

LAUNCHING a successful business from a passionate hobby or interest is no easy task, and when it's not in your native country or language, it can be even more challenging.

But that is exactly what Fenneke Wolters-Sinke has achieved with her photography business in less than 12 months.

Originally from The Netherlands, Fenneke and her husband moved to Aberdeenshire in 2005. This move gave Fenneke the opportunity to review her career as a financial adviser. "I wasn't really happy as a financial adviser or with the corporate culture. The moment I arrived here in Scotland I was hooked on the landscape. The mountains, scenery and wildlife gave me so much inspiration. After a few months of photography around my new 'neighbourhood', I soon realised the potential to combine my business skills with my hobby."

Fenneke approached Business Gateway with her business plan, which led to various networking events, ideas and support. Having identified a niche in the photography market, PictureNature was created.

Launched in September, 2006,

A picture perfect business

PictureNature is a photography agency specialising in Scottish wildlife, landscapes, flowers and outdoor pursuits. The website offers services to customers, photographers and creative agencies, providing a gateway to the rest of the world for some fantastic and uniquely Scottish images. Once approved, photographers have the opportunity to market their own work via the picture library.

Creative agencies can buy rights-managed licences of exclusive images from the library for all kinds of publications.

Customers can purchase photographs, note cards, canvas prints and bespoke commissioned photography. Art is available to rent for offices and homes.

Business is going well for this young company, with clients including The National Trust for Scotland, The River Dee Trust and Mackie's Ice Cream. Future plans include extending the picture library, attracting more photographers to use the service as a means of promoting their work and providing photography courses over the summer in the Banchory and Aberdeen area. PictureNature has just been approved as a member of the British Association of Picture Libraries & Agencies (BAPLA), which is the UK trade association for picture libraries and the largest organisation of its kind in the world.

■ For further details, log on to www.picture-nature.com

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