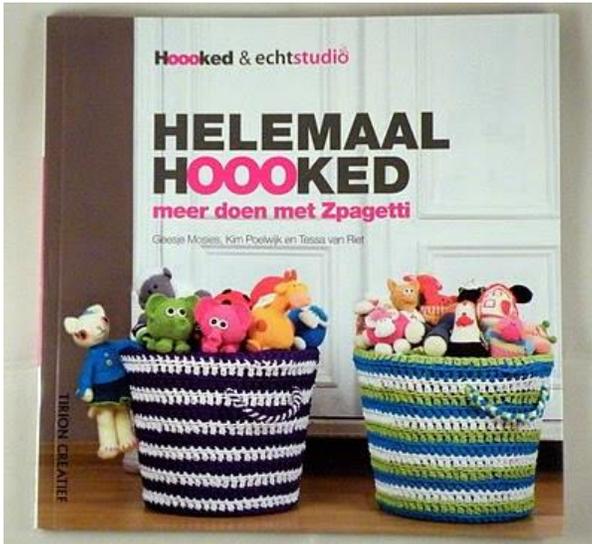


Member News



GET TO KNOW OUR MEMBER: HOOKED

Geesje Mosies held various project management positions in government and business after her studies in Public Administration in Leiden. In recent years she was a senior consultant at IT company Logica CMG.

The idea for **Hooked Zpagetti** arose in 2008 when she visited the garment industry in Portugal with her Portuguese family in law and saw how much residual material is thrown away. She then developed an idea to use these materials and carve them into thick strands, so that it can be used to knit fashionable items. The main production work is carried out in Portugal and the strands are then imported to the Netherlands to be further processed and sold.

Geesje started her business in a garage, but her company **Hooked Zpagetti** proved such a success that she soon moved to larger premises in The Hague together with some employees.

In the Netherlands the company has a team of 20 employees, but in Portugal Geesje employs over 80 employees near Fatima.

A story of an exciting and ambitious entrepreneur who built a million Euro business from a simple idea, **Hooked**.



Geesje Mosies

Geesje has been a member of the Chamber with her company **Hooked** since 2011, when she needed urgent assistance in liberating some containers from the port of Lisbon in Portugal during a strike of harbour workers that lasted several months.

GET TO KNOW OUR MEMBER: HOOKED

What do you think are the most challenging aspects of having a production unit in Portugal?

"The most challenging aspect is definitely trying to figure out how one gets things done over here. Simple things turn out to be quite challenging - with a lot of paperwork involved. This is difficult to understand coming from abroad with a Dutch "go for it" mentality.

Although Portugal is changing, there is still a lot of bureaucracy, especially in dealing with the government. There seems to be an abundance of rules - some of them even contradicting themselves or open for many interpretations! But I think momentum is building to a cultural hype."

In what way did the Chamber support you?

"In 2011 we struggled with the Lisbon Port strike, we had many containers detained and it seemed to last indefinitely. After a few weeks it started to cost us serious money.

With help from the Chamber we got some containers out so we could put our workers back to work and we could. More recently, the Chamber has done some consulting services for us in the area of E-commerce and the Chamber also helped us structuring our business and helped us to select our accountant. It is a valuable service and support system for Dutch entrepreneurs in Portugal."



A John Lewis shop window on Oxford Street in London featuring HOOKED Zpagetti...

What's the most exciting thing on the horizon for 2015 ?

"Hooked goes fashion! We are working with an international partner to launch a fabulous fashion accessory line for the summer of 2015. Apart from this we will keep introducing new recycle materials for the craft business. Both in The Netherlands as in Portugal we now have a team of workers that is completely familiar with our business. They know what our objectives are and are committed to achieving it. As in any business good staff is the most important asset!"



CONNECT PORTUGUESE AND DUTCH ENTREPRENEURS

End 2012 Geesje won the Red's Hot Women of the Year Award, as she unleashed a real trend in knitting and crochet in Europe and America.

Beginning of 2013 The NEXTWOMEN100 proclaimed Geesje as one of the top 100 most influential business women in the Netherlands