



Southern England

Export Champions



2020 Edition



#EastExportChamps
#SouthEastExportChamps
#SouthWestExportChamps
#ExportingisGREAT





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*All information correct as of March 2020



South East

AbBaltis	Naturally Tribal Skincare
Babycup	On Line Broadcasting
Beck & Pollitzer	Only Natural Products
Blue Eyed Sun	Oxford Space Systems
Creative Nature	Oxford Technical Solutions
Emulate3D (A Rockwell Automation Company)	Ridgeview Wine Estate
Enterprise M3 LEP	Risk Decisions
Focus SB	RS Aqua
Fudge Kitchen	Sesame Access
Gamification+	Sloane's Hot Chocolate
Gold-i	Sonardyne International
Goodwood Estate Company	Specialist Insight
He-Man Dual Controls	Stateside Skates
Integration Technology	The Great Outdoor Gym Company
Jon Tibbs Associates	TPS Global Logistics
Kent Crisps	UKSOL
MacAlister Elliott & Partners	Wagtech Projects
Melford Technologies	Wight Shipyard
MR Solutions Group	



South West

Actisense (Active Research)

Advetec

Alderley Plc

Alvis Bros (Lye Cross Farm)

Beyond The Bean

Black Cow

British Corner Shop

Burts Snacks

Chipside

Crowd

Drilling Systems UK (part of 3T Energy Group)

Frugi

Hawkins & Brimble

Hawthorn Handmade

Ideal Foods

Jo Bird & Co

Leaffield Environmental

Micro Nav

Perry of Oakley

Pyropress

Renishaw Plc

Robert Welch Designs

Rockit Rocker (N2M)

Scanning Pens

SCL Water

Southwestern Distillery (Tarquin's Cornish Gin)

Sparkol

Stewart Golf

TDSi

Torbay Pharmaceuticals

Tregothnan Estate

Tudor Rose International

Vapormatt

Versarien

Viper Innovations

Watson Gym

Introduction



Thom Webb
*Deputy Director,
UK Regions –
Southern England*

After an unprecedented year, it is a pleasure to finally introduce the second cohort of Southern England Export Champions, which includes individuals from companies across the South East, South West, and East of England. I had originally written this foreword in early March, before we had a full appreciation of the scale of the challenge facing us at both a professional, and personal level.

In 2018, we launched our Export Strategy, in which we described how Export Champions are a key element to deliver our ambition to encourage and inspire businesses that can export but have not started.

We know that many companies in Southern England are capable of exporting, but do not. Frequently I hear that they are aware of how exporting might benefit their business, but do not know how to start - or fear the consequences of not doing it well. The Department for International Trade offers a variety of services for businesses to help get them exporting, but we recognise that the most powerful advocates for us are companies who are already exporting successfully.

This is the role that Export Champions play. They are a group of hand-picked exporters, who have worked with us at DIT to take their products or services to customers worldwide and have been successful in doing so.

I have spoken with several Export Champions from our first cohort and have been struck by the enthusiasm they have for their businesses and for spreading the positive word about exporting to other businesses. Furthermore, they all have a passion for their local areas - whether that is the beautiful Cornish countryside, the majestic beauty of our ancient cities, or everything in-between.

The Export Champion Community has remained active during this current crisis. It has been a source of information and first-hand experiences that has helped the Department better understand the fast-moving situation. Not only this, Export Champions have been able to use their extensive networks within the business community to share vital Government information and support. A huge thank you for this - it will have made a materially positive impact on the life of citizens in this country.



On that basis alone, I am confident that the role of Export Champions is more important than ever. But the reasons do not stop there - they continue to promote the fantastic goods and services we produce across the South East, South West, and East of England to the rest of the world.

Businesses that export are more resilient, and I want this to be an option for every company that is willing and able, with our support and through vital peer-to-peer learning. Our Export Champions will be on hand to provide that, plus encouragement and inspiration. It is fantastic having such a broad portfolio of successful businesses here in the South, and huge thanks from me to all of you for working with us.

Thom Webb

Deputy Director,
UK Regions - Southern England

East of England Export Champions



Michelle Rowell
Director

Abtech Industries

Abtec, located in Cambridgeshire, specialises in the sale and distribution of precision abrasive products to industry. These include automotive, aerospace, construction and engineering sectors.

Having been exporting for the past 12 years, 20% of Abtec exports to Europe, North America, Australia and the Middle East account towards turnover. The Middle East especially, being its top export market.

According to Michelle, the most rewarding part of exporting is, regardless of the size of the order, that someone abroad has put their faith in Abtec's abilities to meet their abrasive requirements and furthermore, that no matter what the product, make yourself known on the web.



Derek Jones
Chief Executive

Acuigen

Acuigen, based in Cranfield, Bedfordshire, provides three main services; Customer and client feedback (including interviewing services); the tech that manages the process (CustomServe client feedback technology); and a facility for the secure storage of information. The information is then gathered to make informed business decisions and outpace the competition.

Acuigen attracts customers from North America, Europe and Hong Kong, with the USA being its top market. It has opened up enormous markets and given the company the opportunity to engage with larger clients based in the UK who are also in worldwide markets.

According to Derek, the best thing about exporting is meeting lots of amazing people and opening up a world marketplace. Derek's top tip is to understand your niche and what you can offer - don't underestimate the value of what you have to offer. Budget appropriately for travel costs and overseas visits.



AMARA Living

AMARA is an Essex-based luxury online homewares retailer established 15-years ago by Andrew & Sam Hood, a family run business. With 100 employees, 55% of the company's turnover comes from exporting through nine international websites, with three translated and exported worldwide. The USA is its top export market.

Exporting has meant global recognition for the brand with year-on-year double digit growth. According to Lisa, the most rewarding part of being an exporter is brand awareness and hearing people talk highly about the brand internationally. Lisa is proud that the company was placed 11th in the SME Export Track 100 in 2015. Lisa's top tip for potential exporters is to research your markets and understand your customer base.



*Lisa Alborough
Head of Business
Development*

BioSure

BioSure is an Essex based healthcare company that manufactured the first home testing HIV kit. The company, which was founded in 2011, originally supplied its product to hospitals and doctors across the United Kingdom, and in 2015 started selling its kits directly to individuals.

BioSure completed its first international order in 2017, seeing its products sold in over 500 pharmacies in South Africa. Demand for its products in the region has grown month-on-month since, and it continues to grow the number of countries and continents that it exports to.

Brigette Bard, founder of BioSure, advises: "When exporting to different international markets, it's vital to ensure the regulatory and tax landscapes have been thoroughly researched. As a healthcare business, all our products go through rigorous testing to comply with that specific country's regulation. Expert organisations like DIT can help navigate this process. If we can do it, so can many other local firms."



*Brigette Bard
Founder & CEO*



Matt Ovenden
CEO

Borrow a Boat

Started in 2016, Borrow a Boat provides a marketplace where customers can charter boats and can be used at a click of a button or a touch of a phone. The company list over 35,000 boats available for charter in over 65 countries across the world.

Export sits at the heart of Borrow a Boat, with its team of 12 staff it takes over 60% of its bookings from overseas and being in the global marketplace has been central to the company's success from the beginning.

According to Matt it's important to network and attend overseas trade shows and events to build the right partnerships.



Christopher J Dobbing
Founder & CEO

Cambridge Mask

Christopher J Dobbing founded Cambridge Mask Co in 2015 on a simple premise - that everyone should be able to go outside and enjoy life without worrying about how they look or the air they breathe.

Cambridge Mask uses British military technology developed for chemical, nuclear, and biological warfare in its masks to ensure they meet the most stringent international standards. World-leading Nelson Labs, USA, have tested the masks to have a 99.6% viral filtration efficiency and 99.7% bacterial filtration efficiency.

The company has experienced rapid growth since its founding and now has a reputation for developing market-leading masks with innovative technology that ensures customers have both comfort and protection. While popular with consumers, it has also won contracts with companies like Deliveroo and British Airways, which have used Cambridge Mask Co's ability to create masks designed with specific branding.

The company has two warehouses, one in the UK and the other in the USA, with distributors across North and South East Asia, Europe, USA, Australia, and Canada. Cambridge Mask is now able to serve customers across 100 nations globally.

Cambridge Precision

Established in 1994, Cambridge Precision is a global leader in the field of precision engineering and delivers a range of digital production solutions for critical and emerging technologies. Its state-of-the-art equipment is used to meet the needs of diverse clients, predominantly in the med-tech, imaging, security, life sciences and robotics sectors.

Export sales now contribute to more than half of turnover, with key markets being Germany, USA and Thailand. A team of 75 staff has built the company a reputation of high-quality work, strong customer relationships, and a seamless process from start to finish.

Tony's top tip for exporting is: "Seek only the right-fit customers, wherever they are. Don't take on those that don't meet your specification. That way you will jointly manage and benefit from trading across borders."



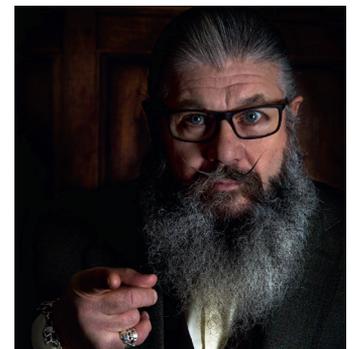
Tony Murray
*Sales & Business
Development Manager*

Captain Fawcett

In 2010 Captain Fawcett's founder was at home in Terrington St Clement, mixing moustache wax in a bean tin, for personal use. Astonished to discover his formula had commercial value, he founded the company at his kitchen table. Two years later Captain Fawcett began shipping overseas and now exports its Gentleman's grooming products to 43 countries.

Exporting is essential to Captain Fawcett's success; 79% of its turnover is generated from exports. Europe, Australia and the US are the company's leading export markets.

Captain Fawcett's top tip for exporting success is to be passionate about one's brand, loyal to its heritage and never to lose sight of what makes it unique. Travel, understand your market, seek out and meet people who really have an appreciation of the company, its character, the quality of its products and enviable high standard of customer service. These valuable connections will form one's own tailored network, spreading the word and in turn supporting business growth in their local territory.



Richard Finney
*Founder & Moustache
Meister*



Graham Harris
Director

Clickers Archery

Clickers Archery retails, distributes and manufactures archery equipment. One of its successes is a Soft Option Archery set for Primary Schools. With a growing interest in Clickers Archery, 15% of the company's exports go to mainland Europe, with Denmark and the Netherlands being among the top markets.

The retail side of the Norwich-based company has seen some challenging times of late, something that is well documented about most retailers in the UK press. Exporting has helped the company to maintain and increase staff levels, despite the UK's retail woes.

Graham's top tip is don't give up, if one door won't open, keep knocking until you find one that does.



David Hill FCIM
Managing Director

Cocoda

Cocoda Ltd is a single contact for UK exporters and non-UK importers, distributors and retailers of fine foods and confectionery for quality Chocolates, Biscuits and Confectionery from the UK. Cocoda is exclusively contracted to manage export sales for brands carefully selected for their quality, reliability, appeal and ability to supply overseas markets.

Based in Sawston, Cambridgeshire, and with a team of just three employees, Cocoda exports to over 30 markets. Currently Germany and the US are among the company's top exporting markets. Cocoda is entirely 100% export focused. If the business did not export, it would not exist.

David's top export tip is to understand your products and in what markets they may appeal. Don't be afraid to adapt products to meet non-domestic requirements. For David, the most rewarding part of being an exporter is visiting far flung markets all over the world and seeing products you have sold on retailers' shelves.

Contamac

Based in Saffron Walden, Contamac is the world's largest independent manufacturer of contact (CL) and intraocular (IOL) lens materials, and a leading innovator in the development of specialist polymers and biocompatible materials for medical applications.

Exporting for 30 years now, 67% of Contamac's turnover has come from exporting to 65 different countries covering every continent, with the USA being its biggest exporter. Exporting has allowed the business to develop and grow to a size that would not be possibly within the UK. It has provided the business with significant knowledge on a global basis, providing new opportunities, collaborations and partnerships.

Robert's top tip to potential exporters is to do your research, understand the opportunities and barriers and develop a clean plan for the business. Robert says: "It is extremely rewarding as a business owner to know you are operating as a global company."



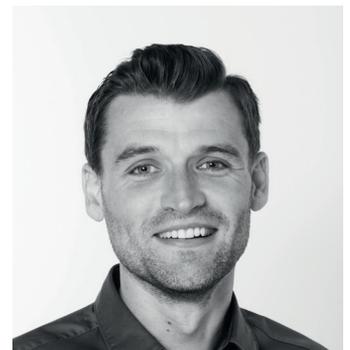
Robert McGregor
Director

Data Conversion Systems

Cambridgeshire based Data Conversion Systems Ltd (dCS) specialises in the manufacturing of high-performance digital music playback systems, exporting to a network of authorised distributors worldwide. dCS works at the forefront of digital audio with a range of award-winning products combine technical excellence and world class craftsmanship. With its products only available through a highly selective retail network the company ensures that there is a focus on personal service for customers.

Exporting is an integral part of Data Conversion Systems business, with approximately 90% of turnover being attributable to exports across 30 countries. Without a strategic focus on exporting, managing and developing channel partners and understanding the nuances of high-end audio in different countries across the world, Data Conversion Systems would not be where it is today.

With this extensive experience in mind, David's top exporting tip is to invest in your brand and always consider your core values when making export decisions.



David J Steven
Managing Director



Paul Fletcher
*International
Sales Manager*



Nadia Harvey
Senior Marketing Manager

Dura Composites

Dura Composites is a Clacton on Sea-based leading supplier of composite products with over 22 years' experience in delivering durable, performance-improving and cost-effective solutions to a wide range of industries. The range of products offered is vast, from floor walkway grating, garden decking, building cladding and industrial handrailing to lift risers and trench covers.

Around 8-10% of Dura Composites' turnover comes from exporting. The past four years have seen a huge growth in exporting, with the United Arab Emirates being its top market.

Winning the Queen's Award for Enterprise in International Trade has elevated Dura Composites' growth of its product portfolio. Paul's advice for anyone looking to export would be to plan and research your target market as much as possible. If you can afford the time and cost, then book some test visits to attend in-country trade shows and meet with potential distributors in person.



Claire Jackson
*Export Business
Development Manager*

Eat Natural

Essex based Eat Natural have been producing its cereal and snack bars for over 20 years. The company prides itself on the attention to detail, sourcing of ingredients, and the fact that much of the critical parts of bar making is done by hand.

The staff team of over 250 proudly continue this tradition of combining the best ingredients with the personal touch to produce nearly 100 million bars each year.

Eat Natural products are enjoyed across 37 countries around the world which accounts for a quarter of its turnover.

For those thinking about exporting Claire's top piece of advice is to know your territory.

Ecotile Flooring

Luton based Ecotile Flooring Ltd manufacture high quality, durable PVC interlocking floor tiles suitable for industrial use. Established in 1996, the company now regularly exports to more than 40 countries.

Ecotile Flooring Ltd has been exporting for 10 years, with its biggest export markets in France, Germany and Slovenia. It also has a strong presence in the Americas, Asia and the Middle East. With 40% of its turnover derived from exporting, it is an extremely important element of the business. Building relationships with distributors has allowed the company to gain invaluable feedback on its products performance.

According to Lucinda, it is important that you don't sign up with the first potential distributor that approaches you - "do your research to find the right company and people to represent your brand and reputation abroad."



Lucinda O'Reilly
*Marketing & Exports
Director*

ESSLAB

ESSLAB, based in Southend-on-Sea, are leading international suppliers to a wide range of analytical and research laboratories in the biopharmaceuticals, food, beverage, environmental, clinical, industrial and education sectors.

Established in 1982, ESSLAB supply the latest high-quality products and services within several disciplines common to many laboratories.

As Channel Partners and Primary Distributors for leading manufacturers within these disciplines, ESSLAB fully understand the importance of excellent customer service backed up with expert technical support. Highly-trained specialist sales team have a wealth of experience within the markets and disciplines, enabling them to offer the most cost-effective and practical solutions to scientists' & analysts' needs.

According to Cliff, researching the chosen export market and identifying the domestic regulatory demands have been essential. Developing successful export relationships has required understanding cultural issues and establishing strong personal contacts.



Cliff Marshall
CEO



Bolaji Sofoluwe
Director

ETK Group

Enterprise Training & Knowledge (ETK) Group Ltd

Colchester based ETK is an Africa-focused Company, delivering value for businesses looking to trade with Africa and African businesses who seek global business development opportunities. ETK uses technology, local knowledge and a deep passion for the continent to deliver its goals and objectives. The company offers business advisory, market entry and supply chain resilience consultancy services.

Established in 2012, ETK now has 40 contractors providing trade services to 11 African countries. Exports represent 55% of the company's business, covering three EU countries, the USA and the aforementioned African market. Exporting is the DNA of ETK and helped boost its bottom line.

Speaking from experience Bolaji's top exporting tip is to ensure you visit your target market.



Mark Jenner
Managing Director

EXHEAT

EXHEAT is a world leader in the design and manufacture of electric process heaters and associated thyristor control systems for both hazardous and non-hazardous area equipment. Its products serve a wide range of clients and environments, from harsh sea conditions, to desert locations where there are extremes of high and low ambient temperatures.

While all its manufacturing and testing is conducted in-house at its head office in the UK the company has a global presence, with EXHEAT offices in Singapore, India and Germany. This is also represented by how much it exports, with roughly 90% of its turnover coming from markets outside of the United Kingdom.

Mark has this piece of advice for those thinking about exporting: "British products are highly desirable globally. Be prepared to be flexible on your business approach for each new market you sell to but always uphold your company quality standards and core values".

Gnaw Chocolate

The company traces its beginning to the moment two friends decided to leave their jobs and fulfill dreams of opening a sweet shop in Norwich. However they found all the chocolate options were too dull and serious for Matt and Teri's liking. This would eventually lead to the pair creating Gnaw Chocolate in 2011, a company that would strive to put fun and excitement into the chocolate it makes.

The Norfolk based company has expanded into bigger facilities and grown its product range, with its chocolate now sold in over 20 countries worldwide and across four continents.

Discussing exporting Matt Legon said "There are opportunities all over the world for ambitious businesses. If you are looking to build your business at a faster rate, then it is worth seriously considering the benefits exporting can bring. Exporting has provided the cornerstone of what we have been able to achieve here at Gnaw."



Matt Legon
Managing Director

Good Ventures

Good Ventures designs, creates and manufactures organic beauty products in its Hertfordshire-based eco studio. Established in 2007, the company began exporting 4 years later in 2011, and has since started exporting to 25 countries in total.

Exporting is a huge part of Good Ventures. Having created strong working relationships with its international distributors, the company can now attribute 65% of turnover to exports. Whilst over the past nine years, Finland, Denmark and France have become its most important markets.

Following Good Ventures success in exporting, Laura says that it is imperative that all product names and marketing communications translate culturally into international markets.



Laura Rudoe
Founder & Director



Martin Lewis
*Founder &
Managing Director*

Graduation Attire

Bedford based Graduation Attire provides academic dress for schools, universities, and colleges. Its experienced team create a range of products that include Cambridge and Oxford style gowns, choir robes, custom regalia in any style or colour, as well as certificate covers, frames, and diploma tube packages.

Graduation Attire works closely with top academic institutions around the world to provide its British made products throughout France, Italy, Spain, Germany, Nigeria, and across Asia.



Matt Hale
*International Sales &
Marketing Director*

HRS Heat Exchangers

HRS Heat Exchangers was founded in 1981, since that time the business has been at the forefront of thermal technology, offering innovative and effective heat transfer products worldwide with a strong focus on managing energy efficiently. For almost 40 years, its products have served a wide variety of sectors that range from food manufacturing to the energy industry.

The global market has been at the core of HRS Heat Exchangers from the start. It ensures it's able to provide customers with support throughout the world, with production in Europe and Asia, as well as design and sales offices spread across Spain, Russia, USA, India, Mexico, Malaysia, Australia and New Zealand.

With over half of its turnover from export, exporting has allowed HRS Heat Exchangers to take its products to a far greater audience. For those thinking of exporting Matt said using the right tools makes the world a much smaller place and easier to do business.

It Really Works Vitamins

Hertfordshire based It Really Works Vitamins is a British hair supplement brand that uses a variety of nutrients to encourage hair growth. The company began exporting at its inception and now exports to 128 countries, receiving orders for the USA and India at the beginning.

Exporting has been essential to the company, with 70% of the company's turnover derived from exporting, Fortuna says exporting has been a lifeline for the company and it wouldn't exist without its international customers.

Fortuna's exporting tip is to offer free worldwide shipping and to make it as easy as possible for customers to track their items. She also recommends keeping on top of the various international delivery rules - the company recently found that customers in India were waiting around six weeks to receive their item and were having to pay high customs fees. Fortuna circumvented this through using a courier.



Fortuna Burke Melhem
Founder & Director

Institute of Workplace and Facilities Management (IWFM)

Since 1993, the Institute of Workplace and Facilities Management (IWFM) has provided its community of professionals with a place to share best practice and knowledge, while supporting its members' professional development with qualifications, short courses and training. Its aim is to extend the impact IWFM makes beyond the built environment and unlock its potential value to business and society.

IWFM has members throughout the world that are part of one of its communities or make use of the services that the organisation offers. With four international communities and a growing global presence, particularly in the Middle East, IWFM understands how to tailor its services to the different needs of members throughout the world.



Neil Everitt
*Head of Strategy
and Development*



Lawrence Mallinson
Managing Director

James White Drinks

James White Drinks Ltd press, bottle and market a range of fruit and vegetable juices - the principle brands being Big Tom spiced tomato juice (and now ketchup), the Beet It range of organic beetroot juices and sports nutrition products and James White Organic fruit and vegetable juices.

Established in 1989, the company only began exporting in a significant way in 2009 but has spent the last 11 years building relationships that have allowed them to export to over 20 countries. The company's biggest exporting markets are the USA, Holland and Denmark. Exporting has allowed sales to increase at a good margin, with 15% of the company's turnover now derived from exporting.

Following the companies exporting success, Lawrence's top tip for exporting is to find a committed agent distributor to work with and listen to their ideas.



Adam Sopher
*Co-Founder
and Director*

Joe & Seph's

Joe & Seph's is a Watford-based award-winning brand that has revolutionised the popcorn market with its gourmet popcorn. The company takes its name from Founder, Joseph Sopher, who launched the family business with his wife Jackie and their son, Adam in 2010. Seven years on, the company now has a range of over 50 innovative flavours of gourmet popcorn - including the first alcoholic range.

30% of Joe & Seph's turnover comes from 19 export markets with Scandinavia, the Middle East and Asia among the top markets. In 2012 a French department store asked Joe & Seph's to supply them with its popcorn. Since then, it has seen a fast growth through exporting abroad.

Joe's top tip for potential exporters is to meet DIT and take advantage of as many of the amazing opportunities they have available as possible. Also, visit your target markets to truly understand the opportunity and competition.

Lazarus Training

Lazarus Training, based in Leigh on Sea, provides bespoke training solutions to international standards. Its training provides the environment/framework for delegates to learn the skills to respond to emergency situations, via practical scenario training designed around memory recall under stress.

20% of Lazarus Training's turnover has come from exporting. Since 2014, the company has been exporting to a wide range of countries, currently providing hostile environment training to international staff in Ukraine.

Exporting has allowed Lazarus Training to develop its training courses to a higher standard, due to the awareness of international requirements. Alistair's top tip for potential exporters is to research the market, looking to identify why people should use your products/services over the local option.



Alistair Hollington
Director

Le Mark Group

Le Mark Group Ltd, based in Huntingdon, was formed in 1982 and has since become a leading force in the innovation development and supply of consumable products and accessories for the global entertainment industry. This has led to a multi award-winning portfolio of unique 'tool box' products including self-adhesive tapes.

Exporting to 27 countries since 1983, primary markets include Europe, Russia and USA. Every product that the company manufactures has the ability to be exported. The company uses overseas client feedback to drive innovation, and this in turn brings benefits to the home market.

According to Stuart, being associated with British design is often a 'door opener' when it comes to negotiations. Le Mark will use the union flag symbol as often as possible on its brands. Stuart says: "If you're proud to be British, let your customers know that."



Stuart Gibbons
Managing Director



Mark Jenner-Parson
FCIM
*Head of International
Sales & Marketing*

Mr Fothergill's Seeds

Mr Fothergill's is a UK success story in the FMCG gardening category, with multi-million pound businesses in Europe, Australasia & North America. Founded in 1978 in horticulturally historic East Anglia, like the gardening products it sells Mr. Fothergill's has continued to grow for over 40 years.

The majority of the team are all gardeners themselves and meetings often take place in the large trial grounds where everything Mr Fothergill's sells is grown or tested to ensure that it meets the requirements of the end consumer whether they be a novice or an expert gardener.

Export features heavily in Mr. Fothergill's continued success and it sells to over 30 countries, with Australia being its largest international market.

Mark's tip for those thinking of exporting is take time to diagnose the market and the customer segment you want to sell to, create a strategy that takes into account the 4 P's of the new market and only then make a decision on the tactics that will best deliver you success.



Tim Came
*Business Development
Manager*

Munchy Seeds

Lucinda and Crispin Clay founded Munchy Seeds in 1999 and started roasting and selling the seed mixes at country shows and exhibitions. After over two decades of making healthy snack mixes Munchy Seeds is now one of the most established seed snack brands in the UK and has a growing presence around the world.



OPRO International

OPRO International manufactures and distributes Self-Fit (or 'boil & bite') mouthguards. It is the sister company of OPRO Ltd which is the world's leading manufacturer of custom-fit mouthguards, supplying the likes of England Rugby, New Zealand Rugby, and Great Britain Hockey.

Originally established in 2007, OPRO International's exporting journey starting in 2009 after attending ISPO Munich for the first time. The company has attended every year since, and can now attribute over 40% of turnover to export sales across more than 40 countries. Due to the limited market in the UK, exporting was essential for the company to allow the business to grow and reach its full potential.

According to Richard, conducting market visits is essential as every territory is different. The key to building a successful GTM plan is visiting and spending time with retailers and distributors and learning about the local market and competition.



Richard Evans
Sales Director

Photocentric

Photocentric, based in Peterborough, started trading in 2002 manufacturing its patented concept of pre-packaged photopolymer resin in sachets, to make the process of stamp making easier. The company has used this product to make its own stamps and in doing so has become the largest clear stamp manufacturer outside China. In 2014, the company brought innovation to 3D printing, by being the first to use LCD screens as the imaging source in a 3D printer. Today, this patented 3D printed technology has been proven by having manufactured millions of items.

Photocentric has created manufacturing in its US subsidiary and exports to over 50 countries, directly and via distribution network. Overseas sales have grown by more than 100% during the last five years and over 70% of sales are exported. Photocentric's success as an exporter has been recognised with a Queen's Award for International Trade in 2018.

Paul Holt and Sally Tipping's tip for those thinking about exporting is to speak the language where possible (which really helps to understand the culture) and trade as much as possible as if you are a domestic supplier.



Paul Holt
Managing Director



Sally Tipping
Sales Director



Rashid Lalloo
CEO

Premier Ship Models

Founded in 2001, Premier Ship Models produce and refurbish ship models, including over 500 ready-made models, options for custom designs, and builds made with 3D printing. Its clients include the corporate sector, retail outlets, museum shops, and the private sector.

Premier Ship Models has focused on developing a strong digital platform that appeals to international markets, offering four currencies and its site provides translation into 14 languages.

Export is at the heart of the Premier Ship Models, having completed projects in over 110 countries. With this extensive experience, Rashid advises those thinking about exporting to consider the digital route to market.



Richard McKinney
*Sales & Marketing
Director*

Ruark Audio

Founded in 1985, Ruark Audio is a family-owned company that sells premium audio systems for the home. Based on the South East Coast of England in Southend-on-Sea, it follows three core objectives; its mission to create products they would be proud to own, design icons of the future with clean lines and proportions, with flawless performance and functionality to make systems with intuitive operation and functions.

Ruark Audio's sound systems are sold in over 25 countries spread across the world, with over half of its turnover attributed to its international markets. The company targets future export opportunities in several other countries, which will continue to grow its brand on the international stage.

For those thinking about exporting Richard advises to connect with your local DIT trade adviser. For companies with little or no experience in exporting, the International Trade Advisers are there to help, answering any queries you may have about commodity codes, Brexit, how the DIT can do to help you find the right trade partners across the globe and a valuable insight into the funding that is available to help you achieve the results you desire.



Safe STS (part of Future Marine Services Group)

Safe STS, based in Great Yarmouth, specialises in ship-to-ship transfer of oil and gas globally. The service which uses high level marine skill sets, predominantly British, supports developing countries with their import or export requirements, often in advance of infrastructure developments.

97% of the company's turnover comes from exporting. Asia, the Middle East, North and South Africa and South America are among the overseas markets exported to, with Asia being its top market.

Yvonne is proud to have a business with virtually no limits, continuous opportunity and constant challenges - knowing that it is helping developing nations, contributing to their economies and growing global network of skills and expertise that can keep its specialist industry sector alive, safe and effective.

The best advice Yvonne had for potential exporters was to be brave. Take time to understand your host country and how they perceive and will receive what you are offering. Don't be afraid to work with local partners, invaluable to use for supported growth and provides a rich network of global friends and supporters.



Yvonne Mason OBE
CEO

SEERS Medical

Stowmarket-based SEERS Medical specialises in designing and manufacturing in the UK with a wide range of patient examination furniture for various medical procedures. The company also specialises in entry level products such as the Sterling 2 and 3 Section Couches, as well as manufacturing and supplying medical patient trolleys and medical seating.

Since 2008, exporting has provided 60% of SEERS Medical's turnover, and it now exports to 89 different countries. The top export markets are based across the US, Canada and the Middle East.

John's top tip for other potential exporters is to complete some in depth research on the trade and market research on different countries, distributors, buyers and customers which will help your company get an idea of what products or services can be sold in different markets.



John Mason
Distributor Sales
Manager



James Longcroft
*Business Development
Director*

Silent Sentinel

Established in 2002, Silent Sentinel designs and manufactures industry leading surveillance platforms, targeted specifically at the homeland security sector. Its cameras are manufactured in the UK but Silent Sentinel now exports to over 52 countries with the Middle East, the US and Europe as the most significant markets.

Exporting has been instrumental in the growth and success of Silent Sentinel. After finding themselves in a saturated, over-populated market in the UK, finding a gap in the market which could be competitive on a global scale has meant that 80% of the companies' turnover is now due to exports alone.

Having spent the last 12 years gaining experience in exporting across six continents, James encourages other companies to make sure they research and understand the culture of that country and the way they do business, as every country really is different.



Lisa Kay
Managing Director

Sole Bliss

Sole Bliss is an e-commerce footwear business, specialising in fashionable, comfortable shoes for women who have wide feet, bunions and other foot issues. All Sole Bliss shoes contain a patent-pending comfort technology, which provides triple layer underfoot cushioning, wider widths and an invisible stretch panel to accommodate all foot shapes and alleviate pressure on painful joints.

The company has been exporting since its establishment in 2017. Currently 5% of turnover is derived from exporting, however it is anticipated that this will rise to 20% in the next year following the recent launch of a dedicated platform for US customers and a dedicated export programme in the USA. The USA is one of its top three export markets, alongside Ireland and Australia.

Lisa's most important advice for exporting is to understand that customers in different countries will have different requirements and priorities. "Don't expect to simply duplicate what you're doing in the UK. Spend time in the countries where you plan to export, conduct market research and get to know your new customer base very well indeed."

Speechmatics

Speechmatics is a Cambridge-based company that powers applications that require mission-critical, accurate speech recognition through its any-context speech recognition engine. Having pioneered machine learning voice engineering, Speechmatics is enabling companies to build applications that detect and transcribe voice in any context and in real-time. Speechmatics processes millions of hours of transcription worldwide every month in 30+ languages.

Since 2014, Speechmatics has been exporting to over 10 countries with North America being its biggest market. The majority of the business.

is done through exporting outside of the UK due to the globalisation of speech technology. Exporting has enabled it to sustainably grow as a business whilst also presenting further growth opportunities.

John's advice to potential exporters is to listen to your customers and ensure you are building products and features that they need and add value to their business.



John Milliken
Director

Teledyne e2v

Teledyne e2v was established in Chelmsford in 1947 to design and manufacture magnetrons for Radar, supplying critical components and systems for Healthcare - it is in over 90% of the world's radiotherapy machines; Defence - the company make electronic defence systems for aircraft; Space Imaging - it makes the highest performing visible light sensors for terrestrial and space instruments.

Exporting for over 70 years, 75% of Teledyne e2v's turnover has come from exporting to over 20 countries, with USA, the Netherlands and China among its top markets. Teledyne e2v would simply not exist if it didn't export, the UK is too small a market to sustain the specialist products it makes.

Philip's top tip for potential exporters is to do your research, understand the customer value of your product offering and determine the optimum route to market, whilst remaining compliant with export (and import) regulations.



Phil Nicholson
*Vice President Defence
& Security*



Julie Dean OBE
CEO & Founder

The Cambridge Satchel Company

The Cambridge Satchel Company, based in Cambridge, is a heritage UK brand known for its iconic bags. The brand is proud to celebrate ten years of UK craftsmanship with all products designed in Cambridge and handmade in its Syston workshop.

With 125 employees, 47% of the company's turnover comes from exporting. Cambridge Satchel export to over 120 countries via its global website, with China and the USA being its largest overseas market. The brand's 5 UK stores are also extremely popular with visiting tourists to the UK. Cambridge Satchel have been exporting since day one and Julie Deane OBE, founder and CEO of the company, believes exporting has enabled rapid growth and increased brand awareness.

When it comes to export, Julie's top tip for budding companies is to just do it, don't hold back. Be proud to show off your product and service to a global audience.



Andrew Nelstrop
Managing Director

The English Whisky Co.

The English Whisky Co. was founded in 2006 and was the first registered English whisky distillery in over 100 years. Based in Norfolk, the company uses the water and barley of the region to produce its whisky, it also produces a range of liqueurs and creams.

The company has over £2 million turnover and now employs 12 people. It started exporting in 2010 and since that time exports have grown to make up 10% of its turnover, with its Norfolk made produce being sold in over 20 countries. Through exporting the company has grown its revenue streams, brand awareness and opened up greater opportunities for growth, which would not have been possible in the domestic market alone.

Andrew's advice is to do the numbers - whilst it is relatively easy to entice an export market customer, it is more expensive than you can possibly imagine to service that export marketplace properly.



US2U Consulting

Based in Norwich, US2U Consulting has earned a reputation for providing forward thinking solutions and in supporting its clients take what they do to the next level. US2U Consulting achieves this by having a strong set of values that underpin everything the company does, this includes the fact that everything it does is tailor-made for specific clients and it believes in strong long-term relationships.

The company attributes up to 30% of its turnover to export and it is most active in Middle Eastern markets.

According to Rachel, her top tip is to take advantage of any trade missions, training, conferences and any funding that's available and then be persistent; international new business tends not to happen overnight.



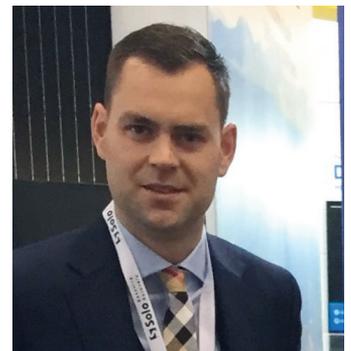
Rachel Blackburn MBA
Director

Viridian Solar

Cambridgeshire based Viridian Solar was established in 2007 following a 3-year design process between a team of innovative engineers and designers. The company designs and manufactures roof integrated solar panels. In 2015, it launched Clearline Fusion, a PV roofing system that is cost competitive with above-roof installations, but that draws on its extensive history and long track record in building integrated solar.

The company began exporting in approximately 2017, after deciding that the Viridian Solar was too reliant on the UK housing market. Exporting was the only way to safeguard against this, as it allowed the company to explore new markets. Since this decision, it now exports to seven different countries and has since acquired a licensing agreement with a large American company, all of which has increased turnover of the business.

Jamie's exporting advice is to ensure that you don't assume that every country operates in the same way as the UK and emphasises the importance of employing partners in the local area.



Jamie Berryman
Sales Director



Dave Shanks
CEO

Water to Go

Bedfordshire-based Water to Go manufactures and distributes recyclable, reusable water bottles with integral replaceable nan-tech filters, that converts any non-salt water source to potable, great tasting water instantly.

In 2014, Water to Go started exporting to France and Sweden, offering its 75 cl filter water bottles. Now, 45% of the company's turnover is from exporting, offering to over 50 countries outside of the UK, with China being the top market.

Exporting is the main driver for the business and will account for the majority of the company's turnover by the end of 2020. Dave is proud to see his products available through distributors and on 16 websites worldwide. His top exporting tip is to research the correct partners and to secure strong contacts with guaranteed minima and KPIs.



Tim Sprake
Head of Sales

Wells & Co

Bedfordshire based Wells & Co specialise in brewing and retailing. Established in 1876, the company first began exporting 40 years ago to the Italian market. Wells & Co now also owns and manages 17 pubs in France. With France and Italy as two of its top export markets alongside Denmark. This autumn sees the relaunch of Wells own Brewing business with the opening of a new brewery and range of draught and packaged beers in Bedford called "Brewpoint" to service its UK and international business.

Exporting has allowed the company to broaden its UK income stream and profit opportunity by developing new channels of trade. Exporting makes the company incredibly proud as it has given Wells & Co the opportunity to connect with consumers and retailers in other markets; allowing these partners to experience great British beers brewed in the heart of Great Britain.

According to Tim, when exporting it is important to be very clear what your proposition is and how this is understood and valued by your customers and their customers or consumers.



Wilkin & Sons

The Wilkin family has been farming at Tiptree, Essex, since 1757, and making quality preserves since 1885. The company grows a wide range of traditional English fruits and uses them to make preserves, condiments, and other treats in its factory by the farm.

Since the first jar of jam was sent to Australia back in 1885, export has always been an integral part of the business and accounts for about a fourth of Tiptree's turnover today.

Marianna's advice to potential exporters is to make sure you find a partner that resembles you and that truly understands and loves your products. Marianna says, "It makes us very proud to have Tiptree products on the shelves of many great stores and served in the best hotels, top airlines and cruises in over 70 countries around the world."



Marianna Giancola
Export Sales Manager

“ Don't expect to simply duplicate what you're doing in the UK. Spend time in the countries where you plan to export, conduct market research and get to know your new customer base very well indeed. ”

*Lisa Kay
Sole Bliss*

South East Export Champions



Giedre Brandao
Managing Director

AbBaltis

Giedre founded AbBaltis in 2010 and began exporting immediately. AbBaltis, based in Sittingbourne Kent, supplies a wide variety of disease-state plasma and residual clinical samples to customers around the world.

AbBaltis now employs 10 staff members with an annual turnover of approximately £850k. Exports account for 95% of turnover, with over half to Europe and one-fifth to North America. AbBaltis also exports to China, Hong Kong, Korea, Japan and Taiwan.

Giedre states: "We would not be the business we are today without exporting. It has allowed our business to thrive and I am incredibly proud to have customers across the globe. I feel that I am championing Kent and the UK, whenever we help an international customer." Her advice to potential exporters is that exporting is not as daunting as you may feel. Seek help and advice as much as you can. For example, The Department for International Trade is incredibly helpful and informative.



Sara Keel
CEO and Founder

Babycup

Mum of three daughters, Sara designed a mini cup in 2012 for weaning babies, which was launched in 2013 at the Harrogate Nursery Fair trade show. Babycup First Cups mini open weaning cups are now multi award-winning and are recommended by dentists to support oral health for babies and young children.

Babycup's product is relevant for babies and young children the world over and geography knows no boundaries when it comes to the importance of childhood health. Exporting is an integral part of the brand's growth and being Made in Britain means that Babycup can deliver that reassurance of quality and integrity that comes with British made goods. Babycup's top three export markets are France, Japan and Thailand.

Sara's top export tip is to become knowledgeable about the cultural differences that make each and every export market unique and identify ways that your brand and product can sensitively and respectfully be relevant for an individual market.

Beck & Pollitzer

Beck & Pollitzer (B&P) specialises in the installation and relocation of complex manufacturing processes. With over 155 years' experience, B&P is the world's oldest and largest installation specialists, providing support to a wide range of clients including Automotive, Aerospace, Fast Moving Consumer Goods, Packaging & Canning, Building Products, Pharmaceutical & Healthcare.

The company, based in Dartford Kent, has been working internationally for over 100 years, but the existing overseas network has largely been in place for 20 years. The company has bases in 16 different countries and operates in over 50 locations worldwide. Exporting is a key part of the business with over 70% of revenues derived from overseas markets.

To export successfully, Andrew recommends understanding customer needs, markets and economic drivers, so that offerings can be aligned accordingly.



Andrew Hodgson
Chief Executive

Blue Eyed Sun

Blue Eyed Sun is a Queen's Award-winning greeting card company specialising in handmade and high-end design-led greetings cards. Founded by Jo and Jeremy Corner in 2000, the business now sells to the best gift and card shops around the world. The company also produces eco-friendly gifts and is the UK and Ireland distributor for BambooCup.

Based in Brighton, Blue Eyed Sun has a team of 10 staff and has been exporting for the last six years. It currently exports to 20 overseas markets where its products are stocked in leading global retailers. The USA is the biggest market, closely followed by the EU. Exports make up to 25% of the company's turnover.

Exporting has meant that Blue Eyed Sun can expand its brands internationally, whilst also becoming a leaner and stronger business. The company has been proud to see its products in stores around the world. Jeremy advises others to focus on getting it right in the UK first, to minimise mistakes abroad.



Jeremy Corner
Chief Executive



Julianne Ponan
Founder

Creative Nature

Julianne became owner and CEO of Creative Nature, a superfood brand, in 2012. Surrey based Creative Nature creates free from snacks, home baking mixes and superfoods that are free from the top 14 allergens and contain less sugar than other brands. Its products are stocked in Ocado, Sainsbury's, Asda and Tesco.

Creative Nature's top export markets are the Middle East, New Zealand and the company has just launched in Singapore. Exporting has helped Creative Nature to increase its turnover and, because its products are manufactured in Britain, this holds a lot of prestige.

Julianne advises "Research the market before you enter it. It's important to find the right partners/distributors and make yourself available to speak with them in their timezone. If offering exclusive distribution, make sure you have an agreement in place on the length of time and the termination clauses just in case it doesn't work out."



Ian McGregor
*Co-Founder and
Business Development
Manager*

Emulate3D, A Rockwell Automation Company

Emulate3D develops industrial software used for the off-line testing of control programs by connecting them to operationally identical dynamic Digital Twins.

Based in Reading, Emulate3D operates with 18 employees in the UK and three in the US. The company started exporting as soon as it had products ready for sale in 2006. Today, 93% of Emulate 3D's revenue comes from 37 countries, with its top three markets the USA, Germany and Japan.

According to Ian, without exports, Emulate3D would not have succeeded as its business model is vertical and requires access to the global market. Ian is proud that this business has created jobs and helped to make industry more cost-effective and efficient in 37 countries. Exporting has enabled the brand to be recognised throughout industry. Ian recommends selling from a distance whenever possible, using technology to communicate and sell rather than travelling to see prospects.

Enterprise M3 LEP

Kathy has been the Chief Executive at Enterprise M3 LEP (EM3) for the past eight years. Covering West Surrey and North Hampshire, EM3 drives the economic growth of the area by working with businesses, key delivery partners and central government.

Innovation and Exporting are priorities for the organisation. The area is rich in innovation and hosts the 5G Innovation Centre, the UK's most significant cluster of internationally significant defence and aerospace companies, as well as the largest cluster of games companies outside London. Its expertise in the Games and Immersive Technology sector is recognised in a High Potential Opportunity putting EM3 at central stage with overseas investors.

EM3 has a focus on helping business to export, aligned with the EM3 Growth Hub and Finance SE, who manage the EM3 Expansion and Equity fund. Kathy's top tip to any business considering exporting is to 'just ask.' There is plenty of help and advice to get you started.



Kathy Slack OBE
Chief Executive

Focus SB

Gary joined Focus SB in 2016 and has over 30 years' experience gained in technical specification sales in construction related products.

Hastings based Focus SB manufactures luxury electrical wiring accessories (switches and sockets) for high end residential, hospitality and historic buildings markets. Established in 1979, Focus SB has been exporting for over 39 years.

China, Saudi Arabia and UAE are Focus SB's top export markets. Gary says "Exporting spreads our risk as an SME. If our UK market becomes depressed, we want to be able to weather that by having a flourishing export market and vice versa." His top exporting tip is to "get the right in-territory partners and be prepared to invest time into building your brand and in-territory relationships".



Gary Stevens
CEO



Siân Holt
Managing Director

Fudge Kitchen

Siân bought Fudge Kitchen in 1995 and spent five years reinventing the offer into a premium, artisan confectionery company. In 2012, Siân launched a wholesale range to grow the business within the UK and for export - developing new products for new markets. Fudge Kitchen has been actively expanding its export markets and now supplies customers in some ten countries including Holland, Germany, the UAE, and Canada.

In the last eight years the Award-winning company has enjoyed significant growth and launched over 70 trailblazing new products, including caramels, brittles, sauces and Drinking Fudges. Selfridges, Harrods, Claridges, Hotel Chocolat and Harvey Nichols are amongst its UK customer base.

As a small business owner and entrepreneur, Siân currently acts as one of the IoD Kent's ambassadors and as a Director of Produced in Kent. Her exporting top tip is "Be patient! Opportunities can be very slow burn."



Pete Jenkins
CEO

Gamification+

Gamification+ uses gamification, the process of making activities more game-like, to make processes more engaging, staff more motivated and business more effective. Clients who have these processes have shown clear improvements in attracting and retaining talent.

Based in Brighton, Gamification+ works with organisations on every continent and continues to add new clients in new countries. Since its first exports in 2015, overseas sales now make over a third of turnover. Singapore is currently the most significant of its 25 export destination countries, with more on the horizon.

Exporting has enabled Gamification+ to access a larger market place, whilst also increasing international knowledge, best practice and capability through new networks and the recruitment of new colleagues from overseas. Pete advises developing a partnership approach with companies who work across wide regions - build strong relationships with partners to help navigate local culture and achieve success faster.

Gold-i

Tom established Gold-i in 2008 to develop multi-asset liquidity management, business intelligence and MetaTrader (the most popular Forex trading platform) solutions. With 30 employees worldwide, mostly in Guildford, Gold-i is a global market leader and the first FinTech company to win a Queen's Award for Enterprise in Innovation, in 2014.

Exporting has been critical to Gold-i's growth since the outset. With offices in the UK, China and Australia, it exports to 33 countries in all continents. 76% of turnover comes from exports, with China being the top market.

Tom advises to thoroughly research potential new markets and clients before creating plans to expand into new territories. Success is found by adopting different strategies for different regions. Be flexible and agile in setting up overseas offices and ensure corporate culture is replicated in the office. Being a successful exporter and contributing to Britain's positive reputation overseas makes Tom feel proud to be British.



Tom Higgins
*Founder and
Chief Executive*

Goodwood Estate Company

The Goodwood Estate in Chichester has been trading for over 300 years. Its motor racing events: The Goodwood Festival of Speed, Goodwood Revival and Members Meeting are famous throughout the world as is its horse racing, most notably the Qatar Festival. The Goodwood Estate includes a hotel, restaurants, golf course, airfield and the Goodwood motor circuit. It also specialises in country sports and runs the biggest low-lying organic farm in Europe.

As International Director Tim's role is to lead Goodwood's growth into international markets and the expansion and development of its existing global interests.

Goodwood's top markets are the US and EU. Tim says exporting, particularly through Kinrara Consulting, its white label consultancy business, has helped Goodwood by attracting big value customers and providing them with world leading creative and experiential solutions. Exporting has been an important part of Goodwood's growth and has helped it become a globally renowned brand.



Tim Bulley
International Director



Paul Ferris
Managing Director

He-Man Dual Controls

He-Man designs, manufactures and installs dual control pedal systems into vehicles primarily for driver tuition. It also installs into commercial, emergency and military vehicles and high value vehicles for track and experience days. Based in Southampton, the 35-employee strong company recently moved to a larger facility for its expanding business.

He-Man currently exports around 10% of its business, with plans to grow to 35% by end of 2019 and over 50% in 2020. The company's largest demand is currently from France, but interest in Asia and America is growing rapidly.

According to Paul, as He-Man holds a large UK market share, exporting was the only option for significant business growth. Paul advises potential exporters to do their homework and make use of support and information from DIT, Chambers of Commerce, OMIS studies and other research.



Adrian Lockwood
Founder and CEO

Integration Technology

Adrian is the Founder and CEO of niche technology SME Integration Technology Ltd, based in Oxfordshire. Established in 2000, the company designs and manufactures semi - conductor based Ultra-Violet light sources used in digital imaging, electronics manufacturing and other industrial processes. Integration Technology Ltd's clients are predominantly Original Equipment Manufacturers (OEMs), nearly all offshore, with major centres in Asia, mainland Europe and North America.

It was clear from the outset that Integration Technology Ltd needed to be an export based business. The company received a Queen's Award for International Trade in 2009 and exports to around 16 countries.

Adrian is currently deputy chair of OxLEP (Oxfordshire Local Enterprise Partnership), in addition to being an active local CBI member. Adrian's top exporting tip is "Always consider broader horizons and opportunities, exporting is not that hard and for us is a way of life".



Jon Tibbs Associates

John Tibbs Associates (JTA) is the world's leading independent communications and international relations consultancy specialising in sport and, in particular, the Olympic Movement. Founded in 2001, JTA works for stakeholders throughout the Olympic world, including International Sports Federations. JTA also advises the National Olympic Committees of the USA, Czech Republic, Turkey and Jordan.

JTA has offices in London, Lausanne, Beijing and Los Angeles, and a design agency in Alicante. Export business accounts for 95% of JTA's turnover, with its main markets being Switzerland, Russia, the Middle East and the USA.

JTA is a two-time winner of the Queen's Award for Enterprise in International Trade. Jon Tibbs is former Chair of the DIT Sports Economy Sector Advisory Group and was awarded an OBE for his services to export. Jon's top export tip is: "Immerse yourself in the culture of your export customers. They will notice and appreciate every effort you make."



Jon Tibbs OBE
Chairman

Kent Crisps

Canterbury based Kent Crisps is an award-winning range of crisps made using Red Tractor assured British potatoes. With seven different flavours, the company's signature approach is to create classic flavours with a local and British twist, all using real flavours. It distributes throughout the UK and internationally, working with independent outlets and multiples.

Kent Crisps has been exporting for six years, with the Middle East as its biggest export market. It has been important for Kent Crisps to increase its sales in other markets outside the UK as the brand in the UK can be perceived as regional, so exporting gives opportunity for greater growth.

Exporting has meant a great deal to Laura, who feels that visiting other countries and seeing products on shelves is most rewarding. She advises other potential exporters to be patient, research the market you want to sell into and invest in your brand.



Laura Bounds
Managing Director



Max Goulden
Managing Director

MacAlister Elliott & Partners

MacAlister Elliott & Partners (MEP) is a fisheries and aquaculture consultancy with 22 staff based in the UK office in Lymington. Founded in 1977, the company specialises in both industrial and small-scale fisheries around the world, often in some of the poorest regions. The work was borne out of the aid agencies but has since developed with more work now completed for the private sector.

MEP has worked on every continent and over 70 different countries. Exporting has been key for over 41 years, since the company's inception and now makes up to 80% of the overall turnover. MEP currently exports to 15 countries, with most activity seen in Africa, particularly Mozambique, Sierra Leone, Liberia and Mauritania.

The company is founded on exports and would not survive on a UK market alone. Max's top tip is to hire local trusted expertise. Locals understand how the country works far better and will get things done much quicker and more efficiently.



Steve Osborne
Managing Director

Melford Technologies

Steve has been Managing Director of Amersham based Melford Technologies since 2015. Grant joins Steve in his role of South East England Export Champion.

Established in 2014 Melford Technologies designs and manufactures products that range from vehicle-mounted digital displays to touch-point interface devices and self-service check out kiosks. Whether it's interactive digital signage, customer engagement applications or POS systems, Melford Technologies sees the whole project through from consultation and design to manufacturing and installation. Its key industries include Retail, Marine, Transport, Military and Digital Out of Home.

Melford Technologies has been exporting since 2017 and 80% of turnover is already attributable to exports. Its main markets are North America, Ireland and Singapore. Steve's top exporting tip is "Identify your target customer/partner and work with them to understand their business and market challenges. Build trusted relationships and partnerships."



Grant Smith
Sales Director



MR Solutions Group

MR Solutions Group, based in Guildford, specialises in the design and manufacture of MRI and Nuclear Medicine Imaging systems for research laboratories around the world. In addition, it sells its specialist technology to companies that manufacture imaging systems for the clinical market. David founded the company following his life-long career in the field of MRI. It has grown to a 60-person company with annual turnover of £14 million.

100% of MR Solution's turnover is attributable to exports. The company exports worldwide except for Africa and South America.

Exporting is fundamental for MR Solutions. David feels proud to export and feels his company is 'flying the flag' for Great Britain. He advises other potential exporters to personally spend time on the ground in their chosen market to truly understand it and build the confidence of new customers.



David Taylor
Chairman and Founder

Naturally Tribal Skincare

Qualified pharmacist Shalom Lloyd created a formulation using Shea butter to ease her son's eczema. Formulated, tested and made in the UK, Naturally Tribal Skincare uses Mother Nature's gifts to create skincare products with natural ingredients from Africa, whilst empowering African women in the process.

The company's 'Source to Jar' traceability USP enables it to provide ethically conscious customers with the opportunity to easily obtain high-quality, 100% natural skincare products. Top export markets are Africa (Nigeria), USA and Scandinavia.

Shalom says "At Naturally Tribal we see the export market as a significant opportunity for us. Exporting has enabled growth and opened up a diverse market for us." She advises exporters: "Don't fear it! Be informed and utilise resources available, such as the Department for International Trade, who supported us in identifying appropriate target export markets. Exporting is not just for the 'big guys'. As SMEs we are innovative and nimble."



Shalom Lloyd
Director



Simon Wynn
Managing Director

On Line Broadcasting

Banbury based SME On Line Broadcasting (OLB) is an international broadcasting Public Relations company, with around 95% of turnover attributable to exports. OLB works with broadcast news, delivering immediate international coverage on TV, radio and on-line media, including live interviews and news footage via satellite as stories break.

OLB links spokespeople direct to presenters on large audience broadcasters such as CNN, BBC World, CNBC, Bloomberg and Sky, distributing news to broadcasters and news agencies globally. OLB works in an editorially-driven news environment with strong stories that broadcasters and news agencies want to cover, in locations across the globe that broadcasters might struggle to reach with their own resources.

The company's top three markets are South Africa, UAE and Saudi Arabia and Simon's top tip for other businesses looking to export is "Tenacity and being prepared to not let clients walk over you however small your company is."



Keith Garden
CEO

Only Natural Products

Only Natural Products manufactures high quality and organic herbal, fruit and speciality teas under its brands Dr Stuarts and Higher Living.

The company first started exporting in 2001 and its top three markets are Australia, Germany and South Africa. It now exports to over 50 countries and exports are over 90% of the company's sales. Keith says "we have always looked to promote our products abroad and it's a huge part of what we do and believe in - it helped raise our profile and also gained us two Queens Awards for Exports in 2016 and 2019".

The company believes in working closely with distributors and international retailers and presenting its products with passion and strong communication. Keith's top exporting tip is to first visit the market, if at all possible, and visit as many stores and talk to as many people as possible - nothing beats being in the market and getting a feel for it.

Oxford Space Systems

Founded in 2013, Oxford Space Systems (OSS) is aiming to become the global leader of deployable antennas for Space, providing effective solutions today for the space based services of the future. OSS is one of a small number of new satellite hardware manufacturers and leverages innovations from beyond the space sector, bringing together knowledge of materials science, Radio Frequency engineering, mechanisms and thermal engineering to make deployable antennas that are smaller, lighter and cheaper than traditional designs.

OSS has been exporting since 2016 and its top export markets are Scandinavia and Asia Pacific. Around 25% of the business is from overseas.

For the business exporting has added revenues, access to expertise and funding for product development. Sean's top exporting tip is "spend time with the customer to understand their specific objectives, which is likely to be different from a home market customer".



Sean Sutcliffe
CEO

Oxford Technical Solutions

Established in 1998 Oxford Technical Solutions (OxTS) is recognised as a world leader in the design and manufacture of Global Navigation Satellite System (GNSS) aided inertial navigation systems for automotive testing and development. The company won the Queen's Award for International Trade in 2019.

Exporting is absolutely crucial to OxTS, with about 80% of its turnover attributable to exports. Customers include General Motors, Ford, BMW, Volkswagen, Volvo, Honda, Toyota, Nissan and Daimler Mercedes. Its products are also supplied to vehicle testing facilities and regulatory bodies. OxTS has a network of channel partners located in 25 countries around the world. The company's top three export markets are Germany, China and the USA.

Chris's exporting tip is to "find the right channel partners to work with in export territories. They must effectively represent the products/services of the business, and they must also be capable of representing the values and ethos of the business; and be a true partner in the growth of the business".



Chris Hocking
CEO



Brandon Barnham,
*Business Development
Manager*

Ridgeview Wine Estate

Brandon joined Ridgeview in 2016. Established in 1995 and nestled at the base of the beautiful South Downs, English Quality Sparkling Wine producer Ridgeview Wine Estate produces high quality traditional method sparkling wine.

The company's top exporting markets are USA, Japan and Norway and exporting has contributed to its global recognition and overall brand success. Also exporting has helped contribute to the company's status, being awarded 'International Winemaker of the Year' at the International Wine and Spirit Competition 2018 and named number 36 of the Top 50 Vineyards to visit in the world.

Brandon's top exporting tip is to do your research, to ensure you carry out the necessary due diligence.



Fiona Racher
*Global Business
Development Director*

Risk Decisions

Based in Oxford, Risk Decisions shares products, services and experience with organisations to enable them to create risk strategies to positively transform their businesses. The team of 20 creates, develops and supports Predict! its leading global risk management software. The tailored platform helps to power organisational engagement, taking risk management activity to the next level.

Risk Decisions started to export in 1995, becoming more extensive from 2004. It now exports to nine overseas markets, with Australia as the top export destination. 70% of business turnover is attributed to exports.

Fiona believes that exporting has opened a much larger market for the business and provides greater business resilience from market and sector fluctuations. Fiona is proud of the business relationships they have established around the globe whilst also getting to know more about different countries and cultures. Her advice to potential future exporters is simply "Go for it!".

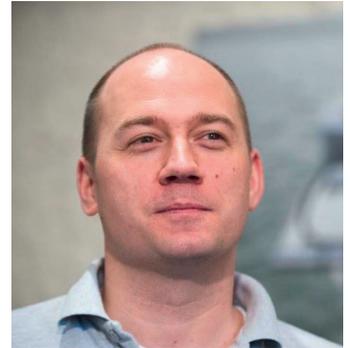


RS Aqua

Established in 1982, Solent-based RS Aqua supplies high-specification underwater and oceanographic sensors, systems and platforms for many different aquatic and oceanographic applications.

The company's most successful export products are its WaveRadar systems for monitoring ocean waves in real time from offshore platforms, ships and coastlines, and its range of underwater noise monitoring systems. The company's vision is to enable exceptional understanding of marine and freshwater environments for a safe and sustainable future.

RS Aqua's main markets are the USA, ASEAN, China and Australia for offshore energy, Canada, USA and Europe for marine science and Europe for fisheries and aquaculture. Martin advises "Exporting doesn't have to be difficult or higher risk. Get informed about the tools available to you, define your niche, and make sure you're doing business with the right people." Martin recently graduated from the Goldman Sachs 10KSB High Growth Business programme at Oxford University Saïd Business School.



Martin Stemp
Managing Director

Sesame Access

Since 1996, Sesame Access Systems has designed, manufactured and installed bespoke wheelchair access lifts. Based in Byfleet, Surrey, the company covers a gap in the market where clients and architects require a beautifully finished, high quality, reliable but invisible wheelchair lift, which protects the architectural integrity of the building.

Sesame Access Systems has installed its bespoke wheelchair lifts in the UK and overseas. Exports make up around 10% of turnover and have included many prestigious overseas locations including the Sydney Opera House, Qatar National Library and Seattle Space Needle.

Sesame Access Systems is very proud that its solutions enable wheelchair users around the world to access buildings through the front door alongside their friends and family. Exporting has supported the business by giving them more confidence, better growth and improved marketing. Alison advises potential exporters to "Go for it - it's easier than you think".



Alison Lyons
Director of Commercial Development



Brian Watt
Owner

Sloane's Hot Chocolate

Sloane's Hot Chocolate, based in Byfleet in Surrey, is renowned for making Posh Hot Chocolate containing more cocoa and less sugar. The company has a team of five who supply hot chocolate to customers in both the UK and overseas.

Around 40% of the company's turnover is from exporting, with the USA as its key exporting destination. Its export journey started three years ago and has enabled the company to grow rapidly.

Brian advises others to find a model to suit your business. For example, dealing directly with premium overseas retailers allows for additional support with displaying and promoting the brand. Sloane's has also responded by producing different blends of the product to meet the requirements and tastes of overseas customers.



Dr Graham Brown
Managing Director

Sonardyne International

Yateley based Sonardyne International Ltd is a global provider of trusted marine technology solutions that enables its customers to navigate, communicate, detect, measure and image the environment, so enabling safe, secure, economical and environmentally sound operations upon and within the world's oceans and seas. Sonardyne's products control underwater robots, hold a ship on station, detect tsunamis, survey a windfarm or position a pipeline.

Sonardyne exports globally to more than 70 countries and this makes up more than 90% of the company's turnover, which is driven by regional offices in Aberdeen, Singapore, Houston and Macae. These exports are across a diverse set of markets, including Oil and Gas, Renewables, Defence, Maritime Security and Ocean Science.

Graham's advice is to have a strong customer focus, a passion for engineering excellence and innovation, meticulous attention to quality and a strong commitment to all stakeholders in the business... passion, excellence and integrity.

Specialist Insight

Surrey based Specialist Insight connects people and ideas through magazines, websites, newsletters and events for people who are involved in transactions in high value industries like business jets, helicopters and yachts. In 2019 the company organised events in Dubai, Geneva, Singapore, Miami and San Francisco.

Specialist Insight is active in most markets as a service provider, its top three export markets being North America, the Middle East and Asia. The company won a Queen's Award for Export in 2019.

Alasdair's top export tip is to visit key markets. Although the early part of 2020 has shown how good Zoom can be, nothing shows commitment like showing up.



Alasdair Whyte
Co-founder

Stateside Skates

Amersham-based Stateside Skates specialises in the design and marketing of specialist sports equipment in the action sports industry. It owns several niche brands covering skateboarding, roller skating, ice skating, scootering and associated protection and accessories. The company employs 21 staff in its UK and China bases.

Exporting began 15 years ago, with more substantial growth in the last eight years. Today, around 70% of sales are international. Stateside Skates supplies 60 markets worldwide, with the top markets found in Asia Pacific, Middle East, European Economic Area, Eastern Europe, Central Asia and North America (including Canada).

Roy states that export success resulted from a good three-year plan and investment in making products, staff and systems suitable for the task. Visiting customers in their markets is essential. Roy advises discussing your plans in advance with partners such as bank and freight specialists, but his key advice is to take the entire company with you on this journey.



Roy Coffer
Chairman



Georgie Delaney
*Co-Founder and
Managing Director*

The Great Outdoor Gym Company

Movement is now recognised by the World Health Organisation as a wonder drug for preventing diseases and illnesses. The Great Outdoor Gym Company (TGO) is a pioneer of free to use outdoor gyms for all ages and abilities. TGO has installed over 1,500 free to use outdoor gyms - from London parks all the way to Sydney shores.

People power and sustainability is at the heart of TGO's ethos. TGO showcased its innovative range of energy generating equipment as part of the Global Climate Change Conference COP21 and COP22. This range of outdoor fitness equipment generates electricity from workouts.

TGO believes in the power of partnership and is now expanding its partner network extensively abroad to increase exports. TGO currently has distributors in Singapore, Hong Kong, Australia and UAE. Georgie's top export tip is "Export a product or service that helps make the world a better place, addressing global issues like climate change or health issues!"



Matt Smith
Managing Director

TPS Global Logistics

Matt formed TPS Global Logistics in 2003, having worked in the freight industry since leaving school. The company is a multimodal freight and logistics provider, moving goods by air, sea or road. With its own 80,000 sq ft storage and distribution facility and a fleet of vehicles ranging from tail-lift vans to artic trailers, it can control the entire process.

Based in Kent with 46 members of staff, TPS Global Logistics has been exporting for 17 years. It exports to 190 countries, with USA as the most significant market. The company's export business accounts for 25-30% of total turnover.



Barry Broughton
Operations Director

Matt and Barry believe that exporting has been significant for business in building partnerships with overseas agents and customers who require local expertise and services in the UK. Exporting has been key in effectively increasing the customer base. Potential exporters should meet companies face-to-face at their premises, seek advice, network and be careful with credit.



UKSOL

UKSOL is the leading British exporter of solar PV modules to Africa, Asia, Europe, South America and the Middle East. UKSOL produces high quality, affordable solar panel technology supported by a reliable 30-year British warranty. UKSOL sells directly to solar installers and distributors located in over 40 countries.

UKSOL's headquarters are in Gerrards Cross, Buckinghamshire. 95% of the company's turnover is derived from exports. Recently, UKSOL recruited a significant new distributor for Bolivia after attending a British Week trade mission to Santa Cruz organised by the British Embassy in La Paz.

UKSOL founder, Andrew Moore, has learnt that customers around the world love British brands because they trust the quality and customer service traditionally offered by British companies. UKSOL recognises the importance of bringing the sincerity, adaptability and commitment often associated with British business practices to solar panel projects around the world. Andrew says flaunt your Britishness!



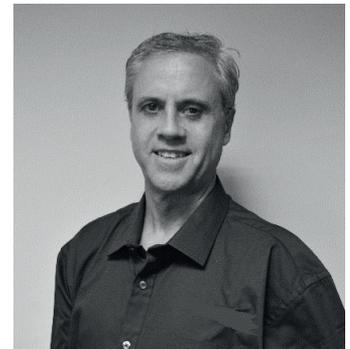
Andrew Moore
President

Wagtech Projects

Neil is the Owner, MD and CEO of UK based companies Wagtech Projects and Trace2o. Newbury based Wagtech Projects manufactures and supplies environmental testing equipment with a strong emphasis on water quality, food security, educational projects and climate change.

Three times winners of the Queens award for enterprise, Wagtech Projects started exporting in 1990 and now exports to 98 countries, with 90% of turnover attributable to exports. The company's top three export markets are Ghana, Zambia and Kenya. Wagtech also exports to Latin America, Middle East, Asia, the Far East and China. As well as working through distributors, Wagtech Projects and Trace2o have offices in Kenya, Ghana, Uganda, Malawi and Zambia.

Neil's top exporting tip is "Travel, Travel, Travel!", although 2020 has of course not made this possible. Keeping in very close touch with clients and distributors, on line and virtually, has helped, and certainly proves that a close personal touch, beyond boundaries and borders, is a great way to integrate cultures and to foster new and existing business relationships.



Neil Durham
MD and CEO



Peter Morton
CEO

Wight Shipyard

Wight Shipyard Co (WSC) is Europe's leading high-speed craft and aluminium ship builder located on Britain's Isle of Wight. WSC has recorded exceptional success in the fast ferry sector, delivering high-performance cutting-edge designs and the most comfortable passenger accommodation in fuel-efficient hull forms. Domestic clients include Red Funnel's fast cats and Thames Clippers high speed passenger craft.

In 2018 WSC won the first multi-million-pound export order for a 250-passenger river catamaran to operate on the River Danube. Since then WSC can boast multiple international orders from Mexico to Malta - achieving a UK first, building four vessels simultaneously in record time.

Peter's top export tips are to attend international events to meet potential customers, to visit customers and invite them to your premises so they have hands on experience of your team, company and service and to listen to their requirements in order to provide bespoke solutions to their needs.

“Export a product or service that helps make the world a better place, addressing global issues like climate change or health issues!”

*Georgie Delaney
The Great Outdoor Gym Company*



South West

Actisense (Active Research)

Based in Poole, Active Research Ltd has established an enviable world-wide reputation within the specialist field of marine electronics.

The company was formed in January 1997 by Phil Whitehurst, who as a Chartered Electronics Engineer recognised there was a need for innovative and reliable marine electronic equipment. As a keen sailor himself, Phil realised the potential within the leisure marine market was not being met by the existing marine companies, and so set about designing and manufacturing an entire range of products, which are unique in their quality and sophistication in the marine marketplace.

Actisense sells to over 42 countries, representing 85% of its sales.



Phil Whitehurst
Chief Executive



Lesley Keets
Chief Operating Officer

Advetec

Established in 2000, Advetec is an innovative, entrepreneurial high technology company using unique bacterial blends that digest organic waste rapidly, reducing operating costs and providing opportunities for residual waste to be used for energy production. The Advetec XO, a development of the company's successful Bio-Thermic Digester (BTD) technology, is an in-vessel solution engineered to rapidly digest organic waste.

Based in Bath, Advetec has been exporting since 2008 to a variety of markets, with production units being exported since 2017. Exports make up 80% of the £2 million turnover. The USA is the most significant export market, with others including UAE, Australia, New Zealand, Italy, Spain and Ireland.

Exporting has been instrumental in Advetec's ability to grow rapidly and deploy innovative technology across the world.



Richard Moon
Chairman



Philippa Slatter
Director

Alderley Plc

Based in South Gloucestershire, Alderley is a leading engineering company specialising in the design and manufacture of skid mounted modular package solutions for the global oil and gas industry. The company employs 364 staff members based in the UK, Dubai and Saudi Arabia, and has turnover of approximately £54m.

Alderley continues to perform well international markets, with around 90% of the projects won in the last 12 months destined for end users outside of the UK. The business trades with over 50 countries worldwide with recent success in Africa, China, Singapore and Azerbaijan.

According to Philippa, with continued investment and enhanced customer offerings, opportunities in areas of growth across international markets are maximised: "It is essential to understand your customers' needs and how best to support them. Philippa advises using agency partners, investing in international facilities, retaining values and using expert trade bodies such as DIT and UK Export Finance.



Peter Alvis
Managing Director

Alvis Bros (Lye Cross Farm)

Based just 12km from the village of Cheddar in Somerset, Alvis Bros. Ltd (Lye Cross Farm) is a family farming business involved in dairying and traditional handmade English cheesemaking. The company employs more than 130 people. It continually invests in new technology, whilst following tradition and using the natural resources available to their full potential.

The family has been making cheese in Somerset since 1952. Exporting began in the late 1990s, with a real focus on the international markets developing in 2008. It currently exports to over 40 markets, with the USA as the most significant. Exports contribute to over 30% of the company's £30 million turnover.

According to Peter, exporting has internationalised the business and spread risk with a good diverse customer base. He advises potential exporters to: "think about detail, detail, detail!"



Ben Hutchins
Sales and Marketing Director



Beyond The Bean

Since 1997, Bristol-based Beyond The Bean has built solid and sustainable relationships with its customers by making and developing great tasting beverages. The company supplies the HoReCa sector, with a focus around coffee and an innovative range of drinks. Its core brands include Sweetbird, Zuma and Cosy Tea, and in 2018 Beyond The Bean launched The Bristol Syrup Company, a collaboration between Bristol based syrup experts and bartenders.

Beyond the Bean now employs 43 members of staff. The company first started exporting in 2003 and now sells to 54 countries, counting South Korea, Saudi Arabia and Norway as its top three markets. Exports account for 36% of turnover.

According to Conrad, exporting has expanded the turnover of the business and provided the international exposure to build the company's brands. It also spreads risk so that the company is not reliant on single markets, and enables the company to be exposed to different trends. Conrad's top export tip is: "Don't work with distributors, work with partners."



Conrad Whiteley
*International
Sales Manager*

Black Cow

Based in Beaminster, Dorset, with 18 members of staff, Black Cow produces Black Cow Vodka and Black Cow Deluxe cheddar. Established in 2012, the business started exporting soon after, in 2013.

Black Cow now exports to 12 markets, representing 11% of total sales. Its top three export markets are the US, Canada and Singapore.

According to Rachael, exporting has helped grow the business and develop Black Cow into a global brand. Rachel's top exporting tip is: "Understand your market and competitive set."



Rachael Goring
Head of Operations



Ben White
*Head of Business
Development and
Partnerships*

British Corner Shop

Based in Yate, Bristol, British Corner Shop exports British FMCG brands. The business was established in 2000 and now employs 55 members of staff. British Corner Shop sells to 145 overseas markets, with the USA, Middle East and Europe representing its top markets. Exporting accounts for 99% of its £14m turnover.

Ben says: "We love exporting and helping give brands the opportunity and access to new markets!" His top export tip is to understand key cultural differences.



Victoria Sandhu
Head of Exports

Burts Snacks

Burts is an award-winning premium snack manufacturer which produces a growing range of brand, licensed and private label snacks. The company's thick-cut British potato chips are hand-cooked in Devon, using locally sourced Red Tractor Assured potatoes.

Established in 1997, Burts employs 120 members of staff. The business first exported in 2012 and now sells to 35 markets including China, USA and Germany, with exports accounting for approximately 3% of its £50.7m turnover.

According to Victoria, exporting has enabled Burts to expand and grow the business, helping the company to become more competitive and increase sales and profits. Exporting has also increased the lifespan of innovative products, helping to spread any risk and maximise the value of research and development. Victoria advises: "Every market is different. Ensure you research every market individually and adapt products, account plans and objectives accordingly!"



Chipside

Based in Chippenham, Chipside develops and operates digital smart cities platforms, including parking, transport, ticketing, and digital permits. Established in 2003, the company now has 55 members of staff and a turnover of approximately £5m.

Chipside started exporting in 2018 when it launched Chipside Australia, and it is now setting its sights on developing trade with Malaysia and the USA.

According to Paul, as an SME, exporting makes Chipside think about everything they do at home and abroad, from the words they use in marketing, to the way they design their systems. Paul says: "We have met people and experts all around the world and our products and services are all stronger for it." Paul's advice is: "Use the experts - DIT have a great operation and we have found their help invaluable!"



Paul Moorby OBE
Managing Director

Crowd

Based in Bournemouth, Crowd is an award-winning, global creative and performance media agency. Founded in 2012, it works with some of the world's most forward-thinking governments, independent businesses and multinational enterprises, delivering intelligent campaigns that cut through the digital noise.

Crowd began trading overseas almost immediately and it now has 37 members of staff operating in 11 global locations, including San Francisco and Shenzhen. The UAE, China and the USA are amongst its top export markets and global sales account for approximately 35% of turnover.

According to Jamie, exporting has helped the business financially. Jamie says: "Once the business expanded to different markets, it obviously got bigger, and therefore more efficient because we have been able to spread the work between our offices. Moreover, we got to understand the requirements and rules of doing work in diverse markets, which ultimately helps the business by delivering appropriate work."



Jamie Sergeant
Global CEO



Emma Glazier
Global Head of Social Media



Clive Battisby
Chief Operating Officer

Drilling Systems (part of 3T Energy Group)

Based in Bournemouth, Drilling Systems (part of 3T Energy Group) has installed more than 1,100 simulators into territories around the world. Its simulators are used to train people for drilling and crane operations in the global oil and gas industry. Established in 1988, the company has over 60 employees based in the UK, the USA, and the Middle East and North Africa.

Drilling Systems began trading internationally from the outset, winning a contract with Shell Holland. Exports now account for 90% of the company's turnover, with top markets including the Middle East and North Africa, North and South America, and Commonwealth of Independent States.

According to Clive, exporting is essential: "Oil and Gas is a global business and whilst Aberdeen is one of the strongest European markets there is significant opportunity overseas for British businesses. Clive's export tip is to: "Get in front of clients and stay memorable: sales trips, face to face meetings and materials in local languages."



Hugo Adams
Chief Executive

Frugi

Cornish based Frugi is the UK's best-selling organic childrenswear brand, proving that ethical and organic clothing can be bright, beautiful and successful! The company was born in 2004 and continues to grow at over 25% every year, selling online globally and through a rapidly expanding network of over 500 stockists in 28 countries.

With a current turnover of £15m and 105 employees, 45% of turnover is attributable to exports. Frugi sells to 60 countries online and 28 countries in physical retail. Germany is the biggest export market.

Exporting has doubled the size of the business and continues to provide lots of exciting opportunities for future growth. Hugo advises potential exporters to be selective. In his experience: "It is better to define market attractiveness, prioritise and go narrow and deep in key international markets rather than spreading too thinly and gaining little traction across a broad range of markets."



Hawkins & Brimble

Launched in December 2016, Cheltenham-based Hawkins & Brimble is a fast-growing natural men's beauty brand that produces high quality and natural shaving, beard, bodycare, skincare and haircare products.

Hawkins & Brimble started exporting from the start and the brand is now sold in 15 overseas markets. Around 50% of the company's £1.4m turnover is attributable to exports, and the USA, China and India are among the company's top overseas destinations.

According to Stephen, exporting has been one of the key pillars of the business. Stephen says: "Exporting helps us in terms of developing new products, overall cashflow and getting larger UK retailers on board. Stephen's advice for other businesses is to ensure your UK pricing strategy allows your business to export. He adds: "Do your research into what kind of margins and support is needed to enter international markets and incorporate this in your UK strategy."



Stephen Shortt
Founder & Chief Executive



Patrick Bos
Global Sales Director

Hawthorn Handmade

Based in Dorset, Hawthorn Handmade designs, manufactures and sells a range of contemporary textile craft kits. Established in 2013, the company has four part-time employees. Hawthorn Handmade first exported directly to consumers almost immediately and B2B exports followed in 2015. The company now sells to six overseas marketing, including the USA and Canada, Australia, Europe, Russia and surrounding territories, Asia, and the Middle East. Exports now account for 30% of the company's £250k turnover.

According to Stephanie, exporting has allowed the business to grow continuously every year. Stephanie advises that language is not a barrier, adding: "We had initially avoided working with non-English speaking countries for B2B due to concerns over language, but when they ended up approaching us those concerns and fears were unfounded and we have now developed strong relationships outside of the native English speaking areas such as Russia."



Stephanie Carswell
Creative Director



Victoria Jennings
Export Controller

Ideal Foods

Headquartered in Liskeard, Cornwall, Ideal Foods specialises in salmon products, whitefish procurement, shellfish and high risk baby food. Established in 2001, the company now has 25 members of staff across five office locations. Ideal Foods began exporting from the start and now sells to more than 30 countries worldwide, with top markets including Vietnam, Philippines and France.

Victoria says: "Exporting is very important to us - it's about 90% of our business." Victoria's export tip is to keep good relations with your freight forwarder, along with all authorities.



Guy Atkins
Managing Director

Jo Bird & Company

Somerset-based Jo Bird & Co helps to protect lives globally. Its lifesaving and fire safety equipment cabinets are designed to withstand the world's toughest environments and protect vital fire safety and lifesaving equipment. Established in 1986 and now employing 21 members of staff, the company has over 30 years' experience in designing and manufacturing composite cabinets for the energy and marine sectors globally. Jo Bird & Co won the 2018 Queen's Award for Enterprise in Innovation in 2018 and for International Trade in 2013.

Exporting has developed over 25 years to over 30 countries worldwide including markets in Western Europe, North America, the Middle East, and the Far East. Exports now account for 55% of Jo Bird & Co's £2.3m turnover, counting Singapore, Denmark and Canada as its top export markets.

Guy says: "Exporting is now the lifeblood of the company - the international experience drives sales growth and product innovation." Guy's top export tip is to research potential distributors well and always meet them in person before making decisions about appointing them.

Leaffield Environmental

Based in Corsham, Leaffield Environmental is the leading manufacturer of rotomoulded plastic bins in the UK, including recycling bins and industrial bins that are suitable in any environment. The company was established in 1985 and now employs over 50 members of staff.

Leaffield Environmental first exported in 2014 and now sells to over 20 countries, with exports now accounting for 25% of its £6m turnover. Top markets include Israel, Italy, and Ireland.

According to Philip, exporting widens the customer base and brand new ideas to create new products. Philip says: "Social media and digital reach is one of the most important elements to reach export conduits."



Philip Maddox
Managing Director

Micro Nav

Micro Nav is the leading, award-winning specialist developer and supplier of air traffic control and air defence simulators and training systems with an unbroken track record since 1988.

Founded by two air traffic controllers, Micro Nav has extensive experience in civil and military ATC, providing its BEST simulation products 'for controllers, by controllers'. BEST, Beginning to End for Simulation and Training, is a single-solution product with many features included as standard, providing the user with a customisable, flexible and scalable solution for all simulation needs. Micro Nav operates in the global market with approximately 90% of its business awarded in export markets.

In 2016, Micro Nav won the Queen's Award for Enterprise in Innovation. In 2010 and 2011 during the development of the business Micro Nav was listed in the Sunday Times track 100 league tables for fastest growing private tech companies and International sales growth for the prior two years.



Richard Bonner
Operations Director



David Perry
Managing Director

Perry of Oakley

Perry of Oakley, based in Honiton, is a manufacturer of grain driers, grain handling equipment, bulk materials handling equipment and belt driers. The company also designs and supplies grain cleaning, drying and storage systems. Perry of Oakley was incorporated in 1955 and employs 77 members of staff.

The business started exporting in 2012 and now its exports to 17 markets account for 30% of the company's £8m turnover. Uganda, Russia and Ukraine are among Perry of Oakley's top markets.

According to David, exporting has and will continue to provide the best opportunities for business growth. David advises: "Never be too busy to start. Never appoint a dealer or agent too quickly or give them exclusivity without proving themselves."



Stephen Burns
Managing Director

Pyropress

Headquartered in Plymouth and employing 28 members of staff, Pyropress (formerly Pyropress Engineering Company) is a leading designer and manufacturer of weatherproof and ATEX/IECEX certified switches and transmitters. Its products are used in explosive, hazardous and harsh industrial environments, such as in the oil and gas, power generation, waste-water treatment, nuclear industries.

Pyropress has been exporting for decades and international trade now accounts for 35% of the company's £2.25m turnover. With distributors in 21 countries, top markets include Germany, Italy, the UAE and the USA.

According to Stephen, exporting reduces dependency on home or any other market and gives a broader range of places to seek growth. Stephen says: "When one territory is low, dips can be back-filled from other parts of the world," and adds: "Do not be afraid to try things out. Choose a business model and a territory, then test it. Review, reflect and revise; go again."



Renishaw Plc

Formed in 1973, Renishaw is a South Gloucestershire-based engineering technologies company supplying global manufacturing and healthcare markets with a wide range of products including systems for precision measurement, metal additive manufacturing (3D printing), Raman spectroscopy and neurosurgery. In 2019, 94% of sales were derived from exports.

Renishaw has 81 offices in 36 countries and sells to many more countries via distributors. Its top four markets are China, USA, Germany and Japan. Exporting has provided opportunities to develop successful business relationships with a wide range of customers from different markets and industries.

Rhydian advises potential exporters to research and utilise the information readily available online and via networks and services such as DIT trade advisers, chambers of commerce and trade bodies.



Rhydian Pountney
*Director Group
Commercial Services*

Robert Welch Designs

Founded in 1955 and based in Chipping Campden, Gloucestershire, Robert Welch Designs is a design-led producer of multi award-winning dining, kitchen and living collections of international renown. Over the last twenty years the business has expanded to supply customers, retailers and the hospitality industry and products can be found around the world in leading department stores, Michelin star restaurants and 5-star hotels.

Robert Welch Designs first exported in 2000 and now international trade accounts for 40% of the company's £16.5m turnover. With exports reaching 85 countries, top markets include the USA, UAE and Australia.

Jurgen says: "Export is a hugely important part of our business, it gives diversity, brand awareness and, most importantly, the ability to get our products into more homes and businesses, spreading the passion for design and quality." Jurgen's top export tip is to understand your markets before you enter them.



Jurgen Bresseel
*International Sales
Manager*



Matt Dyson
Chief Executive

Nick Webb
Chief Operating Officer

Rockit (N2M)

Rockit develops innovative products to help children sleep. Its product range includes a portable baby rocker that attaches to any pram or stroller and gently rocks it. Launched this year is 'Zed' another sleep product designed for cots that sends calming vibrations through the mattress.

The company is based in Bristol and employs three members of staff. Rockit started exporting in 2018 and 57% of turnover is now attributed to exports. Its products are exported to nearly 50 countries across six continents, with Scandinavia and Australia being the largest export markets. Exporting has been significant for Rockit in increasing the business turnover and generating brand awareness globally.

Matt and Nick advise other potential exporters to research sector-specific trade shows: "Prepare thoroughly for trade shows and ensure the stand looks fantastic."



Jack Churchill
Co-founder and Chief Operating Officer

Scanning Pens

Scanning Pens is the world's leading supplier of pen scanners. For 16 years it has worked with manufacturers to develop and distribute assistive technology to support education. The pen-shaped scanners usually have small built-in screens with included earphones to support their text-to-speech functions. Those who struggle with reading difficulties such as dyslexia are able to develop their independent reading and learning with the support of this assistive technology. Scanning Pens won the 2019 Exporter of the Year, and 2020 Company of the Year, Bett Award. Its ReaderPen and ExamReader also won a number of awards in 2019.

The company now has over 80 employees located in five countries and a turnover of £10m, 60% of which is derived from exports. The Wiltshire-based company focuses on the education sector and has sold into over 50 countries since 2015.

According to Jack, exporting has led to revenue diversification and has strengthened their position within the Assistive Technology sector. The growth and development of the business has now presented the company with a range of new exciting opportunities. Jack advises other potential exporters to seek advice from DIT and to "just go for it!"



SCL Water Ltd

Based in North Devon, SCL Water specialises in the sale of pumping equipment for moving liquids, including conventional water pumps, hygienic pumps, and dosing pumps.

Established in 2012, the company began trading internationally the following year. It now exports to 56 markets, with Nigeria, Ghana, and Vietnam among its top destinations, accounting for 58% of SCL Water's £384k annual sales.

According to Debby and Steve: "Without our export customers, we would not have a business! We created SCL Water originally to install and service pumping equipment in the South West. We then grew our pump sales business and created a number of websites, some of which were focussed specifically on solar systems for the African Market. In 2018/19 we sold the installation and servicing side of the business to focus on pump sales, with our export sales growing steadily from 14% in 2012 to 58% in 2019. Debby and Steve advise: "Know your product and research your market. Believe in yourself. If we can do it so can you!"



**Debby Appleby and
Steve Kingdon-Saxby**
Co-owners

Southwestern Distillery (Tarquin's Cornish Gin)

Southwestern Distillery, based in Wadebridge, Cornwall, creates a range of award winning and hand crafted Gins. Established in 2010, the company now employs 40 members of staff.

The business first exported in 2014. International sales from 20 countries now account for 5% of Southwestern Distillery's £6m turnover, with Europe being the largest market.

Growing the international footprint and expanding the reach of Tarquin's Gin is important for the business. Chris' top export tip is "Perseverance!"



Chris Briers
Head of Export



Zoe Taylor
Owner

Sparkol

Bristol-based Sparkol is the producer of leading whiteboard animation software VideoScribe and new video solution StoryPix. Established in 2012, Sparkol now employs 30 members of staff.

Having traded internationally since inception, the company now exports to 160 countries, accounting for 95% of its £4.5m turnover. Top markets include the USA, Brazil and Japan.

According to Zoe: "Exporting means everything to us - growth, opportunity, revenue. Our whole business is focused on the global market and the opportunities which it offers." Zoe advises: "Understand your market. Local culture and compliance are crucial to your success."



Mark Stewart
Chief Executive

Stewart Golf

Gloucester-based Stewart Golf designs and builds the world's finest golf trolleys. Established in 2004, the business now employs 16 members of staff.

Stewart Golf first exported in 2005 and international sales now account for 63% of the company's £2.7m turnover. In the last five years, products have reached 56 countries, with the USA, Canada and Scandinavia among its top markets.

According to Mark, trading overseas is vital to the business: "It provides crucial income streams, spreads the risk of reliance on any particular market. Our USA market growth has provided an income in USD which means we don't have to worry about the exchange rate any longer." Mark adds: "Outside of strict financial measures, it helps to see what competitors do in other markets. We can always learn from others."

TDSi

TDSi, based in Poole, manufactures electronic access control systems, biometric readers and integrated security management software systems. Turnover is £3.5-£4 million per year, with 26 employees spread between operations in the UK and Paris.

Established in 1982, the company has exported since 1984 and exports now make up 40% of sales. The main export markets are China, SE Asia, the Middle East, North Africa, West Africa, Eastern Europe and the EU. The EU is currently the top export market (15% of total sales), with the Middle East (10%) and Far East (9%) close behind.

According to John, exporting keeps TDSi nimble and able to manage the competition and forces them to listen effectively to new customers and markets and adapt products and services to maintain relevance in the market. John advises: "There aren't any shortcuts to exporting - you can't just 'turn on the tap'. You need the will and financial strength to stay the course. Be open and receptive to new ideas."



John Davies
Managing Director

Torbay Pharmaceuticals

Torbay Pharmaceuticals is the largest NHS-owned pharmaceutical contract manufacturer and licence holder, serving the needs of patients, clinicians and partners domestically and internationally. Based in Paignton, Torbay Pharmaceuticals began as a pharmacy unit in the 1970s, evolving into a multi-million pound business arm of the NHS today, employing 175 members of staff.

Export trading began in 2015 with sales evolving to reach 7% of its £20.4m turnover in the last two years. New Zealand, Ireland and Israel are among the company's 11 active markets, with a further seven pipeline markets.

According to Mehras: "Exporting has put us and the NHS on the world map as a supplier of first class pharmaceutical products." Mehras advises: "You must enjoy exporting to be good and successful at it."



Mehras Abedian
Export Manager



Jonathon Jones
*Managing Director
of Trading*

Tregothnan

Tregothnan has an incredibly rich history of almost 700 years at its headquarters in Truro, Cornwall. The UK's first tea plantations were established in 1999 and trading began in 2006. The company now employs 15 members of staff.

Tregothnan was developed as a luxury brand with the most British tea in history as a central part of its global export business. Exports began in 2008 and have been increasing ever since, with 50% of its £2m turnover now derived from international trade and Tregothnan's tea now being sold in over 50 countries. The current focus is North America and Asia and Europe, and the Middle East are among the company's biggest markets.

According to Jonathon, export success is critical to Tregothnan's overall success: "Part of the business strategy is to develop Cornwall as our international HQ . More companies are seeing the regions as great bases to reach the world, buyers love visiting 'real' places across the UK. We are now Europe's largest tea gardens." Jonathon's export tip is "Do a bit of export every day, build it into your routine. You don't need to put a lot of export time in your diary to transform your business!"



John Stephenson
Commercial Director

Tudor Rose International

Tudor Rose International is a Stroud-based export partner for branded food & beverage companies. Established in 1985, the business now employs 35 members of staff and has a turnover of £15m.

As a 100% export business from the outset, Tudor Rose International now trades with over 80 countries, counting the Gulf Cooperation Council, South Korea and the Caribbean in its top markets.

John's advice to other businesses is: "Get out there and see the potential for yourself. Really get to know your partners and your marketplace."

Vapormatt

Headquartered in Bridgwater, Somerset, Vapormatt specialises in the design and development of highly controlled wet blasting machines for use in advanced manufacturing industries. The company was established in 1978, with a family history and connection from 1946, and it now employs 50 members of staff.

Vapormatt exported from the outset and international sales now account for 80-85% of its £9m turnover. The business trades with 25 countries with the USA, Sweden and South Korea representing top export markets.

According to Tim, exporting is the lifeblood of the business with every member of staff involved in some way: "It has allowed us to access new customers and encouraged the business to be more innovative by looking through a wider, global lens." Tim adds: "Exporting is extremely enjoyable and rewarding. It can be challenging but it is important to keep an open mind while maintaining clear goals to remember why you are exporting."



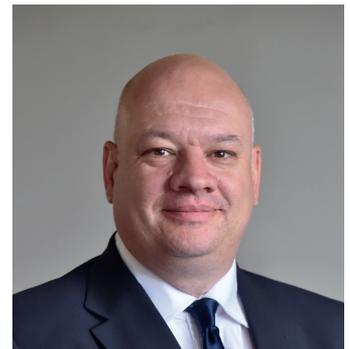
Tim England
*Sales and Marketing
Director*

Versarien

Headquartered in Cheltenham, Versarien is the world's only verified graphene producer, developing advanced materials and enabling engineering exploitation which provide a game-changing impact across a variety of industry sectors. Established in 2011, the company now employs approximately 100 members of staff.

Graphene is yet to be truly commercialised, however, Versarien has been exporting since inception. The business trades with the USA, Israel, South Korea, Japan and China, with international trade accounting for 10% of its £9m turnover. Interest currently lies in Overseas Direct Investment.

According to Neill, exporting means that Versarien has the chance to commercialise its raw product: "We can also get our own brand into the market-place with the kind help and assistance from the UK Government." Neil's advice is: "Don't dismiss Overseas Direct Investment as it might provide a competitive advantage."



Neill Ricketts
Chief Executive



Neil Douglas
Director

Viper Innovations

Viper Innovations designs and supplies state of the art technology, both software and hardware, for integrity monitoring of electrical cables - specifically for mission critical cables in the subsea oil and gas, and the railway industries.

The Portishead-based company was established in 2007 and started exporting in its first year of trading. With 52 employees, Viper Innovations now exports to 12 markets, with export accounting for 53% of its £8.6m turnover. Top markets include Indonesia, Australia, and The Ivory Coast.

According to Neil, exporting provides greater growth opportunities and makes the company less susceptible to regional economic downturns. He advises that exporting is a key element for ensuring a sustainable business. Neil says: "Make sure you fully understand the market and local customs before spending large amounts of money trying to break in to a new market. Such information is available from a wide range of sources such as other exporters, DIT, and your own members of staff."



Rebecca Edwards
Logistics Manager

Watson Gym

Established in 2007, Watson Gym is a gym equipment manufacturer employing 42 members of staff. The Frome-based company started exporting in its first year of trading, and now sells to 46 countries with exports accounting for 55% of the company's £6-7m turnover. Its top markets include Australia, New Zealand, the EU and the Middle East.

According to Rebecca, exporting has opened up new markets for the business. Rebecca says: "The UK market can be stagnant so being able to expand our customer base has allowed the company to grow in ways it never would have without exporting around the world."

Rebecca's advice is: "If a customer has decided to buy from you, sometimes over companies offering similar products in their own country, you need to make the process as smooth as possible for the customer. Do as much as you can to support your customer throughout the journey, update them, be proactive and answer questions. The easier it is the more likely they are to come back for more!"



Department for
International Trade

#ExportingisGREAT

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The UK's Department for International Trade (DIT) helps businesses export, drives inward and outward investment, negotiates market access and trade deals, and champions free trade.

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