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Tyro Remotes, WTC Twente Export Award 2010 winner for innovative export strategy

TWENTE - On November 16, guitar player, composer and artist Adrian Vandenberg gave the WTC Twente Export Award 2010 to Tyro Remotes in recognition of the company's innovative export strategy.

Founded in 2004, Tyro Remotes develops and produces professional wireless remote controls for applications in many sectors such as automotive, industrial, agricultural, indoor-infra and forestry.



The awards jury praised the company for its decision to employ a sales force comprised of native speakers of multiple languages in their domestic office in the Dutch city of Almelo rather than one of employees in foreign offices. The winner was also complimented for its use of social media to recruit new clients.

Tyro Remotes Director Henk van der Meij received the award and said, "With the nomination of the Export Award, we already had extra attention from the Netherlands and abroad. That will only grow now that we have won the prize."

WTC Twente will use the WTC network to find possibilities for Tyro in the Scandinavian market.

The other nominees were block cutters and pipe grinders/notches producer Almi, and garden lighting systems designer Techmar.

At the ceremony are (l to r) Sander Jansen, Almi; Adrian Vandenberg; Wijnand Weerdenburg, WTC Twente Business Club chairman; Henk van der Meij, Tyro Remotes director; Roy Middelbos, Techmar; and Freerk Faber, WTC Twente director.

Source:

http://www.wtcaonline.com/cms_wtca/index.php?option=com_content&view=article&id=122:tyro-remotes-wtc-twente-export-award-2010-winner-for-innovative-export-strategy&catid=37:events&Itemid=147