

FACE TO FACE IN BUSINESS



4Beauty Group, which employs 28 people and is based in Carryduff, is a leading manufacturer and exporter of beauty products to international markets. Consumers access its brands through major retailers and beauty salons, each of whom is serviced by a large network of distributors. The Group's growing distribution network supports over 3,000 trade partners throughout the UK and Ireland as well as internationally. Key accounts include Harvey Nichols, Boots, Debenhams and Superdrug. 4Beauty Group's portfolio of brands includes the award winning professional tanning range He-Shi, innovative new skincare range Skinician and eyelash extension range Lashaholic.

4Beauty Group Director Shelley Martin heard about NI Chamber Connections, partnered with Ulster Bank, at a NI Chamber networking event where she met Richard Willis who heads the programme at the Chamber. Shelly explained to Richard that the company was keen to extend its profile in the London market and sought his advice. Richard put Shelley in contact with César Ferreira, Membership Sales Executive with the London Chamber of Commerce.

Shelley says: *"Connections were made in London and we had a meeting with the London Chamber of Commerce. It has given us a contact for our Head of International Sales who is based in the city. The connection with the London Chamber of Commerce has been useful for networking and information gathering and we should be able to retrieve lists of distributors. The Chamber also organises events with regard to exporting and we are planning to maintain contact with the organisation."*

César Ferreira says London Chamber of Commerce was delighted to help 4Beauty Group in its quest to network in London.

"I put them in the right direction regarding who they needed to speak to in the London Chamber of Commerce and who could guide and advise them. I also advised them about other business organisations where they could access free information and advice. I was delighted to help them."



NI Chamber Connections, partnered with Ulster Bank, supports local companies on a one to one basis to grow and trade internationally.

The objectives of the programme are to:

- Assist businesses to develop and grow
- Provide a vehicle for shared learning
- Encourage new market development
- Inspire businesses to investigate opportunities.

FIND OUT MORE AT
WWW.NORTHERNIRELANDCHAMBER.COM/
CONNECTIONS

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A WORD FROM OUR PARTNER

At Ulster Bank we are very pleased to partner with the NI Chamber to support the Connections programme. Fostering a culture of collaboration that can support businesses with their international growth ambitions is important to the success of our economy. Supporting entrepreneurship is very important to us at Ulster Bank.

We have a suite of products available to assist aspiring exporters and we are the only local bank with a full membership of the international banking association, IBOS. We have the people, connections and experience to help so wherever you're business takes you we'll make sure you are equipped to succeed. With £1.5bn available to lend to businesses this year, we look forward to supporting sustainable growth and development in NI companies.

