



Department for
International Trade



Southern England Export Champions



#ExportChampion
#EastExportChamps
#SouthEastExportChamps
#SouthWestExportChamps



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Introduction



Thom Webb, Deputy Director, UK Regions - Southern England

After an unprecedented period, it is a pleasure to introduce the third cohort of Southern England Export Champions, which includes individuals from companies across the South East, South West, and East of England. After two years of professional and personal challenges there is a sense of optimism as we look ahead, and at how exporting will be a crucial in economic recovery and growth.

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 handpicked 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 many Export Champions from our previous two cohorts and had the pleasure of chairing our virtual events. During these events it was a delight to have the wider cohort take part in asking questions of the panel of Export Champions and hear the knowledge sharing taking place among the community in breakout groups. Throughout all these interactions I 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 stunning Norfolk coast, the rolling countryside hills, the historic towns and cities, or everything in-between.

The Export Champion Community has remained active during Covid-19 and through the end of the EU Transition Period. It has been a source of information, first-hand experiences, and thoughtful feedback that has helped the Department continually improve its offer to businesses. 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.



East of England



Abtec Industries



Michelle Rowell, Sales Director

Abtec, located in Cambridgeshire, specialises in the sale and distribution of precision abrasive products to industry. These include, but not limited to 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 which account towards turnover. Europe 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 technical knowledge and abilities to meet their abrasive requirements and furthermore, that no matter what the product, you make yourself known on the web.



Acuigen



Derek Jones, Chief Executive

Acuigen, based in Cranfield, Bedfordshire, provides its clients with three main services; client feedback services, the technology that manages the feedback process (CustomServe), and a facility for the secure storage of the information. Clients use CustomServe to gather feedback and to make informed business decisions.

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 & US who operate 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.



BioSure



Brigette Bard, CEO & Founder

BioSure is an Essex based diagnostics company that developed and manufactures the first blood-based home testing HIV kit. The company, which was founded in 2011, originally supplied its product to professional healthcare across the United Kingdom, and in 2015 gained CE marking to enable it to start selling its HIV self-test directly to individual end-users. Since the beginning of the pandemic, BioSure have utilised their expertise and developed a range of COVID-19 tests, including for self-test use.

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. BioSure also has a subsidiary in Brazil.

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."



Borrow a Boat



Matt Ovenden, CEO & Founder

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.



Cambridge Precision



Tony Murray, Sales & Business Development Manager

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."



Captain Fawcett



Richie Finney, Founder & Moustache Meister

11 years ago Captain Fawcett's founder, Richie Finney was at home in Terrington St Clement producing Moustache Wax in a battered baked bean tin for his own personal use. Astonished to realise his concoction had a commercial value, he created the company at his kitchen table. Just two years later Captain Fawcett began shipping overseas and now exports his range of simply 'First Class Gentleman's Grooming Requisites' to over 48 countries.

Exporting is essential to Captain Fawcett's continued success; 72% of the business's turnover is generated from exports, with Europe, Australia and the US being the company's leading export markets. Captain Fawcett's top tip for exporting success is to be passionate, authentic, loyal to your heritage and to never lose sight of what makes your brand unique. Travel when able, understand your market, seek out and meet people who really have an appreciation of your 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.



Clickers Archery



Graham Harris, Director

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.



Cocoda



David Hill FCIM, Managing Director

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.



Data Conversion Systems



David Steven, Managing Director

Cambridgeshire based Data Conversion Systems Ltd (dCS) specialises in the design and manufacture of high-performance digital music playback systems, exporting to a network of authorised distributors worldwide. dCS works at the cutting edge of digital audio with a range of award-winning products which combine technical excellence and world class craftsmanship. With its products only available through a highly selective and extensively trained 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 the world. Without a strategic focus on exporting, managing and developing channel partners and understanding the nuances of high-end audio in different countries, 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, the IP that sets you apart and always consider your core company values when making export decisions.



Dura Composites



Paul Fletcher, International Distribution Business Development Manager & Nadia Harvey, Head of Marketing

Dura Composites is a Clacton on Sea-based leading supplier of composite products with 25 years' experience in delivering durable, performance-improving and cost-effective composite product solutions to a wide range of industries. The range of products offered includes floor walkway grating, garden decking, rainscreen cladding, industrial handrailing, trench covers and service riser void coverings.



Around 8% 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 and circumstances allow, then book some test visits to attend in-country trade shows and meet with potential distributors in person.

Eat Natural



Claire Jackson, Export Business Development Manager

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 - research the places in which you would like to sell your products by yourself, before engaging with potential distributors.



Enterprise, Training & Knowledge (ETK) Group



Bolaji Sofoluwe, Managing Director

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 2011, 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: "design an export strategy for each target market."



ESSLAB



Cliff Marshall, CEO

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.



Gnaw Chocolate



Matt Legon, Managing Director

The company traces its beginning to the moment two friends decided to leave their jobs and fulfil 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."

Good Ventures



Laura Rudoe, Founder & Director

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."



Graduation Attire



Martin Lewis, Founder & Managing Director

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. Martin's advice is: "Recognise that international buyers are increasingly demanding greener, more sustainable credentials when selecting suppliers for their products and services. As a company that uses sustainability as a key differentiator, we are conscious of environmental issues and how we can reduce our own carbon footprint overall, making us a more palatable supplier to the education sector."

It Really Works Vitamins



Fortuna Burke Melhem, Founder & Director

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 working with an India-based distributor.



Institute of Workplace and Facilities Management



Neil Everitt, Head of Strategy & Development

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's top tip is twofold: to concentrate on developing a small number of new markets at any onetime and ensure you have capability to deliver consistently in those new markets.



James White Drinks



Lawrence Mallinson, Managing Director

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.



Joe & Seph's



Adam Sopher, Co-Founder & Director

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



Alistair Hollington, Director

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 or services over the local option.



Le Mark Group



Stuart Gibbons OBE, Managing Director

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 professional consumable products and accessories for the global entertainment industry. This has led to a multi award-winning portfolio of unique 'toolbox' branded products. Le Mark Performance Floors now sees installation and supply of high-quality dance and stage floors throughout the U.K. & E.U... Le Mark's most recent addition is Dirty Rigger Gloves & Accessories, high end PPE equipment designed for those working with the global entertainment sector.

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. Stuart says: "If you're proud to be British, let your customers know that."

Mr Fothergill's Seeds



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

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.



Photocentric



Paul Holt, Managing Director



Sally Tipping, Sales Director

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.

Premier Ship Models



Rashid Lalloo, CEO

Founded in 2001, Premier Ship Models produce and supply ship models, including over 500 ready-made models, options for custom designs, and builds made with 3D printing. The company also offer model boat kits, restoration and display cases. 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. The business has recently been recognised with a Queen's Award for Enterprise 2021, in the category of International Trade. The company has plans to expand the business through growing its offering to also include car, train and plane models. 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.



Rebel Strength



Richard Evans, General Manager

Established in 2015, Rebel Strength was born from a passion for strength and fitness training and a need for high quality, functional gym equipment. Rebel Strength has an extensive range of products, all designed and manufactured in the UK combining both traditional and modern manufacturing and fabrication techniques. Having worked with numerous fitness centres, independent gyms and sporting teams, in addition to a growing direct to consumer business, Rebel Strength is fast becoming a leading UK designer, manufacturer and supplier of strength, fitness and gym equipment.

For those thinking of exporting Richard highlighted the importance of localisation. Saying that as a starting point this is paramount to success when entering new markets with the goals of building brand recognition and sales. Being fully acquainted with the local market, the consumers, the competition and also the way business is conducted has a huge influence on the way the market is approached. Ensuring due diligence is undertaken, including visits into the target territory, will impact the export strategy.



Ruark Audio



Richard McKinney, Sales & Marketing Director

Founded in 1985, Ruark Audio is a family-owned company that engineers and sells premium audio systems for the home and hospitality sector. 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 and flawless performance, and to make systems with intuitive operation and functionality.

Ruark Audio's sound systems are sold in over 25 countries, with over half of its turnover attributed to their international markets. The company targets future export opportunities in several other countries, which will continue to grow its brand on the international stage. These new markets coupled with current sales growth in existing markets should see Export become 80% of Ruark's business within the next 5 years.

For those thinking about exporting Richard advises to connect with your local DIT trade adviser. Companies with little or no experience in exporting can benefit from the knowledge and experience of the International Trade Advisers. Even for those regularly exporting, the ITAs will be able to share important information and tools that will help grow your business overseas.



SafeSTS (part of Future Marine Services Group)



Yvonne Mason OBE, CEO

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.

SEERS Medical



John Mason, Sales Director

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.



Silent Sentinel



James Longcroft, Business Development Director

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.



Sole Bliss



Lisa Kay, Founder & CEO

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 alleviate pressure on painful joints and accommodate all foot shapes.

The company has been exporting since its establishment in 2017. Currently 10% of turnover is derived from exporting, however it is anticipated that this will rise to 20% this year, following last year's launch of a dedicated platform for US customers and a targeted 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. Saying: "Don't expect to simply duplicate what you're doing in the UK. Spend time learning about the countries where you plan to export, conduct market research and get to know your new customer base very well indeed."



Speechmatics



Katy Wigdahl, CEO

Speechmatics are global experts in deep learning and speech intelligence, providing speech recognition technology that understands every voice. Offering its speech intelligence engine for solution and service providers to integrate into their stack regardless of their industry or use case. Businesses use Speechmatics around the world to accurately understand and transcribe human-level speech into text regardless of demographic, pitch, accent, dialect or country.

Since 2014, Speechmatics has been exporting to over 10 countries with North America being its biggest market with Sales to the US accounting for 54% of the Cambridge company's revenues in 2020. 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. Katy'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.



Teledyne e2v



Mark Whetton, Director, Business Development

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. Mark'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.



The Cambridge Satchel Company



Julie Deane OBE, Founder & CEO

The Cambridge Satchel Co. is based in Cambridge with its manufacturing base in the Midlands. The heritage brand makes bags for The Prince's Foundation, QEST and The Royal Opera House and last year was honoured by a royal visit to its Syston base when HRHs The Prince of Wales and The Duchess of Cornwall toured the workshop.

With 125 employees, 47% of the company's turnover comes from exporting. The Cambridge Satchel Co. exports to over 120 countries, selling online through websites in the UK, the EU, the U.S. and China. Historically China and North America have been the brand's largest overseas markets although recently success and growth is being seen in Japan. The brand has four UK stores – Cambridge, London, Oxford and Edinburgh which are firm favourites with visiting tourists. The Cambridge Satchel Co. has been exporting since day one and Julie Deane OBE, founder and CEO of the company, believes exporting has enabled rapid growth, increased brand awareness and remains fundamental to the success of the business. 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.



The English Whisky Co.



Andrew Nelstrop, Owner

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.



The International Trade Consultancy



Lucinda O'Reilly, Founder

After more than 20 years selling, marketing and exporting Ecotile interlocking floor tiles all over the world, including to the EU post Brexit, Lucinda decided to set up The International Trade Consultancy to help companies who are struggling with import and export issues such as rules of origin, special procedures and import VAT. Lucinda also has experience of shipping from GB to Northern Ireland and am qualified to complete customs declarations.

The International Trade Consultancy is primarily working with clients in the UK and EU at the moment but have also worked with customers in North and South America, the Middle East and Asia. Lucinda's top exporting tip would be to have a clear idea of what you need from a distributor or partner in an export market and don't deviate from it. Working with someone who doesn't share your values, vision and passion will be frustrating and possibly expensive.



US2U Consulting



Rachel Blackburn MBA, Director

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.



Viridian Solar



Jamie Berryman, Chief Sales Officer

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. In 2021, Marley acquired 100% of the share capital of the Viridian Solar business. The move provides the foundation for further growth for the roof-integrated solar specialist as it prepares for rapid growth driven by changes to building regulations and its expansion into international markets.

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.

Water to Go



Dave Shanks, CEO

Bedfordshire based Water to Go manufactures and distributes recyclable, reusable water bottles with integral replaceable nan-tech filters, that converts any non-saltwater 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.



Wilkin & Sons



Marianna Giancola, Export Sales Manager

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 conserves, 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."





South East



AbBaltis



Giedre Brandao, Managing Director

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.



Babycup Ltd



Sara Keel, CEO and Founder

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



Andrew Hodgson, Chief Executive

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.



Blue Eyed Sun



Jeremy Corner, Managing Director

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 Kirby 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. The company also distributes eco-friendly giftware in the UK and Ireland for the BambooooCup and Biolooco brands. Jeremy advises others to focus on getting it right in the UK first, to minimise mistakes abroad.



Creative Nature



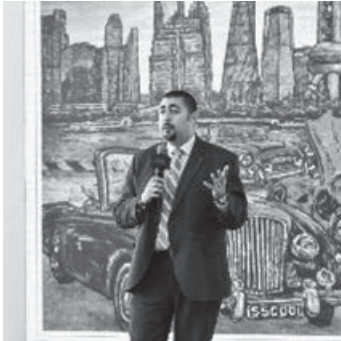
Julianne Ponan, Founder

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 or distributors and make yourself available to speak with them in their time zone. 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."



Creative Pod



Matt Turner, CEO

Matt started Creative Pod in 2006 and has since developed his business portfolio up to The Creative Group, comprised of Creative Pod - a full-service marketing agency that becomes your outsourced marketing department for a fixed monthly fee, ECHO - a sponsorship brokerage, The PrintShop - a full-service printing agency, and SquareOne - a market entry specialist. This year this expanded even further with the acquisition of an office fit-out firm, Spacelink Commercial Interiors and an SEO agency, 427 Marketing.

Creative Pod has gone on to win clients in over 9 countries including North America, Jordan, UAE and China. Matt's top tip for export is visit the country you're exporting too!



CyberCyte



Necati Ertugrul, CEO

Necati is the founder of CyberCyte. CyberCyte provides a disruptive built-in integrated physical, network and perimeter security solution framework. The company's solutions in biometric identity, access control and threat discovery are enabling enterprises to centrally manage and control their security posture. Identity protection and integrity is assured through biometric identification and tokenisation. CyberCyte's agentless approach in endpoints and DNS based Internet Security enables the discovery of threats in hours without impacting the infrastructure.

CyberCyte's focus export markets are Middle East and South East Asia.



Design Specific



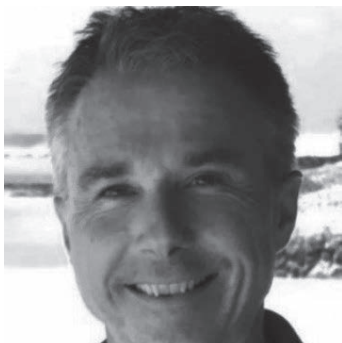
Bill Taylor C.Eng. MIET, CEO

Based in Laughton East Sussex, Design Specific was formed in 2000 at the University of Brighton when the Royal Neuro-disability Hospital of Putney asked the engineering department to find a solution to remove the need for hoists and treat dental patients in their wheelchairs. Working with clinicians, this was the start of a journey to develop and manufacture Compact Wheelchair Recliners which would also allow dental staff to work unstressed. Further innovation resulted in development of Bariatric chairs enabling the treatment of patients up to 70 stone to be safe and dignified.

Design specific manufacture and supply the Compact Wheelchair Recliner and other special care equipment to Hospitals, Clinics and Universities around the globe with key markets being North America, Australasia and increasingly Europe. Export tip is to work with distributors and agents of the right size for your business, allowing your products to be significant revenue for them.



Emulate3D, A Rockwell Automation Company



Ian McGregor, Co-Founder and Business Development

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 Slack OBE, Chief Executive

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

Attracting inward investment and supporting businesses to find international markets for their innovations are priorities for the EM3 LEP. The area is rich in innovation and hosts the 5G Innovation Centre. Core sector specialisms include the UK's most significant cluster of internationally recognised defence and aerospace companies, a pioneering space industry ecosystem, a thriving Animal Health sector, as well as the largest cluster of video games companies outside London. Its expertise in the Games and Immersive Technology sector is recognised in a High Potential Opportunity. A second High Potential Opportunity for Animal Health, puts the EM3 region centre stage with overseas investors. A strong focus on low carbon underpins the LEP's support for exporting businesses and promoting the wealth of opportunities that will flow from decarbonised economies.

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.



Focus SB



Gary Stevens, CEO

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: "Get the right in-territory partners and be prepared to invest time into building your brand and in-territory relationships."



Fudge Kitchen



Siân Holt, Managing Director

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."



Gamification+



Pete Jenkins, CEO

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 Higgins, Founder and Chief Executive

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.



Goodwood Estate Company



Tim Bulley, International Director

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.



He-Man Dual Controls



Paul Ferris, Managing Director

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 30% of its business, with plans to grow to 60% by end of 2021 and over 75% in 2022. The company's largest demand is currently from France, but interest in Asia and North America continues to grow. 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.



Integration Technology



Adrian Lockwood, Founder and CEO

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



Jon Tibbs OBE, Chairman and Founder

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."

Kent Crisps



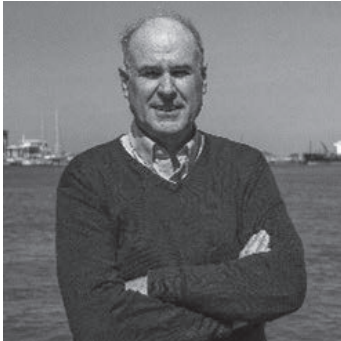
Laura Bounds MBE, Managing Director

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.



Longton Designs



Alastair Gregory, CEO

Longton Designs designs, manufactures, and distributes giftware. Part of my role is leading export activity in the company. The company's USP is that we have the largest range of advent calendars in UK and USA. It's leading brand is Alison Gardiner who is an internationally successful illustrator and a director of the company. We are also the exclusive distributor of Coppenrath (German Advent Calendar publisher) and Mamelok (UK specialist of die cut and embossed paper). The head office is in Portsmouth with a small factory making Advent Candles in Stoke on Trent.

Longton Designs export activity is focussed on one main market, USA plus beginning to grow a second market in Germany. Alastair's export tip is to pick one market, get to know it well and then sell like a local. Your goal is that your customers see you as a local supplier.



MacAlister Elliott & Partners



Max Goulden, Managing Director

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.



Melford Technologies



Steve Osborne, Managing Director



Grant Smith, Sales Director

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 honoured with a 2021 Queen's Award for Enterprise for International Trade.

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."

MR Solutions Group



Dr David Taylor, Chairman and Founder

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.



Naturally Tribal Skincare



Shalom Lloyd, Director

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."

Old Dairy Brewery



Virginia Hodge, Marketing / Export Officer

Old Dairy Brewery is a national award-winning brewery nestled in Tenterden, Kent. The company is passionate about brewing a great range of different beers from traditional English beers to exciting craft beers. Its brewing story began in 2009 in a converted dairy on a farm. Due to increased demand for its beers the company moved to a new larger brewery in 2014, which is now housed in two World War II Nissen Huts in Tenterden. Only the finest malts and hops are used to brew its beers. The majority of these beers are brewed with English hops, which are grown just 3 miles away. The business has developed a recognisable brand and traditional forms of packaging which have been modified over the years to keep pace with market trends in the beer sector.

The business is expanding domestically and over the last 4 years it has taken the first steps into the export market in Europe. The main export markets are currently Italy, Sweden and Germany. Virginia's export advice is to be passionate and proud about your product. Have patience, as your export journey will not happen overnight – it will be slow burn with a few rejections along the way but so worth it in the end.



On Line Broadcasting



Simon Wynn, Managing Director

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."



Only Natural Products



Keith Garden, CEO

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



Sean Sutcliffe, CEO

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."



Oxford Technical Solutions



Chris Hocking, CEO

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: "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."



Quayle Dental



James Mortimer, Heads of Global Sales

Quayle Dental was formed in 1961, and it is celebrating 60 years in business this year. The company was the first recipients of the Queens Award for Export for dental services along with numerous other Industry accolades over the years. It is based in Worthing, West Sussex and is made up of two divisions, Qudent for the UK & Europe and Quayle Dental for the rest of the world. As the name suggests the business supply a wide range of dental equipment from dental chairs right through to filling materials.

Exporting has always been at the heart of the company with over 70% of business coming from overseas. It has served 83 countries over the last 60 years, currently with a high concentration in Africa, and it is always working hard to find new and exciting markets to work with. James Mortimer heads up our Global sales teams and says: "Relationships are key to good business, know your market, get things done, keep your promises and be good to people."



Ridgeview Wine Estate



Brandon Barnham, Sales Manager

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.



Risk Decisions



Fiona Racher, Global Business Development Director

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



Martin Stemp, Managing Director

Portsmouth based RS Aqua is the UK's largest ocean technology distributor, and are empowering the world of ocean science and exploration with cutting-edge technology to enable further discovery, better understanding and the protection of our oceans.

RS Aqua have exported for over 20 years, the most successful export products are the WaveRadar systems for monitoring ocean waves, sea level and draft, from offshore platforms, ships and coastlines, also it's range of underwater noise monitoring systems. RS Aqua's primary export markets are North America, ASEAN, China and Australia for offshore energy and shipping, North America and Europe for ocean science, and Europe for fisheries and aquaculture.

Martin Stemp has a marine science and business background, and has owned and led RS Aqua since 2014, overseeing a sustained period of rapid growth of the business, the team and the portfolio of technologies. Martin enjoys the challenges of managing strategic business growth, is always keen to support others business owners, and is particularly keen to grow his network across the maritime sector.



Samuel Brothers (St Paul's) Ltd



Lee Dawson BEM, Managing Director

Samuel Brothers are Bespoke Tailors established in 1830 and a traditional tailoring company specialising in both Military and Livery. Garments are made using wool from British mills and the company is proud of its association with the British textile industry.

Lee Dawson, Managing Director says: "Exporting has given us the opportunity to diversify from our very traditional UK market that has shrunk with government departments looking for alternative supply at a price that we cannot simply compete with. We have moved into the commonwealth market looking after defence forces in Africa and the Caribbean. The thought of exporting just a few short years ago was alien and scary, but there is so much help available and it is bar far the best thing we have undertaken as a business." Samuel Brothers are proud to be Appointed as Royal Warrant Holders to HM The Queen as Tailors.



Sesame Access



Alison Lyons, Director of Commercial Development

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."



Sloane's Hot Chocolate



Nav Notay, General Manager

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.



Sonardyne International



Dr Graham Brown, Managing Director

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. A pioneering system developed by Sonardyne to study ocean floor movement has been recognised with a 2021 Queen's Award for Enterprise in Innovation.

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



Alasdair Whyte, Co-founder

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.



Stateside Skates



Roy Coffer, Chairman

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.



Summerdown



Jo Colman, Sales

At Summerdown the company grow, harvest and distil its signature Black Mitcham peppermint on its farm in Hampshire - and have been doing so for over 25 years. The peppermints refined, distinctive taste inspires our wonderfully refreshing range of chocolates, teas and treats. To the best of the company's knowledge it is the only brand in the world that does this. Before Jo joined the families business he had an unconventional career journey starting with a youth charity, a stint working for a think tank and an MP in Westminster and finally in a sales and flavour development role for an upcoming ice cream brand.

Summerdown exports globally, from LA to Melbourne. North America and Europe are currently our largest markets with Australia growing rapidly. Jo's top tip would be to make sure your brand values and identity remain central your plans. When you look at the plethora of opportunities globally it can be all too easy to forget what makes you different in the pursuit of a win. Remain focused on your values and the right partners will recognise and get excited by that.



The Great Outdoor Gym Company



Georgie Delaney MBE, Co-Founder and Managing Director

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!"



Tiny Box Company



Rachel Watkyn, Managing Director

Tiny Box Company is the UK's largest eco-friendly e-commerce gift box company. Founded in 2007 by Dragons Den alumnus Rachel Watkyn, Tiny Box Company was built on the principle that beauty shouldn't be compromised when making ethical consumer choices. With 80 employees and growing, 10% of revenue comes from exports, with Europe as the main market.

Exporting has meant growing global recognition for Tiny Box Company, and the drive to reach new markets has led to innovation and diversification into new product lines. According to managing director Rachel Watkyn: "With greater consumer awareness about climate change, it's more important than ever to keep abreast of new research and help consumers make informed environmentally-conscious choices." Her top tip for exporting success is: "Be true to one's values and never to lose sight of what makes your product unique."



TPS Global Logistics



Matt Smith, Managing Director



Barry Broughton, Operations Manager

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. 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



Andrew Moore, President

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 45 countries including Vietnam, Brazil, Jamaica, Kenya, Nigeria and UAE.

UKSOL's headquarters are in Gerrards Cross, Buckinghamshire. 95% of the company's turnover is derived from exports. 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.



Wagtech Projects



Neil Durham, MD and CEO

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.



Wight Shipyard



Peter Morton, CEO

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.

In recognition of its work to increase British exports Wight Shipyard has won a 2021 Queen's Award for Enterprise: International Trade. 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.



Zirotec



Graeme Barette, Sales and Marketing Director

Zirotec deliver thermal management solutions to a range of industries globally, including Automotive and Aerospace. Our global strategy includes supply chain management and a reseller network in core markets. Operating for more than 30 years, Zirotec is recognised as market leaders for high-performance and cutting-edge technology with significant focus on R&D programmes for the 'green' technology of the future.

The company's core export market is the EU, namely Italy and Germany, with significant growth seen across many other EU countries over the past two years. We hold a strong presence within the USA, Japan, Australia and China through a structured reseller network and a developed customer base. These markets will showcase significant growth over the coming few years. Graeme advises that it is important to leverage your network and the assistance that is available to you. Ensuring that both you and your customers are fully engaged in the process of supply, therefore managing each other's expectations. Preparation and thorough onboarding of clients is key.





South West



Black Cow



Rachael Goring, Head of Operations

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 markets include the US and Singapore and recent success includes sales to China, Kazakhstan, Norway, Greece and Australia. Rachael says: "Exporting has helped grow the business and develop Black Cow into a global brand. Her export tip is: "Understand your market and competitive set."



Boundless



Cathy Moseley, The Kernel

Based in Bristol and established in 2018, Boundless makes real snacks with real ingredients for real people – snacks that taste good and do good. Soaking out the stuff that messes with digestion leaves you with a snack that's good to your gut; that's activation, it's that simple!

Exporting from the outset, international sales now account for 20% of the company's £500k turnover. Top markets include Asia, Germany and France. Cathy's export tip is: "Know your INCO terms!"



British Corner Shop



Ben White, Key Relationship Director

Based in Yate, Bristol, British Corner Shop exports British FMCG brands. The business was established in 2000 and now employs 105 members of staff. British Corner Shop sells to 190 overseas markets, with the USA, Middle East and Europe representing its top markets. Exporting accounts for 99% of its £23m turnover.

Ben says: "We love exporting and helping give brands the opportunity and access to new markets!" His export tip is: "Be very patient and accept new business can take time."



Crowd



Jamie Sergeant, Chief Executive Officer

Emma Glazier, Global Head of Marketing

Crowd specialises in amplifying demand for your brand around the world. With an HQ in Bournemouth and a global team that works together across markets to develop and deliver practical and successful marketing solutions. We look at business challenges and offer joined-up creative thinking that delivers.



Crowd consists of an international team based around the world in key markets, from the US to Australia and China. The company's extended network offers an unparalleled resource of marketing industry expertise, allowing us to deliver exceptional service and campaigns that exceed expectations. Our awards and, more importantly, our long term client partnerships clearly demonstrate the strength of our performance.



Chipside



Paul Moorby OBE, Managing Director

Based in Chippenham, Chipside develops and operates digital smart cities platforms, including parking, transport, ticketing, and digital permits. Established in 2003, the company 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. Paul says: "As an SME, exporting makes Chipside think about everything we do at home and abroad, from the words we use in marketing, to the way we design our systems. We have met people and experts all around the world and our products and services are all stronger for it." Paul's export tip is: "Use the experts - DIT have a great operation and we have found their help invaluable!"



DDC Dolphin



James Smith, International Business Development Director

Ian Cameron, International Business Development Manager

Based in Poole and established in 1991, DDC Dolphin specialises in the provision of infection prevention solutions to healthcare facilities in the UK and across the world. Employing 90 members of staff, the company offers range of products such as washer disinfectors, pulp macerators, air purification units, consumables and stainless steel furniture.



DDC Dolphin first exported in 2011 and international sales account for 25% of its £11m turnover, with top markets including Holland, Poland, Italy, Ireland and Japan. James' export tip is: "Understand your target market and commit to visiting the market when you can."

Drilling Systems UK



Clive Battisby, Chief Operating Officer

Based in Bournemouth, Drilling Systems (part of 3T Energy Group) has installed more than 1,200 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 35 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.

Clive says 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: "Get in front of clients and stay memorable: sales trips, face to face meetings and materials in local languages."



Granny Gothards



Amanda Stansfield, Managing Director

Based in Cullompton in Devon, Granny Gothards specialises in making handmade artisan ice cream and sorbets for the food service sector and high-end retail markets.

Granny Gothards has been exporting since 2015, first to the UAE, then to China and most recently Singapore. Dubai is currently its top export market. Exports contribute to 20% of turnover and allow the company to cope with seasonality. Exporting opens exploration into markets where demand was originally much lower. Currently Granny Gothards is exploring options in North America for their award-winning brand new Dairy Free Range of ice creams.



Hawkins and Brimble



Stephen Shortt, Chief Executive Officer

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, body care, 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.

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



HEL Performance Products (Hose Equip)



Simon Lane, Chief Executive Officer

Established in 1999 and based in Exeter with 36 employees, HEL Performance Products is a manufacturer of performance braking products for automotive and motorcycle markets.

The company first exported in 2004 and exports now account for 50% of turnover, with Germany, Australia and Poland among its top international markets. Simon's export tip is: "People in business do business with people - go out there and find your next customer."



Ideal Foods



Vicky Jennings, Export Manager

Headquartered in Liskeard, Cornwall, Ideal Foods specialises in salmon products, whitefish procurement, shellfish and high risk baby food. Established in 2001, the company 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: "Keep good relations with your freight forwarder, along with all authorities."



Jo Bird and Company



Guy Atkins, Managing Director

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 £2.0m turnover, counting Singapore, Germany and Demark 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 export tip is: "Research potential distributors well and always meet them in person before making decisions about appointing them."

Mark Brooks Education



Mark Brooks, Director

Established in 2012 and based in Gloucester, Mark Brooks has been working as a leading educational consultant for nearly 20 years and served on the senior leadership teams of major independent school including Roedean. He has enjoyed working with schools and families from Nigeria and Ghana for more than 13 years.

Mark Brooks Education regularly works with DIT in West Africa to organise the largest boarding school events in Nigeria and Ghana with the support of the British High Commission. He was the first educational consultant advising families in West Africa to be awarded Boarding Schools Association agent certification and is currently consulting to major educational institutions keen to develop or enhance their presence in the region. Mark's export tip is: "Make the most of networking opportunities and social media."



Perry of Oakley



David Perry, Managing Director

Perry of Oakley, based in Honiton, manufactures a full range of bulk materials and grain handling, drying and storage equipment including grain driers, silos, elevators, conveyors and belt driers. The company also designs and supplies grain cleaning, drying and storage systems, feed mills, flour mills and flaking mills. Perry of Oakley was incorporated in 1955 and employs 90 members of staff.

The business started exporting in 2012 and now exports to more than 17 markets, accounting for 40% of the company's turnover with Uganda, Russia and south Africa among Perry of Oakley's top markets. David says: "Exporting has and will continue to provide the best opportunities for business growth." His export tip is: "Never be too busy to start. Never appoint a dealer or agent too quickly or give them exclusivity without proving themselves."



Pyropress



Stephen Burns, Managing Director

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



Robert Welch Designs



Jurgen Bresseel, International Sales Manager

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, luxury hotels, cruise ships and airlines.

Robert Welch Designs first exported in 2000 and now international trade accounts for 40% of the company's £16.5m turnover. With exports reaching 100 countries, top markets include the USA, Scandinavia, Russia, 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 globally, spreading the passion for design and quality." Jurgen's export tip is: "Understand your markets before you enter them."



Rockit (N2M)



Matt Dyson, Director

Nick Webb, Chief Operating Officer

Rockit develops innovative products to help children sleep. Its product range includes a multi award-winning portable baby rocker that attaches to any pram or stroller and gently rocks it. Launched last year, 'Zed' is 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 around 60% 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."



Scanning Pens



Jack Churchill, CEO and Co-founder

Based in Westbury in Wiltshire, Scanning Pens is the world's leading supplier of pen scanners. For over 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.

The company has over 80 employees located in five countries and a turnover of £10m, 60% of which is derived from exports. The company focuses on the education sector and has sold into over 50 countries since 2015, earning Scanning Pens the Queen's Award in Enterprise for International Trade in 2021. Jack's export tip is: "Seek advice from DIT and just go for it!"

Sharpham Park



Tom Myatt, Chief Operating Officer

Sharpham Park was launched in 2004 by Mulberry founder, Roger Saul, from his mixed-economy organic farm on the Somerset levels. Today Sharpham Park is the largest producer of organic spelt in the UK; producing flour, grain, cereals, pasta, risottos and first to market spelt drinks. Sharpham Park is founded upon 20 organic and environmental statements. From organic farming and provenance to sustainability, with all products being fully recyclable or fully compostable by the end of 2021.

The company first exported in 2006 and counts Belgium, US and France among its top markets, with exports accounting for 5% of turnover. Tom's export tip is: "The foundation of building a good relationship with your buyer(s) helps to overcome the unforeseen pitfalls of customs or local legislation which is almost inevitable when going into a new country."



Southwestern Distillery (Tarquin's Cornish Gin)



Chris Briers, Head of Export

Southwestern Distillery is Cornwall's proud original, independent, family-run distillery founded in 2012, the first new gin distillery in Cornwall for 100 years. It is the creator of award-winning craft spirits brands Tarquin's Gin and Twin Fin Rum. The company employs over 50 members of staff and the distillery was the UK's 29th fastest growing company in Sunday Times FastTrack 100 in 2019. Branching out with Twin Fin Rum's launch in 2020, the business has subsequently posted over 40% year-on-year sales growth for its financial year ending March 2021.

Continuing the expansion of the international footprint is a core strategic objective in the business's long term ambitions. Chris' export tip is: "Perseverance!"



Sparkol



Zoe Taylor MBE, Owner

Bristol-based Sparkol is the producer of globally-renowned whiteboard animation software tools VideoScribe and Scribely. In addition, Sparkol Studio, its in-house custom animation studio, has rapidly established itself with major clients across three continents. Established in 2012, Sparkol now employs 35 members of staff.

Having traded internationally since inception, the company now exports to 180 countries and over 2m subscribing users, accounting for 95% of its £5m turnover. Top markets include the USA, Brazil, India, South Korea and Japan. Zoe says: "Exporting means everything to us - growth, opportunity, revenue. Our vision is 'anyone, anywhere' and we mean it. Our whole business is focused on the global market and the opportunities which it offers." Zoe's export tip is: "Understand your market. Local culture and compliance are crucial to your success."



Stewart Golf



Mark Stewart, Chief Executive Officer

Stewart Golf designs and builds the world's finest golf trolleys, including their flagship Q Follow and X10 Follow models that automatically follow their owner down the fairway. Established in 2004, the business now employs 30 members of staff from its 10k sqft HQ in Gloucester. Stewart Golf first exported in 2005 and international sales now account for more than two-thirds of the company's £5.1m turnover. In the last five years, products have reached 56 countries, with the USA, Canada and Scandinavia among its top markets.

Mark says: "Exports have been the majority of our sales for a few years now and as such are clearly critical. As well as sales to retailers and distributors in other global markets, we have our own subsidiary in the United States. Exporting of course brings new opportunities and at the same time, reduces dependence on our home market. At times during the COVID pandemic UK golf courses were closed, but that wasn't the case globally so some months exports were more than 90% of output."



TDSi



John Davies, Managing Director

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. John says: "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's export tip is: "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."



Tregothnan



Jonathon Jones OBE, Managing Director Trading

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 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 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. Jonathon says: "Export 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. Virtual tours and talks were forced on us in the pandemic; now we must look after those new customers in a reopened booming market." 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!"



TrueStart



Helena Hills, Chief Executive Officer and Co-founder

Simon Hills, Co-founder

Established in 2016, Bristol-based TrueStart is an ethical British family business that makes incredibly tasty, super clean, feel good coffee for every occasion, hot and cold. It is the only challenger coffee masterbrand in the UK, and exists to spread massive positive energy and make you feel amazing! TrueStart has a hugely impactful personality, excellent ethical credentials and category-changing products.

TrueStart first exported in 2017 and exports account for 10% of sales, with top markets including Malaysia, Netherlands and New Zealand. Helena's export tip is: "Find international partners that you really click with, that you're confident will perfectly represent your brand in combination with their local market expertise. We've found that they need to be bought into the long-term vision and joint business plan, not just a quick win that doesn't go anywhere towards building the brand or any significant distribution."



Tudor Rose International



John Stephenson, Commercial Director

Tudor Rose International is a Stroud-based export partner for branded food & beverage companies. Established in 1985, the business 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 EU, Gulf Cooperation Council, Kenya, South Korea and the Caribbean in its top markets.

John's export tip is: "Take the long-term view - do it right the first time even if it takes longer. Your brand should be the most important factor in driving your decisions."



Viper Innovations



Neil Douglas, Director

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 62 employees, Viper Innovations now exports to 12 markets, with export accounting for 53% of its £9.7m turnover. Top markets include Indonesia, Australia, and West Africa.

Neil says: “Exporting provides greater growth opportunities and makes the company less susceptible to regional economic downturns. It is a key element for ensuring a sustainable business.” Neil’s export tip is: “Make sure you fully understand the market and local customs before spending large amounts of money trying to break into a new market. Such information is available from a wide range of sources such as other exporters, DIT, and your own members of staff.”



Watson Gym Equipment



Rebecca Edwards, Logistics Manager

Established in 1999, Watson Gym is a gym equipment manufacturer employing 55 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.

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 export tip 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!"



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Department for International Trade is the Government Department that helps UK-based companies succeed in the global economy. We also help overseas companies bring their high-quality investment to the UK's dynamic economy acknowledged as Europe's best place from which to succeed in global business.

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