

The magazine for members of the Dutch Chamber of Commerce in Hong Kong



# DUTCHCHAM MAGAZINE

January / February 2012

**Volume 155**

## Hong Kong In 10 Years

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# Passing the pen

## Lighting ships and shores

Thank you Harmen, for passing the pen to me. Let me start by introducing myself. My name is Job van der Noord. I grew up in the Netherlands, then spent 6 years working in both Spain and Germany, and have been in Hong Kong for the last 6 years. My girlfriend (nowadays my wife) and I arrived in Hong Kong in 2005, jobless and carrying only our backpacks at the end of a round-the-world trip. Back then the economy was incredibly strong; finding a job was relatively easy. I spent 5 years working for a Swiss logistics provider in European business development. Starting my own company was a long-time dream. Being a keen sailor since my childhood and loving the maritime scene helped me decide to partly focus on the marine industry. After all, if you have a passion for something it helps you sell your products. This year, after careful planning, I set up my own trading company “JN Marine Ltd.” and quit my job.



By Job van der Noord,  
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Our focus is on accessories, lighting and navigation lights (traditional- and LED lighting) for boats and large vessels. We also provide a beautiful range of LED products for on-shore use. Among our LED products are spotlights, down lights, floodlights, streetlights, for homes, warehouses, offices and buildings. For other customers we handle specific projects which are not related to lighting. A logistics background helps, as we can support our customers to ship efficiently and more economically. We are now busy developing our two brands: JN Marine and JN LED.

The troubled global economy and slow international trade don't make a start-up easy. On the other hand, it creates many opportunities and we believe that there is always room in the market for quality products. We sell high quality (mostly replacement/ aftermarket) lighting and LED lighting products to importers/ distributors. They know their markets and have their own customer base. We don't have a web shop and generally don't deal with end users. As a part of our Eco concept we explain the benefits of LED lighting such as massive energy savings, very long life spans, huge reductions of CO<sub>2</sub>- and sulfur emissions. We can handle recycling of replaced lamps and use recycled paper for our cargoes.

Controlling our cash flow is extremely important. My wife takes care of the financial side, which helps me sleep well at night! I share an office with a friend at a friendly rate. These factors combined make us a lean organization.

I herewith offer my fellow readers of the DutchCham Magazine the possibility to purchase a special package of JN LED lighting products for their companies and / or homes. Please feel free to contact me at [Job.vandernoord@jnmachine.com](mailto:Job.vandernoord@jnmachine.com). You can also visit [www.jnmachine.com](http://www.jnmachine.com) for other information.

**Job van der Noord**

I'm pleased to pass on the pen to Mr. *René Theil*, MD of *PromoClip Asia*. *René will tell us about his (ad)ventures in Hong Kong over the last 12 years, such as recently starting a family.*

