, so you won't find a more pro-business Government anywhere.

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 market visit provides an ideal platform for us to build on established links and to 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.

Amotio is a UK-based MedTech company headquartered in South Wales, pioneering solutions for orthopaedic revision surgery.

Established in 2024, following IP developed in Utrecht University Hospital. The company addresses one of the most pressing challenges in musculoskeletal healthcare: the safe and efficient removal of bone cement during complex joint replacement revision procedures. Amotio is now entering market readiness and planning.

Product/Service

Amotio has developed a new standard for patient-specific surgical care in Orthopaedic Revision Surgery. Using advanced anatomical segmentation and digital surgical planning, Amotio creates personalised workflows that guide surgeons through complex procedures with greater accuracy. Amotio is engineering high-speed precision surgical cutting devices specifically designed for bone cement removal. This combination of personalised planning and innovative surgical instruments aims to reduce operative risk, improve surgical efficiency, and support better patient recovery outcomes.

Objectives

Amotio is preparing market entry and is seeking opportunities to engage with potential customers and partners in the Netherlands.

Critically Amotio aims to better understand the clinical pathways and product healthcare commercial adoption processes and challenges in the Netherlands. Amotio is also seeking to connect with production partners for local surgical guide production and dedicated sales agents or commercial partners.



Iestyn Foster
CEO

+44 (0)7941 335 174
iestyn.foster@amotio.health

www.amotio.health

Architen Landrell is a leading UK specialist in tensile fabric architecture and ETFE foil cushion roofing.

Established in 1983 and headquartered in Chepstow, South Wales, Architen Landrell provides a fully integrated service covering design, engineering, fabrication, installation and through-life maintenance one of only a handful of specialists in this field able to deliver every stage in-house.

Product/Service

Every structure is individually designed for its client and site, offering a lightweight, architecturally striking and highly sustainable alternative to conventional roofing and building envelopes. The company works across the full range of architectural membranes PVC, PTFE and ETFE foil cushion systems with structural steelwork fabricated in-house through its group company Metafab Structures. Services span new-build structures, ETFE roof systems, and the recladding, refurbishment and maintenance of existing membrane structures.

Objectives

The company is seeking meetings with architectural practices, engineering consultancies, main contractors and venue operators involved in sports, education, public and event-space projects, with the aim of securing specification opportunities for its tensile and ETFE roofing systems. Architen Landrell is fully able to deliver and install projects within the EU, and is also interested in identifying Dutch specialist contractors as potential installation and delivery partners.



Christopher Rowell
Director

+44 (0)7968 586 679
christopher.rowell@architen.com

www.architen.com

Benson Viscometers is a Welsh company specialising in the design, development, and manufacture of high-quality clinical viscometers.

Founded in 1999 by engineer Bernie Benson in collaboration with leading UK scientists and haematologists, the company introduced the first Blood Plasma Viscometer, now known as the Automated Clinical Viscometer. Today, Benson Viscometers is trusted by hospitals, laboratories, and research institutions across the UK, USA, and Europe, delivering reliable viscosity testing to support better patient outcomes in conditions such as rheumatoid arthritis, multiple myeloma, hyperviscosity syndrome, cardiovascular disease, and more.

Product/Service

Benson Viscometers' product range includes the **BV1 Semi-automated Clinical Viscometer**, providing accurate and consistent results with streamlined usability, and the **BV200 Automated Clinical Viscometer**, a fully automated system designed for high-throughput testing and laboratory efficiency. Both instruments are developed with precision, ease of use, and clinical reliability in mind, ensuring that healthcare providers and researchers can depend on them for critical diagnostic insights.

Objectives

Benson Viscometers aims to expand its global reach and increase awareness of viscosity testing as a vital diagnostic tool. The company seeks to connect with hospitals, laboratories, and distributors worldwide to grow access to their viscometry solutions, while also seeking collaborations with clinicians and researchers to advance the role of viscosity testing in medical practice.





John Calleja
Managing Director

+44 (0)1646 650 065
john.calleja@bensonviscometers.com

David Manuel
Head of Clinical Development

+44 (0)1646 650 065
david.manuel@bensonviscometers.com

www.bensonviscometers.com

Climar Industries is a Wales-based manufacturer specialising in premium home improvement products, with a strong focus on innovative steel fencing solutions.

Climar Industries has built its reputation on delivering durable, high-quality products that provide long-term value to residential, commercial and public sector customers. Climar Industries is now seeking opportunities to expand internationally, using export growth to strengthen its Welsh manufacturing base and establish a scalable presence within European markets.

Product/Service

The company's flagship product range consists of premium steel fencing systems manufactured using G550 high tensile structural Colourbond steel. These systems are designed as a durable, low to no maintenance alternative to timber, PVC, composite and concrete fencing. Key benefits include exceptional strength, longevity, aesthetic consistency, reduced lifecycle costs and full recyclability. Climar Industries serves homeowners, developers, landscapers, commercial organisations and public sector bodies seeking secure, attractive and long-lasting boundary solutions.

Objectives

The objective of this engagement is to evaluate Netherlands as a potential export market and determine the commercial viability of market entry. Climar Industries aims to identify target regions, customer demand, competitor activity, regulatory requirements and suitable routes to market. The company is also seeking introductions to distributors, installers, architects, developers and public sector contacts that could support long-term growth and establish the Netherlands as a gateway for wider European expansion.



Gareth Thomas
Director of Operations

+44 (0)7507 680 509
gareth.thomas@climar.co.uk

www.colourfence.co.uk

Dynamic X Plus Ltd is a Wales-based visualisation and immersive technology company supporting the property development, construction, architecture and manufacturing sectors.

Dynamic X Plus helps clients communicate future projects clearly before they are built, using high-quality digital visual content and immersive project communication tools.

Product/Service

Dynamic X provides CGI imagery, cinematic walkthrough animations, 3D animation, interactive digital platforms, 360° virtual tours, VR/MR presentations, 4D construction sequencing, public consultation visuals and immersive training simulations. These services support planning, investment presentations, off-plan sales, marketing, stakeholder engagement, construction communication and training.

Objectives

Through the market visit, Dynamic X aims to build long-term relationships in the Netherlands with property developers, real estate investors and architectural practices. The visit will help the company understand the Dutch market, validate its export proposition, explore partnership opportunities and build a pipeline of qualified prospects for future residential, mixed-use, commercial and regeneration projects. Dynamic X is particularly interested in meeting mid-sized private developers and architectural practices that require external visualisation support to improve decision-making, buyer confidence and stakeholder understanding.





Mahesh Dilhan
Director – Chief Growth Officer

+44 (0)7360 963 818
mahesh@dynamicxplus.co.uk

Don Pubudu Kumarasiri Jayakody
Infrastructure Architect & Technical Director

pubudu@dynamicxplus.co.uk

www.dynamicxplus.co.uk/

Geochemic is a specialist, environmental chemistry laboratory focused on bespoke testing for the environmental geoscience and engineering sectors, currently with a client base focused within the UK and Scandinavian regions.

Geochemic

Geochemic, together with a network of highly specialised partners, provides commercial laboratory facilities, with the flexibility and capability to offer bespoke testing services.

Product/Service

Geochemic's laboratory provides bespoke environmental chemistry testing to the environmental geoscience, contaminated land and wider civils and extractive engineering industries. Testing includes highly bespoke leaching tests, rainfall simulation runoff and percolation testing, modified leaching tests, bespoke and specially tailored extractions, treatability studies, oxygen consumption and carbon sequestration testing, acid sulphate soils investigations, fluorescence tracer elution work amongst many other capabilities that can be tailored to the clients' needs.

Objectives

The company aims to engage with local environmental and engineering consultants and specialists within the industry and learn how our current offerings can be adapted and tailored to meet the specific needs of the Dutch and wider Benelux markets.





Andrew Barnes
Managing Director

+44 (0)1495 617 474
abarnes@geochemic.co.uk

Elizabeth Howard
Resources Director

ehoward@geochemic.co.uk

www.geochemic.co.uk

HONA is an award-winning, professional-only nail brand founded in Wales. HONA combines product development, education and community support with a growing in-house R&D and manufacturing operation at its Newport headquarters.

HONA

HONA is also a Patron of the British Beauty Council and has received national recognition for innovation, market disruption, leadership and business growth.

Product/Service

HONA supplies a complete professional nail system including gel polishes, builder gels, hard gels, base and top coats, soft gel extensions, nail art products, tools, lamps, dust extractors and professional hand and cuticle care. The brand is best known for its safety-led, hypoallergenic approach, high-performance formulations and education-first philosophy.

Objectives

The principal objective of the trade mission is to identify and build relationships with a suitable Dutch distributor capable of introducing HONA to professional nail technicians, salons and academies across the Netherlands.



Michael Henson
Managing Director

+44 (0)7917 457 563
info@homeofnailart.com

www.homeofnailart.com

Inscapes is an established sports ground engineering organisation, commercial landscaping, environmental, drainage and irrigation specialist.

With over 25 years of industry experience, Inscapes delivers exceptional quality and service to clients across the UK, operating from regional divisions in South Wales, Tring, Virginia Water, and Shrewsbury.

Product/Service

Inscapes specialises in sports ground construction across hybrid, natural, and synthetic surfaces. This sits alongside irrigation and drainage design and installation, and a strong sustainability focus spanning carbon measurement, net zero ambitions and green energy investment.

Objectives

Inscapes is seeking to establish partnerships and distribution opportunities in the Netherlands, with proven expertise in hybrid, natural, and synthetic sports pitch construction, alongside irrigation, drainage, and sustainable land management solutions. The company is keen to meet with Dutch turf growers, contractors, local authorities, and distributors to explore how its technical capability and sustainability-led approach can support pitch and grounds projects across the region.



Gareth Rees
Managing Director

+44 (0)1656 650 460
reception@inscapes.org.uk

www.inscapes.org.uk

Keen Attachments is a family-owned manufacturer of excavator buckets and attachments for the construction and agricultural sectors.

Established in 2012 in Caldicot, South Wales, Keen Attachments employ 18 people that brings together more than 75 years of combined experience.

Product/Service

Keen designs and manufactures around 500 to 600 product variants for machines from micro excavators up to 50 tonnes, including buckets, grapples, rippers, quick hitches, compaction wheels, pallet forks, augers, rakes and scraper blades. Products are adapted to local soil types, terrain and wear characteristics, and can be customised by colour and branding. Material selection follows the application, from mild and boron steel to fully hardened wear resistant grades for demolition and quarrying.

Objectives

To identify partners that can support market entry and growth:

—End users such as construction companies, civil engineering contractors, plant hire businesses, forestry and landscaping contractors.
—Excavator dealers selling attachments alongside machines.
—Distributors of construction and plant hire equipment with established customer relationships.



Andrew Hicks
Managing Director

+44 (0)7788 780 047
andrew@keenattachments.co.uk

www.keenattachments.co.uk

Founded in Cardiff in 2018 by Ruth Kearney and Steph Locke, **Nightingale HQ Ltd** develops AI-powered technology for the metals industry.

Drawing on over 20 years' experience in manufacturing, AI and data, Nightingale focuses on helping manufacturers digitalise processes, improve productivity and reduce waste.

Product/Service

GoSmarter's message is simple: Less Paper. More Metal.

GoSmarter is an AI-powered compliance and traceability platform for metals fabricators, stockholders and service centres. From mill certificate to customer delivery, it connects certificates, inventory, orders and compliance documentation, creating a complete digital record of material movements. This reduces paperwork, improves traceability and keeps manufacturers audit-ready.

GoSmarter won the British Stainless Steel Association's 2026 Sustainability Award and works with companies including Midland Steel, 7Steel and Tata Steel UK.

Objectives

GoSmarter is expanding internationally across Europe, India and North America. The visit aims to explore opportunities in the Netherlands, particularly with metals manufacturers, fabricators, stockholders and service centres. We want to understand local industry challenges, meet potential customers and partners, and identify opportunities to pilot and deploy GoSmarter within the Dutch metals sector.





Ruth Kearney
CEO

+44 (0)800 260 6732
ruth@nightingalehq.ai

Steph Locke
Head of AI & Product

+44 (0)800 260 6732
stephanie.locke@nightingalehq.ai

https://www.gosmarter.ai/

Pinpoint Manufacturing is a market-leading manufacturer of industrial lifting bags, supplying the renewable energy sectors as well as the construction industry.

Founded in 2006, Pinpoint combines cutting-edge design with traditional British craftsmanship. Alongside their standard range of lifting bags, the company specialises in bespoke solutions, tailoring products to meet each customer's unique requirements — no matter the scale or complexity of the project.

While Pinpoint aims to expand its reach in the global market, its core values remain unchanged: a dedicated family business built on trust, quality, and products that perform reliably in the harshest conditions.

Product/Service

Pinpoint lifting bags are designed and manufactured at their UK facility, enabling complete control over specification, quality, and performance. Every product undergoes rigorous safety testing and is built to meet international standards.

Each load-rated bag is supplied with a Certificate of Conformity, a clearly stated Working Load Limit (WLL), and a comprehensive usage and inspection guide — ensuring your team remains safe, compliant, and confident in operation.

Pinpoint offers a wide range of customisation options to suit specific customer requirements in terms of material colours and additional features.

Objectives

Pinpoint joins the Netherlands trade mission to help strengthen existing customer relationships, and to connect with new potential customers and partners as part of their strategic international expansion.



Ian Helme
Business Development Manager

+44 (0)7943 160 773
ian.helme@pinpointags.co.uk

www.pinpointbags.co.uk

Spacebands develops and sells wearable technology to reduce long-term exposure to industrial workplace hazards (primarily within the manufacturing and construction sectors).

Spacebands are centred around their health and safety wearable devices that alert staff when a hazardous event presents itself (such as a loud noise or vibration exposure or proximity-based warning). Event data is then saved, so that it can later be analysed by health and safety managers from the Spacebands' dashboard.

Wearable devices do not use WIFI, or any cellular connection (4g/5g). Instead, they host an array of sensors internally and only share data when they are placed on charge (the charging station can be connected to a local WiFi network). This privacy-first design ensures that Spacebands is not perceived by the end user to be a tracking device; but rather, a device that's only purpose is to ensure that people are kept safe at work.

Product/Service

https://www.spacebands.com/technology/technology-overview

Objectives

Spacebands is looking for regional distributors of health and safety products and prospective customers within manufacturing or construction.



Ronan Finnegan
Director

+44 (0)7794 637 453
ronan@spacebands.com

www.spacebands.com

SudoCyber is a Welsh cybersecurity scale-up founded by military cyber veterans with extensive NATO-aligned operational experience.

SudoCyber

Backed by a £1M investment from the British Business Bank's Investment Fund, SudoCyber accelerates practical cyber capability development across defence, enterprise, and law enforcement, currently training all UK police cybercrime units.

Product/Service

SudoCyber's flagship award-winning platform, SudoRange, is a cloud-based, browser-accessible SaaS cyber range hosting over 2,000 tactical labs spanning networking, ethical hacking, forensics, OSINT, and CEMA. The platform delivers live-fire CTF competitions for technical teams alongside non-technical boardroom appreciation sessions for executive alignment. Fully GDPR-compliant, SudoRange offers secure European cloud hosting and native multi-language translation.

Objectives

SudoCyber seeks to engage the Netherlands Police (Politie) and Armed Forces to introduce SudoRange for tactical cyber capability development.

The Company aims to establish strategic partnerships with Dutch MSSPs, IT distributors, and consultancies using the platform as a force multiplier for localised client workshops. Additionally, SudoCyber targets large enterprises and critical national infrastructure operators seeking real-world operational resilience.



Hon Col John Davies MBE PhD FCIIS
CEO

+44 (0)7753 573 999
john@sudocyber.net

www.sudocyber.net

The Village Bakery Wrexham is a dynamic bakery business based in Wrexham in North Wales.

We specialise in premium private label bakery lines and operate across several different categories including morning goods (pancakes, bagels, crumpets) ambient rolls, premium sourdough bread, scones, and a full range of gluten free bread, rolls and morning goods.

Since 2019 the company has invested over £100 million in new lines and facilities, including a new 140,000 sq. ft super bakery that's four times the size of the one it replaced, while the Baking Academy and Innovation Centre are both twice the size of the original versions.

Innovation is at the heart of everything we do and our new product development kitchen is the hub of the operation, enabling us to reinvent the bakery sector through premiumisation of existing products and launching innovative and market-leading new lines.

Product/Service

Premium Private Label Bakery products both Gluten Rich and Gluten Free.

Objectives

Grow our existing business within the Dutch market in both the Retail and Foodservice sectors by forming relationships with new customers and increasing our portfolio with our existing partners.



Glen Marriott
Commercial Controller

+44 (0)7385 933 129
glen.marriott@villagebakery.co.uk

www.villagebakery.co.uk

VoltSecure Ltd is an engineer-led fire, security and electrical contractor headquartered in Caerphilly, South Wales, with a service hub in Pontypridd.

Founded in 2021, VoltSecure supports commercial, public-sector and enterprise clients throughout the UK, Ireland and continental Europe. Its delivery is backed by recognised accreditations including BAFE SP203-1, NICEIC, SSAIB, ECA and SSIP (Safe Systems in Procurement).

Product/Service

VoltSecure designs, installs, commissions and maintains integrated electrical, fire detection, CCTV, access control, intruder alarm, data, renewable energy and facilities-management systems. The company has particular experience in multi-site retail programmes, commercial fit-outs, public-sector estates and technically demanding projects requiring consistent standards across multiple countries.

Objectives

VoltSecure aims to build relationships with potential clients, delivery partners, consultants and specifiers in the Netherlands. The visit will help the company better understand local procurement routes, compliance expectations and market opportunities, while identifying partners that can support future European projects. VoltSecure is also keen to explore opportunities with retailers, facilities-management providers and property operators seeking a dependable UK-based contractor with proven cross-border delivery capability.





Cai Rhys Llewellyn
Founder and Managing Director

+44 (0)2922 641 046
admin@voltsecure.co.uk

Joshua Neads
Project Director

www.voltsecure.co.uk

Find out what Wales can do for your business:
Tel: +44 (0)3000 603000

tradeandinvest.wales

LinkedIn



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

Edward Burt
Senior Trade & Investment Manager
edward.burt@gov.wales

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

Disclaimer:
The Welsh Government does not warrant, endorse, guarantee, or assume responsibility for the accuracy or reliability of any information provided by the businesses featured in this brochure. The use of, or reliance on, any such information is solely at your own risk. You must conduct your own due diligence before entering into any contractual arrangements with those businesses. The Welsh Government excludes all liability whatsoever in respect of all claims, whether in contract or tort (including negligence) or otherwise arising out of or in connection with the content of this brochure.

Please note the information included in the brochure has been provided by the individual companies.