



IFW AWARDS UPDATE

Irish Ferries Freight won the Ferry Freight Operator of the Year category in last year's IFW Freighting Industry Awards.

Eugene Carron, freight manager (pictured right receiving the trophy from IFW editor Martin Roebuck), said: " We had a fantastic night last year, and didn't expect to win as it was the first time we had entered. But we had got to a point as a company where we decided we wanted to see how we would be judged against the competition.

"It made us very proud to win because we don't see ourselves as the same size as other lines, but it means our customers really see a value in us.

"My advice if you want to win is to believe in you own product. Once you've got that, you just have to present it in a decent manner. " **Freight Europe won the European Rail Operator of the Year category in last year's awards.**

Duncan Gray, general manager for the operator, said: "From a market point of view, having the IFW award gives us a credibility, a status, something extra, because it is a prestigious award. It shows people Freight Europe has registered on the Richter Scale.

"Internally for us it meant a great deal because it's recognition - and everyone like recognition. It was also a source of considerable pride for our parent group SNCF to see one of its subsidiaries doing well."

This year's awards will be held on 12 March 2001 and the closing date for entries is Monday 11 December 2000.

Remember, small companies as well as large can apply: the judges are looking for quality achievement, not a slick marketing presentation.

For an entry form, look on our website, www.ifw-net.com, or contact Nicola Schooling, Awards Co-ordinator, IFW, 69-77 Paul Street, London EC2A 4LQ, tel: +44 (0) 20 7553 1576, email: nicola.schooling@informa.com