

eulogy!

PR WITH MARKETING EDGE

CLIENT	Enterprise Ireland
DATE	5 May 2007
TITLE	The Irish Post
CIRCULATION	24,603

14 <sup>th</sup> Irish Post

BUSINESS NEWS

# Business Post

With Niamh Hennessy



## Irish firms hope to clean up in waste sector drive

WHERE there's muck, there's brass. And Irish firms are hoping to show the old saying's true as they home in on Britain's waste market.

For Irish companies are to target multi-million pound waste management and renewable energy contracts in Britain as part of an Enterprise Ireland-sponsored marketing drive.

More than 20 Irish companies — including Celtic Composting, NTR subsidiary Bioverda, the SWS Group and Tech Rec Ireland — will be helped by Enterprise Ireland in their bid for contracts in the British private and public sectors over the next three years.

Irish-owned public relations company Eulogy has also been hired to promote Irish businesses in Britain.

The campaign will highlight the Irish companies' experience and environmental benefits they can offer the British market.

Local authorities, health and safety directors, waste management companies and procurement buyers will be targeted in

advertises in the national press and trade magazines.

Irish company Anord Environmental Services recently secured a €2million contract with the Olympic Development Authority while 3NRG waste management featured on a BBC programme for its system of converting waste to energy.

Enterprise Ireland's industrial manager for northern Europe James Mackrill said the current concern about climate change and recent British legislation on targets for reducing carbon emissions provided a business opportunity for Irish companies.

He said: "Ireland has a very strong cluster of companies dealing with waste management and renewable energy and the huge British market is in need of expertise now.

"If there is to be a 60 per cent reduction in carbon emissions in 40 years there will be major change, so bio-fuel companies and the like could do very well.

"British businesses do not generally think of Ireland as a source of high-quality services so our plan is to create opportunities and routes to



■ **HUGE CLEAR UP:** Irish company Anord Environmental recently won a €2million contract with the Olympic Delivery Authority to help clean up the site for the 2012 London Olympics.

market these services and expertise."

Bioverda is a subsidiary of National Toll Roads (NTR) and specialises in the production of biogas, biofuel and the conversion of

methane to electricity.

The company has facilities in Germany, Holland and Spain and will shortly open a London office.

It produces rapeseed oil which is sold to refineries for

mixing purposes.

Its chief executive John Mullins said the company would shortly announce a buyout of the biggest rapeseed oil production plant in the North-East of England.