



Midlands Engine

Export Champions



2020 Edition



We are delighted to introduce the 2020 Midlands Engine Export Champions. They represent companies right across the Midlands who are dedicated to growing their exports and who have made a commitment to helping other companies do the same - increasing prosperity and growing GDP by seizing the opportunities offered by trading in a global market.

Our Export Champions represent a range of sectors and all will be working with the Department for International Trade to complement our services, generously giving their time to motivate and assist other businesses on their export journeys. They are leading by example as they continue to win new international business and reach out to new markets themselves.

#ExportingisGREAT



Contents

| | |
|--|-------|
| Introduction to the 2020 Export Champions..... | 1 |
| Midlands Engine: Exports & Investment..... | 5 |
| East Midlands Export Champions | 6-21 |
| West Midlands Export Champions | 22-35 |

East Midlands Export Champions

Alumasc Water Management Solutions
Anpario plc
Badges Limited (Ebadges)
Bambino Mio
Bradbury & Son
Business Link Japan
Cambridge Weight Plan
Clifton Packaging Group
Concept Smoke Screen
Fulkrum Technical Resources Ltd
G4S Monitoring Technologies Limited
Hallam Internet
Hall-Fast Industrial Supplies
Lincoln College Group
Micro-Fresh Limited
Mo Bro's
Mobile Integrated Systems Limited
Morningside Pharmaceutical
Natgraph Limited
OLPRO Ltd
Purico Group
RE Trickers
SCITEK Consultants Limited
Shepherd PR
Stephensons Online
Swift-Cut Automation Ltd
TUM TUM
Urban Apothecary Limited
Ventola Projects Limited
Viridian Nutrition Limited

West Midlands Export Champions

Addfield Environmental
Addmaster
Arquebus Solutions
Astute Graphics
Aurrigo Limited
Body Care Brand Development Limited
Boss Design Group
C. Brandauer & Co Limited
Dreamair Ltd
Elite KL Limited
Forensic Pathways
GuyKat Solutions Ltd
Hadley Industries plc
JMB Partnership
Jupiter Group
Lucideon Limited
Mechatherm International
Rimstock Limited
Simworx Ltd
Southco
SP Services
StadiArena
The Woolcool Company Limited
Truede Limited
Warwick Music Group
Westfield Sportscars
Wow Group of Companies

Introduction



Ian Harrison
*Director of Export,
Department for
International Trade -
Midlands*

I am very proud to introduce the third cohort of Export Champions for 2020, now totalling some 75 Export Champions, building on the success of the first two programmes.

I always find it somewhat of an honour to write about the Export Champions programme and the work we are doing together, this is because I am genuinely enthusiastic about sharing your stories and the pearls of wisdom that you've gained over the years.

We are in strange times, and times that many of us would want to put behind us but we must face the challenges we have head-on. There are ongoing concerns over how long the COVID-19 pandemic will last, concerns about the shape and nature of future trade in a global economy, transition from being within the EU to levelling-up and ensuring all businesses, particularly SMEs, receive and benefit from the support they deserve wherever they are in the UK. My interests of course are firmly in the Midlands.

This is why the Department are currently consulting on a new Export Strategy for Government, due to be launched before the end of the year to respond to some of these challenges. You will no doubt see and be invited to consultation sessions and these will play a vital part in getting the balance of our actions right as we move into uncharted new waters.

We will build on the successes of the 2018 strategy and widen Her Majesty's Government's assistance to UK exporters in areas '*where only government can*' to support business, keep trade flowing and ensure resilience in our supply chains. We will improve our digital offer to deliver innovative solutions to current and future exporters from across the UK.

The new Strategy will work in tandem with the innovative Free Trade Agreements we are agreeing with partners around the world. This is particularly important as we enter a new era as an independent trading nation.

We are determined to ensure that businesses and sectors are able to resume trading internationally as their markets reopen, so that trade plays a full part in the recovery of the UK and global economy.

Within the UK Regions the Department will continue to demonstrate the value of exports as the Export Champions initiative, is seen by Ministers as a key contributor to inspiring more of our businesses to seize the challenge to trade internationally.

Our Export Champions will be on hand throughout the year at DIT events across the regions, sharing their stories, insights, expertise, and experiences. We are extremely grateful to them for committing their valuable time and acting as positive role models to inspire the next generation of international success stories.

Midlands Engine: Exports & Investment

WHAT IS THE MIDLANDS ENGINE?

The Midlands Engine is a collaboration between local and national Government, local business, and universities to grow the Midlands economy. The Midlands Region is one of the most diverse and dynamic areas in the UK. It is located at the heart of a well-connected transport network, it has close proximity to London, and access to 75% of the UK within two hours. The Midlands is an enviable business location and is home to over 800,000 businesses.

KEY FACTS

- Includes the cities of Birmingham, Coventry, Wolverhampton, Nottingham, Derby and Leicester.
- 10m+ citizens, with 20-24-year olds the largest demographic group.
- Home to 20 universities (including 3 of the UK's top research institutions) supporting a world class science and innovation base.
- Key logistics hub: Birmingham International airport handles 13m passengers across 140 routes annually, whilst East Midlands airport is the UK's largest cargo handler outside London. Over 45% of British rail freight and 33% of heavy cargo freight goes to, from or through the Midlands.
- The Region has the fastest improving rail network in Europe and by 2033 will be the hub of the country's new HS2 high speed rail network - expanding capacity and connecting to London in less than 50 minutes.
- Boasts a rich history and is the birthplace of Shakespeare and is an ideal place to work, study, grow and compete in global markets.
- Coventry is the City of Culture 2021 and Birmingham will host the Commonwealth Games in 2022.

THE MIDLANDS ECONOMY

- Contributes over £200bn to the UK's GVA each year.
- 18% of the UK's population works in the Midlands.
- Home to centres of excellence in transport technologies, advanced manufacturing and engineering, energy and low carbon technology, healthcare, life sciences and translational medicine, and agri-food and drink.

THE EXPORT AND INVESTMENT OPPORTUNITY

- In 2019, the Midlands Engine region attracted 242 inward investment projects which resulted in 6,308 new jobs being created.
- In 2019, Midlands goods exports were £55.9 million, which was a 0.6% increase on the previous year.
- In 2019 the top five markets for Midlands goods exports were United States (£9.90 billion); Germany (£6.00 billion); France (£4.00 billion); Irish Republic (£3.10 billion) and China (£2.97 billion).

DIT SUPPORT

- The Department for International Trade (DIT) Midlands Team is fully behind the programme as we know that growth in the local economy will be created through a combination of inputs including increased inward investment, and through export opportunities for new and existing businesses.

East Midlands Export Champions 2020



Keith Lambourne MBE
*International
Development Director*

Alumasc Water Management Solutions

Northamptonshire company Alumasc Water Management Solutions (AWMS), part of Alumasc Group, is the first joined-up brand in integrated water management. Alumasc Group – the leading UK supplier of premium building products, systems and solutions – has been promoting the efficient use, retention, recycling and disposal of water for almost 90 years, whilst exporting since the 1950's.

Keith Lambourne MBE is keen to help other companies onto the export ladder and says “when planning to trade internationally, ensure you have adequate resources available not just financially, but also in people, manufacturing capability and time.

Research that your products or services are suited to targeted markets. Be aware that product modifications may be necessary. At least for year one submit a realistic budget based more on development than expected sales and profit whilst producing a medium to long term strategy.”



Karen Prior
*Group Finance
Director*

Anpario

Anpario PLC exports animal health products to over 70 countries from its headquarters and manufacturing plant in Nottinghamshire and is listed on the AIM market of the London Stock Exchange.

Karen Prior joined the company in October 2009 as Group Finance Director. As one of two executive board members, Karen oversees all financial, legal and administrative functions, as well as manufacturing operations. Karen has also been involved in many aspects of the setup of several subsidiaries in China, USA, Brazil and Thailand, as well as closure of other operations.

Previously, Karen has had roles as Finance Director of Town Centre Securities PLC, a listed property group, and as UK Finance Director of Q-Park UK, where she was instrumental in its establishment and growth. Karen has also been Financial Controller of Bombardier UK following 10 years of her early career with Ernst & Young, specialising in providing audit and business services to entrepreneurial businesses.

Badges Limited (Ebadges)

Ebadges has grown to five times the size it was when purchased by Andrew Vear in 2007. Originally Ebadges was an importer of badge making machines for resale in the UK. Since 2007, manufacturing has been brought back to the UK with 90% of the machine manufacture happening in the Midlands.

The badge making machines are now sold by resellers in 14 European countries. The next stage of their focus is further afield, and they are aiming to start selling in Australia, Japan and the USA.

Ebadges was delighted that they were the FSB East Midlands "Micro business of the year" for 2020.

Ebadges has benefitted from significant DIT help both with onshoring our products and going on the exporting journey.



Andrew Vear
Managing Director

Bambino Mio

Since 1997, Northamptonshire based Bambino Mio has been providing parents all over the world with stylish, affordable and environmentally friendly product alternatives for babies, including reusable nappies, swim nappies, potty training pants, change bags and accessories.

Exporting for over 17 years Bambino Mio has seen exports grow to 50% of the business with its mixture of both direct to retail, and through distributors making it the most accessible reusable nappy brand in the world, with products available in over 50 countries including the Middle East, Europe, America, and Russia.

Guy Schanschieff's advice to new exporters is to "get out there and do it - it's not as complex as it seems and exporting is a really positive avenue to explore. Not only does it give you new income streams for your business, it opens your business up to opportunities around the world."



Guy Schanschieff OBE
*Founder and
Managing Director*



George Paul
Executive Director

Bradbury and Son Ltd

Bradbury's is dedicated to the finest natural cheese products. Founded in 1884, acquired by George in 1994, the business has expanded from 14 employees and £4m turnover to 200+ employees and £70m turnover, acquiring adjacent sites and building a modern storage and packing facility.

Achieving multi-award winning product recognition, they have taken the business into every major quality retailer and food service distributor and are now exclusive suppliers to a number of world airline brands.

They have also invested £4m in wrapping, packing, waxing, slicing, mini portion and tray sealing capabilities in the past 4 years.

Exporting came late to this 134-year-old business, but led by George, it now contributes nearly 7% of total turnover in less than 2 years, and is expanding rapidly. Current markets include many EU markets, Canada, Dubai and the Falklands Islands, with prospects in the USA, Middle East, Singapore and several more destinations.



Steve Crane
Managing Director

Business Link Japan

After taking the plunge in Japan in July 2000, Steve had set up Teamstudio Software Japan KK, opened an office in the British Industry Centre, hired a team of 12 local staff, and developed a customer base of 400 Japanese companies.

Steve later established Business Link Japan (BLJ) with the mission of helping other international tech companies to build business in Japan. BLJ has gone on to partner with over 60 companies from Europe and the United States helping secure multi-million pound business in Japan.

Steve has since set up numerous tech ventures in Japan, including 'ExportToJapan' the world's largest online digital platform for doing business in Japan.

His advice to exporters is to "Invest time in visiting the target market and get to know the business landscape, protocol and business contacts. Early stage investment in a complex new market like Japan will pay back dividends for many years to come."

Cambridge Weight Plan

Based in three buildings in Corby Northamptonshire, Cambridge Weight Plan manufactures all sachets, bars and tubs in-house. With over 230 employees this Corby-based company is a manufacturer of nutritionally balanced formula food products for weight loss. It has been in operation since 1984.

Appointing its first International Distributor in 1985 they now have 30 distributors around the world representing Cambridge Weight Plan in 45 countries including the Gulf States, Europe and Australia.

Andy Jones's advice to new exporters is to "take a long-term view of developing exports (time) and be prepared to meet face to face with export customers and distributors (people buy from people)."



Andy Jones
Head of Exporting

Clifton Packaging Group

Shahid Sheikh OBE is the Managing Director of Leicester-based Clifton Packaging Group Ltd, a successful and well-established leader in the innovation and manufacture of flexible packaging for the FMCG Sector with an annual turnover of over £20million.

Highly regarded for both his business and community work, he was awarded with an OBE in 2013 for his services to business and to charities. He has also been awarded the title of 'Entrepreneur of the Year' at both the Leicestershire Business Awards and the World Food Awards.

Shahid has received further recognition locally in Leicester by being included for the third year running in Leicester's Top 100 Most Influential People, as well as achieving a listing in the Top 100 BAME Leaders in Business. He is also a past Chairman of the Institute of Directors and Leicester De Montfort 500 Roundtable. He was the first Asian Board Director and Cultural Ambassador for the Leicestershire County Cricket Club.



Shahid Sheikh OBE
Managing Director



Matt Gilmartin
Managing Director

Concept Smoke Screen Ltd

Concept Smoke Screen Ltd is a specialist electronic security business. After close to two decades with the business, during which he has secured four international innovation awards, he is occasionally referred to as “Matt, smoke Matt”.

Matt recognised the threat presented to the largely UK focussed company at the time of the financial crisis. His strategy was to explore new markets which proved to be extremely effective, as large opportunities emerged in the Latin American markets. Over the course of the next 5 years, Concept Smoke Screen Ltd transformed itself from a company whose main market was the UK to one exporting multitudes of products around the globe.

Matt also provides input to a European Standards working group as the Principle UK expert on security fogging systems. He also plays guitar in a haphazard kind of way and has dragged himself through the rigours of learning a third language.



Owen Gibbons
Commercial Director

Fulkrum Technical Resources Ltd

Fulkrum Technical Resources (FTR) provide specialist vendor surveillance and technical manpower services to the global energy Industry. FTR works with many of the world's most notable Oil & Gas producers, engineering contractors, and increasingly with developers of renewable energy projects.

Since its inception in 2011, FTR has from the start always derived most of its trade through exporting to countries such as the US, France, Netherlands, Italy, UAE, Malaysia and Australia. In support of its global client-base, FTR has successfully opened regional hub offices in Houston, Abu Dhabi and Kuala Lumpur, in addition to also expanding its UK operation into Aberdeen. With new opportunities developing in Mozambique and Brazil, Fulkrum will continue to increase its level of exporting.

Commercial Director Owen Gibbons would advise new exporters to “thoroughly research your target market, sound-boarding as many sources as possible to ensure you are comfortable that you have all the required information to develop a plan for success. The DIT are of course an excellent first port of call! Also consider the option of onboarding a local sales agent to accelerate development of your client network ahead of formal entry to a new market”.

G4S Monitoring Technologies Limited

G4S Monitoring Technologies & Services (G4S MTS), based in Leicester, is the Group's global business division delivering electronic offender monitoring technology and services to customers world-wide.

A market leader with over 25 years' experience in this field, G4S MTS deploys its electronic monitoring solutions to national programmes in over 25 countries. This currently includes some of the largest national electronic monitoring programmes in the world, such as France and Italy.

Scott comments "We began exporting in 2009, and currently provide solutions across all continents, accounting for 47% of our annual turnover. It's important to invest time and resources in understanding the local culture and their way of doing business. It's vital to build long term overseas relationships, with both delivery partners and end users. We continue to develop and innovate new applications, including those for Victim Protection, Alcohol and Drug Monitoring, and in many cases tailoring solutions specifically for export demands."



Scott Holmes
*Business Development
Director*

Hallam Internet Ltd

With more than 30 years' experience working in the digital industry, Susan Hallam MBE is a leading influencer in the Internet world. She has always believed in the power of knowledge and information, and that successful digital engagement and transformation drives business success. She is a practicing consultant, a public speaker, and founder of Hallam Internet, one of the UK's leading digital agencies.

Hallam Internet provide a full range of digital marketing services to companies regionally, nationally, and internationally. Her specialist areas of expertise include international marketing, online lead generation and content marketing.

Her specialist knowledge of international SEO makes a significant contribution to her former role as the Chairman of the East Midlands International Trade Association. "Start by being clear which market you are targeting with services/products. Develop a focused strategy, beginning online, to build your profile and credibility, demonstrating both empathy and understanding of your selected target market."



Susan Hallam MBE
Founder



Malcolm Hall MBE
Managing Director

Hall-Fast Industrial Supplies Ltd

Hall-Fast Industrial Supplies Ltd is a multi-award-winning industrial supplies firm which Malcolm established in 2006. Malcolm's pioneering approach to exporting has been so successful that his business now exports a standard range of 200,000 items to a growing customer base of 22,500 into 92 overseas markets.

Their range includes specialist fasteners, industrial and commercial equipment, safety items, workwear, tools, and other industry essentials. The company has won 29 major business awards. Malcolm was made an MBE in the 2016 New Year's Honours for his services to business.

Malcom advises that "Trading overseas is as easy as trading within the UK, however no two overseas markets are the same so it is important to understand the trading terms and the documentation requirements for each enquiry or order that you receive. The DIT are always on hand to assist as are the Chamber of Commerce with this support the opportunities in overseas markets are endless."



Gary Headland
Chief Executive Officer

Lincoln College International LLC

Gary Headland was appointed as the CEO of the Lincoln College Group (LCG) in 2014 and is responsible for further education and higher education colleges in Greater Lincolnshire, Nottinghamshire, China and the Kingdom of Saudi Arabia.

The LCG's export operations are extensive with joint programmes in two colleges in China (Sichuan College of Architectural Technology and Chengdu Polytechnic) and a further two colleges in the Kingdom of Saudi Arabia (Riyadh Technical Trainers College and Al Qatif College).

Gary is the Chairman of the Lincolnshire Branch of the Institute of Directors, Director of the Lincolnshire Chamber of Commerce to name a few.

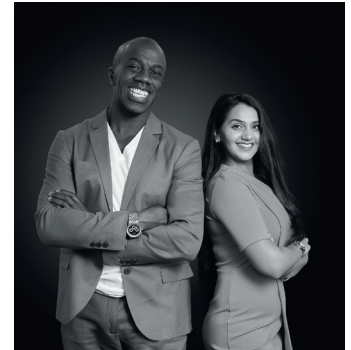
His advice to new exporters is to "Think very carefully about the amount of working capital you will require for your international enterprise. Be really clear about the potential impact on your UK operation of the international business taking longer than anticipated to be fully operational and delivering against your business plan."

Micro-Fresh Limited

Micro-Fresh is an international, innovative brand whose primary purpose is providing long-lasting freshness to homeware, footwear, and a growing variety of other products. Today, Micro-Fresh is used as an 'added value' by over 50 retailers, including John Lewis and NEXT, serving as the 'go-to' brand for innovation-conscious retailers that want to incorporate freshness into their products.

CEO Byron Dixon OBE, a chemist by profession, originally crafted the Micro-Fresh formula in 2006 to prevent the growth on mould on products in transit from far corners of the world; since then the Micro-Fresh brand has launched into the fashion, homecare, healthcare, and construction markets and now holds 9 international offices. Over the last 12 months, Micro-Fresh have opened in Pakistan and Korea and invested heavily in US legislation, conforming to EPA standards to enable us to do trade in the USA. As export champions, they currently export 85% internationally and are looking to open offices in Indonesia, Japan, New Zealand, Australia, Bangladesh, Mexico, and Colombia within the next 12 months, and intend to host their first global conference in 2021.

Byron's tip: 'My advice for anyone wanting to trade internationally, is to visit the country, live and breathe the culture, the people, the food, learn how they do business. Don't dip your toes, but jump in with both feet!'



Byron Dixon OBE
Chief Executive

Mo Bro's

Keval, Kunal and Savan Dattani are a trio of Leicester-based entrepreneurs who co-founded Mo Bro's in 2014. It has since become the UK's leading men's grooming retailer, specialising in beard and moustache care. The brand has become suppliers to major airlines and cruise liners in the duty-free industry and excelled in e-commerce, now exporting to 78 countries since they started their exporting journey three years ago.

The brothers have been featured in national print and broadcast outlets around the world and won investment from the BBC show Dragon's Den.

Featuring in the Department for International Trade's 'Exporting is Great' program for 2018 the brothers are strong supporters of companies that want to take up exporting with their advice being to "build in a healthy margin in your final cost of your goods, so that you can sell overseas."



**Keval, Kunal & Savan
Dattani**
Co-founders



Michael Brunton
Managing Director

Mobile Integrated Systems Limited

Based in Nottinghamshire, Mobile Integrated Systems are a group of companies that supply, design and manufacture mobile air traffic control towers that are fully integrated and supply plug and play functionality. This group of companies also design and manufacture mobile, expanding, trailer-mounted hospitals and unique off-road clinics that are used to provide primary healthcare in remote areas around the world.

Exporting their Mobile ATCs for over 19 years and their off-road clinics for four years, 90% of Mobile Integrated Systems turnover comes from exporting.

Their Managing Director, Michael Brunton, has himself been involved in exports for over 40 years with his advice to those looking at starting an exporting journey to “research before spending and use DIT’s International Trade Advisor Network.”



Dr Nik Kotecha OBE
Chief Executive Officer

Morningside Pharmaceuticals Ltd

Morningside Pharmaceuticals Ltd has won multiple awards from governmental, national and international organisations, including the prestigious Queen’s Award for Excellence in 2012 for International Trade, and the Board of Trade Award in 2018.

Dr Nik Kotecha has utilised his passion for drug discovery, international trade, and quality healthcare, to forge a highly successful career. Drawing on both his expertise in R&D and a knowledge of worldwide ethnic and cultural diversities gained through exporting healthcare products to over 80 countries, he is involved in many working groups in the East Midlands.

Dr Kotecha advises that businesses looking to grow exports should “feel it, touch it, do it”. So travel to new markets and do extensive research to ensure that your product is right for that market. Build relationships in the market and have a passionate, dedicated, patient team. Arrange meetings, attend exhibitions and above all make sure you use the great resources and help provided by the Department for International Trade.”

Natgraph Limited

Founded in 1980 and now employing 72 people Natgraph Ltd has designed, developed and manufactured over 12,000 pieces of equipment for use in over 90 countries. Industrial users have now overtaken the original graphic printers as the main customer base, with more and more technical production and process engineers requesting Natgraph to manufacture equipment against exacting and demanding production specifications.

This field leader in drying and curing for industrial print has been exporting for over 20 years with exports now accounting for 90% of this Nottingham-based company's turnover with key markets being North America, India, China and Europe.

Douglas Grey, Natgraph's Sales Director's advice for people looking at commencing their exporting journey is to "be bold, it is not as difficult as you think."



Douglas Grey
Sales Director

OLPRO Ltd

OLPRO has a reputation for creating exceptional Outdoor Leisure Products for its adventurous customers around the world, in particular tents, awnings, outdoor furniture, melamine tableware, clothing and accessories.

Thanks to its team of knowledgeable experts with a deep and genuine passion for getting outdoors, OLPRO delivers a range of unique and high-quality products that are changing the face of outdoor leisure. Camping and campervan gear does not have to be plain and boring - that's why OLPRO's products feature bright and colourful designs that stand out from the crowd.

OLPRO started life 9 years ago and have always seen it as important that they sell internationally. In the last 3 years their international sales have grown from 3% to 8% of total turnover. As well as increasing the number of international online marketplaces where they sell OLPRO products, they've also launched 25 international OLPRO websites which are localised to particular countries. OLPRO has won numerous awards for its innovative products, high-quality service and strong online presence.



Daniel Walton
*Founder & Managing
Director*



Anil Puri
Chairman

Purico Group

Purico Limited is a leading-edge international manufacturing group with interests in several niche areas, with an annual sales turnover that exceeds US \$500million. The company employs over 3,500 people worldwide including in the UK, USA, Germany, Czech Republic, Hungary, India, Mexico, China and Hong Kong.

Purico is the only major manufacturer of under the bonnet blow moulded parts for the automotive industry, supplying all major manufacturers in the UK. It is also the second largest manufacturer of chrome plated parts for the auto industry in the world. In addition to this, it is also a world leading manufacturer of tea and coffee papers and is one of only two manufacturers in the world to produce sausage casing papers.

Anil Puri is a trustee of the Puri Foundation and 3Rs Education Trust. Established in 1988 by Anil's uncle, Professor Nat Puri, the Puri Foundation is a charitable trust.



Martin Mason
Managing Director

RE Trickers

This Northamptonshire based company was founded in 1829 and is proud to be the oldest established shoemaker in Britain. Tricker's footwear is made entirely from start to finish at their Northampton factory.

Tricker's celebrated 190 years in business in 2019. His Royal Highness, The Prince of Wales, awarded Tricker's a Royal Warrant in 1989.

Tricker's has been exporting for 40 years and is now a globally recognised brand with export sales equating to eighty percent of its business, Tricker's is available in 43 different countries across the world.

Managing Director Martin Mason's advice to new exporters is to "learn about different cultures. The world is a big place with a wonderful diversity that we miss out on if we're only ever selling in one country environment. You may surprise yourself and find your service and skills have higher value and deeper margin possibilities abroad."

SCITEK Consultants Limited

SCITEK Consultants was established in 1997 in Derby with the purpose of carrying out R&D services in Aerospace and other industries. The design, manufacture, instrumentation, and control of research rigs forms the backbone of the company's activities. Its specialist expertise in areas such as fluids, vibration, noise, test and measurement, mean that the company has been involved in many of the key industry innovations of its large clients.

The company also runs a number of dedicated test facilities including a gas turbine test bed, spray characterisation and vibration test facilities and has been involved as a partner in countless University, EU and UK government funded projects.

SCITEK's export journey began in 2010 with the supply of a neutron radiography machine to a client in China. Alongside Germany and Canada, China is the company's main export market with clients in aerospace, universities, and science institutes. Exports now represent 40% of the company's turnover.

Managing Director, Dr Marios Christodoulou founded the company in 1997 which has since grown to employ a team of over 20 specialists.



Dr Marios Christodoulou
Managing Director

Shepherd PR

Shepherd PR is a public relations consultancy based in Ashbourne, Derbyshire, which provides media relations, video production services and social media content. Founded by Jane Shepherd in 1999, the company has attracted and retained a wide range of clients. Having started with sole trader status, it now has a team of eight employees. Shepherd PR also provides a strong CSR programme primarily focused on providing opportunities to young people and a successful inhouse apprenticeship scheme.

In 2015, the company started to move into the export of its services, with a specific focus on raising the profile of businesses and organisations in Austria to UK audiences. Within 12 months, they have accomplished their target of achieving five per cent of turnover from international trade.

Jane's advice to those looking to start exporting is to "Speak to DIT. Look at their training and events programme, go along to one, meet like-minded businesses and DIT experts and start to plan."



Jane Shepherd OBE
Managing Director



Barry Tong
Managing Director

Stephensons Online

Starting by selling personal belongings online and reinvesting the profits to buy products from wholesalers, Northamptonshire based Stephensons Online LTD was born in March 2012 and has been exporting ever since. It now employs 17 people with its key markets including Europe, America, Canada, and Australia.

A worldwide seller of beauty brands they work exclusively with their brands across the globe selling on third party marketplaces. They now own their own brands, developing and selling them around the world to retailers and distributors. They also distribute other brands internationally from their warehouses to the end consumer, retailers and distributors fulfilling brand orders both from websites and the brand customers.

The advice from the Managing Director, Barry Tong, to potential exporters is that "there are no limits! Do not be put off. Exporting is easier than you think."



Neil Smith
Global Development Director

Swift-Cut Automation Ltd

Founded in 2011, Burton upon Trent based Swift Cut Automation design, engineer, manufacture, and support a range of CNC Plasma and Water-jet Cutting Machines.

Commencing its exporting journey in 2013, Swift-Cut has risen from a company designing and manufacturing just one plasma cutting table in the UK to a global business that can be found in 35 countries with exports accounting for more than 80 per cent of its business.

It now employs 65 people with subsidiaries in Holland and the USA. Recognition of its exporting success came in 2018 when it received the Queens Award for International Trade.

Neil Smith the Global Development Director at Swift Cut Automation advises potential exporters that "research and preparation for the markets are essential with a strong supporting initial visit programme. Start with the "lowest hanging fruit" not necessarily the biggest markets."

TUM TUM

This family business was established in 2012 in Buxton in the beautiful Peak District. With a background in cutlery design and frustrated at the lack of functionally well designed cutlery for their daughters Suzanne set about designing her own and launched it under the brand TUM TUM.

Over the years the range has expanded to include tableware, travel and weaning products, all designed specifically to aid independent self-feeding. Since commencing their export journey in 2012 TUM TUM now export to over 15 different countries.

Managing Directors Suzanne's advice to new exporters is "be tenacious! Do your research. Physically visit the country and understand the cultural differences/local issues. Get to know people as people and build on those relationships. Seek advice from DIT and others, particularly those in the same industry."



Suzanne Stokes
Managing Director

Urban Apothecary Limited

Entrepreneur and beauty industry stalwart, Tajinder Banwait, is the founder and creative force behind Urban Apothecary. As both a fragrance 'nose' and artisan, she brings a perfumer-chemist approach to the unusual pairing of botanicals. Her distinctive aromas, a mixture of memories and moods, are curated into truly original scents for the home.

When demand surpassed supply, Tajinder started her own candle factory to produce the award-winning collections. From humble beginnings at the kitchen table in 2011, Tajinder's engaging olfactive brand has evolved quickly, becoming known, loved and showcased through hundreds of UK and international stockists.

Exporting started in 2018 with distributors in Australia, New Zealand, USA, Japan, Hong Kong, China, Germany and Switzerland to name but a few. Today exporting accounts for 40% of the company's turnover and is rapidly growing.



Tajinder Banwait
Founder & Managing Director



Mick Ventola
Managing Director

Ventola Projects Limited

Based in Leicester, Ventola Projects are specialists in electrical installations such as LED lighting, shop fitting, building maintenance and metal/acrylic fabrication, and provide services to a range of businesses, offices, residential projects, outdoor installations and entertainment centres across the globe.

Formed in 1989, this company has been exporting services for over 25 years and supplying overseas for the last six years. 70% of their turnover now comes from exporting with completed projects in USA and the Middle East. Over the coming year they are looking at expanding into Mexico, the Caribbean and South America.

Managing Director Mick Ventola who has overseen this expansion into the global marketplace says that new exporters should “prepare well, don’t mess up and be patient.”



Cheryl Thallon
Managing Director

Viridian Nutrition Limited

Viridian Nutrition is the leading name in ethical vitamins. With a range of 200+ food supplements including multivitamins, herbals, nutritional oils, and unique and exclusive formulations. Founded in 1999, the company is dedicated to purity, sustainability, and efficacy, supported by comprehensive provenance dossiers and in-depth education programmes.

Cheryl Thallon is founder and Managing Director with more than 35 years’ experience in the natural health sector. “I started my career, aged 21, working in health food stores, and fell in love with the sector. Health food stores are the experts in guiding their customers through diet, lifestyle and nutritional supplement advice to get the best results.”

Export first began to South Africa, due to family connections. Today, Viridian supplements are distributed to 26 countries, with close to 25% of total turnover generated outside the UK.



West Midlands Export Champions 2020

Addfield Environmental

Staffordshire-based Addfield are one of the world's leading manufacturers of thermal waste treatment systems, Incinerators and Pet Cremators.

The Addfield brand has been established for over 35 years. Growing from a small UK business to an international operation manufacturing across over 100 countries, resulting in Addfield being announced as a 2018 Board of Trade winner.

Production director Derek advises that "exporting is a fantastic opportunity for business growth. When you are looking at exporting it is important to be realistic in your initial expectations and be prepared for the unexpected. Begin with a plan.

Decide on what you want to achieve, and where you want to achieve it from. Be realistic and be patient. It can take years to build a sustainable reputation internationally. Take time to build a network and reliable routes to market. Start small and build your reputation. It's rare to achieve instant success. Start with small orders so that if you can learn safely without making too costly mistakes with shipping, taxes etc."



Derek Carr
Production Director

Addmaster (UK) Limited

Addmaster develops additive-based product improvements to a wide cross section of global industries. Currently very active in the food hygiene sector, Addmaster built its antibacterial reputation in developing MRSA resistant solutions for the NHS, where their Biomaster product is now used extensively.

Paul is passionate about innovation and business development and in addition to seed funding and chairing new start-up ventures he is a Board Member of The Business Innovation Centre and Staffordshire Chamber of Commerce.

"Don't be afraid. It can sound daunting if you haven't done it before, but the support is there from DIT and your local Chamber of Commerce - and it's much simpler than it sounds. Also, why restrict your market to the UK when there is a massive global market out there and the UK brand is so strong. Or just ask someone who you know already exports for their advice - we all like to help."



Paul Morris
Founder and CEO



Matt Lewis
Director

Arquebus Solutions

Arquebus is a specialist company delivering forensic services, equipment, consultancy and training relating to the prevention, investigation and detection of firearms criminality. Made up of six full-time staff, and a cadre of specialist experts, Arquebus has operated in almost 40 countries to date performing vital work to improve national security and stability for its clients on a global basis.

Arquebus was born as a global business, all of their work comes from exporting goods and services overseas. Although a global business, they always have a focus on their British roots with the Union flag forming part of their brand identity.

As well as being a Midlands Engine Export Champion, Matt Lewis is an inaugural Board of Trade Winner. His advice to new exporters is "find a good local agent to work with. Penetrating a market cold is hard. Local agents have built contacts over many years. These relationships are often built on friendships and previous business."



Nicholas Van Der Walle
Founder and Managing Director

Astute Graphics

Herefordshire company Astute Graphics has been exporting since its inception in 2006, with 90% of its sales coming from exporting. Key markets for this progressive company include USA, Russia and Europe, with them now turning their attention to the Asian markets, specifically Japan.

The company develops creative software workflow tools. These tools allow designers the world over to work faster, more efficiently and creatively. Astute Graphics service customers from freelance designers to multi-national household brands in a wide variety of sectors including fashion, branding, tech, government and manufacturing.

The founder's advice for those companies that are new to exporting is to "export to as many regions as possible, you are reducing the key risk associated with economic changes for any one country."

Aurrigo Limited

Aurrigo is the autonomous vehicle division of Coventry-headquartered RDM Group, which is leading the world when it comes to 'first and last mile' self-driving transport solutions. It has over 27 years' experience in providing automotive technology and transport solutions, designing and developing autonomous vehicles from the ground up using an in-house autonomous software platform.

The company, which employs over 80 people across its UK engineering centre and offices in Australia, Canada and the United States, has achieved global recognition for its Pod Zero, a four-seater autonomous pod that travels up to 60 miles and can reach top speeds of 15mph.

Miles is the sales and marketing director for the group and has more than 30 years' experience working within the automotive sector for Philips, Sony and Cobra before joining the UK technology specialist.

"My advice to any company considering exporting is to spend time evaluating the competitor market in the country, contact the DIT team and government-backed local Invest departments".



Miles Garner
*Sales & Marketing
Director*

Body Care Brand Development Limited

Body Care Brand Development (BCBD) Ltd manufacture and supply sporting organisations with personal care merchandise. Launched in 2013, BCBD now supply Chelsea FC, Manchester City FC, Liverpool FC and many more. The business has gone from strength to strength securing orders from top football clubs in France and the Netherlands.

Only commencing its export journey three years ago, exports now account for around 40% of this 2018 Board of Trade winner's turnover, with them looking to expand into Africa and South America.

Hamzah's advice to new exporters is to "know your market, research your market and invest in your export market. So many companies nowadays will export to a certain market and leave the product/service to run itself. My advice is offer marketing rebates and shout about your product."



Hamzah Islam
CEO



Philip Duggan
Director

Boss Design Group

Philip Duggan has over 30 years of experience within the contract furniture industry. Throughout his career, Philip has gained a thorough understanding of running a commercial business from sales through to operations and product development.

As a senior staff member of Boss Design, Philip has been responsible for developing new brands within the Boss Design Group, encompassing product research development from inception through to conception, market research, sales analysis and launch.

His years in this industry have provided Philip with considerable knowledge of the UK market and insight into how to penetrate export markets within the furniture sector.

Philip's key message is "research the market you intend to pursue."



Rowan Crozier
Chief Executive Officer

C. Brandauer & Co Limited

Brandauer is one of the West Midlands best kept manufacturing secrets, producing millions of high tolerance metal pressings and stampings every week for customers in the plumbing, automotive, domestic products, electrical, medical and renewables sectors. All of this is completed from their 4000 sq. metre manufacturing facility in the heart of Birmingham's Jewellery Quarter district, where they currently employ more than 50 people. Most of the products they make are invisible to the user, but fundamental in making many everyday items work effectively.

85% of their current £8.8 million annual sales is exported to international markets. This has gone up 4% year-on-year since 2015 and has seen them operate in more than 21 countries, including traditionally "hard to break" territories of Israel and the US.

'Made in the UK', and the technical innovation that goes with it, is very important and something Brandauer are continually trying to harness and promote.

Dreamair Ltd

Dreamair are an online retail business. Their primary products are personalised, hand painted glass and china home decor for celebrations such as birthdays and weddings. They offer their products in a number of different languages and their biggest market is the USA, where they sell products with Spanish as well as American English wording.

Dreamair's export journey began with selling products via Amazon but they have now expanded their products on to other sites in Australia, New Zealand as well as Europe

Mair's top tip for new exporters when dealing with foreign languages is "try and use proper translation services, not Google".



Mair Williams
Founder

Elite KL Limited

Elite KL design, assemble, test and supply HVAC systems for Rail, off road vehicles, automotive and military applications. They offer products that are reliable, low weight, high efficiency, high performance and environmentally friendly.

They won their first export opportunity around two years ago and now makes up around 20% of their business for next two years.

David Brookes' top tip for new exporters is "to engage the support of both your local and international trade officers and the sector specialists".



David Brookes
*Business Development
Manager*



Deborah Leary OBE
Chief Executive Officer

Forensic Pathways

As CEO of Forensic Pathways (FPL), Deborah has responsibility for the strategic management and direction of Forensic Pathways, focussing particularly on the exploitation of its product and service offering to international markets and the company's commitment to corporate governance.

Forensic Pathways is an award-winning international company focussed on the development of innovative technologies for the forensic, cyber and criminal intelligence markets, in addition to providing due diligence and fraud investigation services.

Deborah is an international speaker and consultant, regularly speaking on issues such as entrepreneurship, international trade, optimisation of innovation, IP strategy, personal branding, strategic networking and corporate social responsibility. She has won a number of awards commencing with British Female Inventor of the Year 2005 and culminating in Women in STEM and Inspiring Leader of the Year 2015. She was awarded an OBE in 2009 for services to entrepreneurship.



Guy McEvoy
Chief Executive

GuyKat Solutions Ltd

GuyKat are a multi-award-winning eLearning agency based in Birmingham with a recently opened sales office in Tampa (US). They work with some of the largest brands on the planet. At their heart they are a people-orientated professional services company. They use technology to help clients transform their learning, training and communication capabilities.

Founded in 2009, GuyKat began international projects in 2011. Since then most of the company's growth has come from overseas, with more than 70% of revenue now coming from outside the UK. Whilst this is predominantly from the US/EU in the last three years their training programmes have been deployed in more than 50 countries across five continents.

Hadley Industries plc

Hadley has grown from a £1 million turnover in the 1970s to over £125 million in 2016, with manufacturing plants in the UK, Holland, Turkey, Middle East and Far East and licensees throughout the world.

Trained as an accountant, Stewart moved to Hadley's as group accountant in 1976 before being appointed to their main board in 1978, with responsibilities for commercial and financial development. He completed the buy-out of the business in 2006.

In 2008, Stewart was awarded with a CBE in the Queen's Birthday Honours list. He was also appointed as Business in the Community's Regional Ambassador for the West Midlands by His Royal Highness, The Prince of Wales in June 2007. Other positions include: High Sheriff of the West Midlands 2012; Chair - Business in the Community, West Midlands 2009 - 2014; Chair - Black Country L.E.P; Chair - Governors Bromsgrove School, Alexandra High School, and Sandwell Academy; Pro Chancellor - Wolverhampton University, and Deputy Lieutenant to Her Majesty's Lord Lieutenant for the West Midlands.



Stewart Towe CBE
*Chairman and
Managing Director*

The JMB Partnership Ltd

JMB partnership have worked with companies all over the world. Their international trade represents over 70% of sales revenue. Company founder, James Blakemore, has extensive experience in the business development and international trade arena.

Successfully managing 500+ projects and generating increased sales growth for UK and international clients, James' strategic and consultative approach has been instrumental in the business growth and success of these organisations. James successfully led JMB to become winners of The Queen's Award for International Trade.

James' top tip for new exporters is "to travel a number of times to the market you want to export to. By meeting people face to face you can build a better understanding of the market and build long term partnerships. You also get a better understanding of the local business culture which will increase your chances of succeeding in the long term."



James Blakemore
Managing Director



Yvonne Tweddle
Chief Executive

Jupiter Group

The Jupiter Group is an award-winning fresh produce business with headquarters based in the Shropshire countryside. The family owned and run business has grown significantly from its inception in 2003 to rank for three consecutive years in The Times HSBC International Fast Track 200 in the top 25 companies based on international growth.

Alongside farming fruit globally, Jupiter Group specialise in bringing new varieties to market to extend availability and shelf life for retailers and give the end consumer the very best experience. Although known to be industry leaders in grape and citrus, the group also offer a range of other fruits including avocados, pineapples, melons, limes, mangos and berries.

Yvonne Tweddle is the newly appointed CEO of the group and one half of the husband and wife duo at the helm of the business.

The group's export journey began in 2003 when their Cape town office opened, and they gained their first export licence in South Africa. Jupiter Group now export from multiple countries across five continents including their main hubs in India, Greece, Brazil, Colombia, Spain and Argentina. As international growers the business model is based upon export and around 85% of turnover is attributed to it.

Lucideon Limited

Lucideon is a development and commercialisation organisation (DCO). The independent organisation provides materials consultancy, testing and technologies to help companies optimise their products and processes, and manufacture products of the future.

As a world-leading expert in materials, Lucideon works across several industries, including energy, healthcare, construction, aerospace and ceramics. The headquarters are in Stoke-on-Trent, and Lucideon has offices/laboratories in the US, Far East and Europe. As a group, the organisation employs 270 worldwide, with 180 in Stoke-on-Trent.

Lucideon provides services to a wide range of international clients; this frequently involves working with partner facilities and academic institutes around the world. In 2006, Lucideon significantly enhanced its footprint in the USA through the acquisition of a well-established materials testing and analysis company.

At Lucideon, Tim supports the delivery of Lucideon's strategic growth strategy, which includes increasing the companies exported services from both the UK and USA-based facilities.



Tim Abbott
*Business Development
Manager*

Mechatherm International

Located in the Black Country, Mechatherm International is a family owned business which supplies furnaces and associated equipment, primarily for export, throughout the world.

Having worked for them for over 40 years, Andrew is chairman and a major shareholder. During this time, the company has exported to over 40 countries and won the Queen's Award for Export three times.

Andrew has been the president of the Furnace Trade Association (BIFCA) and vice president of the European equivalent.



Andrew Riley
Chairman



David Roberts
Chairman

Rimstock Limited

David Roberts is a veteran industrialist with over 40 years' experience in the automotive and aerospace sectors. His key strengths are prescriptive and evolutionary strategy with strong vision and motivation skills, ideally suited for resolving business issues. He has strong experience of International operations and markets, especially China, Japan, Korea, the USA and Canada. He has a close working relationship with the UK government regarding the UK automotive sector, especially supply chain growth and expansion.

He chairs a number of companies including Rimstock, David Brown Automotive, The Little Car Company, Arc Vector, Carrs Coatings, Firwood Paints, Trimite Technologies, Royal Doulton Filters, Cornwall Aviation Hub, Warwick Acoustics and is the industrial advisor to the Coventry University Aerospace and Automotive Advanced Manufacturing Facility.

"Every company needs a clearly defined, realistic export plan for its products and services. It is a vital element in growth and expansion. The channels of direct exports, distribution, partnerships, joint ventures and direct investment can look challenging, but I really enjoy supporting companies as they make their decisions".

Simworx Ltd

Multiple-award-winning Simworx Limited is acknowledged as one of the world's leading suppliers of turnkey media based attractions to theme parks and visitor attractions worldwide.

Established in 1997, the company has a diverse product portfolio of over 10 attractions, including Flying Theatres, AGV Dark Rides, Immersive Tunnels, Motion VR Systems, Dynamic Motion Simulators, Immersive Superflume and 4D Special Effects Cinemas. With well over 100 installations worldwide, Simworx offers its clients a turnkey service including design, manufacturing, installation and after sales support.

Simworx have been exporting since its inception as their market is genuinely worldwide. As the company has grown, obviously so have our exports, and today - 95% of our revenues are generated from export sales. We have been fortunate to understand potential growth areas and as a result have seen significant sales in the Middle East, South East Asia and China in particular in recent years.

Terry's top tips for new exporters is "trade shows in your target markets are a must. Meeting potential buyers face to face will always garner more success than trying to sell remotely. For qualified leads, make the effort to visit them. In addition, promote the fact that you are a 'Great British' company - it is a beacon for high quality and safety standards, as well as business integrity."



Terry Monkton
Chief Executive

Southco

Southco has 3,000 employees located in 18 countries, including a UK HQ situated in Worcester, and manufacture access hardware for the manufacturing industry, serving global OEMs. They are global leaders of industry, serving over 100,000 customers in 83 countries with 17 manufacturing and stocking locations in 10 countries.

Exporting from Worcester since 1990, exporting accounts for 80% of the sites turnover, with a focus on India, Turkey and North Africa over the coming year.

International Sales Manager Ricardo advises that new exporters should "do your homework, dig deep, check if competitors are present and if complimentary lines are already sold in the region you are looking to grow. But fundamentally, ask for help if required."



Ricardo Cipriani
*International Sales
Manager*



Simon Leggett
Managing Director

SP Services

Based in Telford, SP Services employs 40 people and will celebrated its thirtieth year of trading in 2019 whilst exporting for twenty one of these years.

SP Services is the largest independent supplier of professional Emergency Services consumable medical products in the UK and a global supplier of emergency, medical, first aid, paramedic and rescue equipment, a one-stop-shop for everything that is needed in an emergency. Their main markets can be found in the Middle East and Europe and they are looking to expand into the Americas over the coming year.

Simon's advice to those looking to commence their export journey is to "do your homework on why and where you want to export, consider what unique value or competitive advantage that your company's products and services can bring to the country or region that you choose to export to."



Ian Stokes
Managing Director

StadiArena

StadiArena provides stadium owners, developers and operators to create a true multi-use venue by converting an outdoor stadium into an indoor arena.

Traditionally, stadiums worldwide are underutilised and have limited day to day use, but the ability to create incremental revenue streams beyond a core sport is critical in maintaining a viable and sustainable business, meaning that a stadium can really deliver a true legacy. Through a project and territory licensing model, StadiArena is currently active in India, Australia, the US and UK.

Ian joined StadiArena shortly after its inception in 2007. With a strong operational and project management background, and a significant appreciation of revenue generation and business development initiatives, the business has focused on developing its unique and patented intellectual property. Ian's advice to new exporters is to "be willing to invest time and budget in making numerous visits in order to build a strong relationship with your partners and clients."

The Wool Packaging Company

The Wool Packaging Company Ltd, based in Stone, Staffordshire, is the multi-award-winning manufacturer of sustainable insulating packaging materials from sheep's wool. Their innovative packaging known as Woolcool has been recognised with a Queen's Award for Enterprise in the Innovation category in 2018.

Insulated packaging is required for shipping of temperature sensitive food and pharmaceutical products to maintain product quality. This sustainable solution is now being rapidly adopted by the international pharmaceutical industry.

Established in 2009, in the last 5 years The Wool Packaging Company Ltd has seen the most rapid growth. The team has expanded from 6 team members in 2014 to now employing over 40. Josie the Managing Director say that new exporters should "make sure you understand the paperwork and logistics needed to successfully get your product into the country and make sure you partner with a trusted and reliable freight company. Don't just go with the cheapest option, if you get a good one who are willing to support you, they are priceless!"



Josie Morris
Managing Director

Truede Limited

Serial entrepreneur Zeynep Turudi saw a gap in the market for high quality turkish delight and her first business Truede was born. With Turkish roots, her parents always brought real turkish delight back to the UK to give to friends and neighbours. Zeynep decided to research the UK market to see if there was a gap for a quality turkish delight brand, which of course there was.

Truede now export 40% of their total turnover in over 15 countries; supplying the USA, Canada, Europe, Australia, New Zealand, the UAE and India.

Zeynep's advice to exporters is to "believe in yourself, conduct market research in your field, your country you chose to export, check your pricing and don't be afraid of failing... you succeed quicker when you've failed".



Zeynep Turudi
Managing Director



Steven Greenhall
Chief Executive

Warwick Music Group

Tamworth based Warwick Music Group was formed in 1994 and create quality wind and brass instruments that make the joy of music accessible and fun! They have grown to be a world leader and dominant manufacturer of plastic musical instruments.

Continued year-on-year growth in export sales now sees 70% of their turnover coming from exporting, with key markets being Europe, North America, Asia, and Oceania.

Chief Executive Steven Greenhall's advice to new exporters is that "in a digital age, where we are all driving operational efficiencies with automation and technological solutions, the most important commodity for successful exports is human interaction. Face-to-face contact with customers and suppliers is critical for export success and whilst video conferencing, WeChat and email can help, they cannot nurture understanding or help build relationship 'equity' to see you through the tougher times. Get on a plane and go see for yourself."



Julian Turner
Chief Executive

Westfield Sportscars

Westfield Sportscars Limited is Britain's second largest niche vehicle manufacturer. A family-owned business, they design, manufacture, test, validate, and globally distribute a range of specialist vehicles under their European Small Series type approval. Company CEO Julian Turner was awarded SME Director of the Year for the Midlands in 2016, and has been involved in the acquisition, risk management, and integration of a number of companies in both the global aviation and automotive sectors.

With a wealth of experience, he has led several successful programmes to date including: MyBoeingfleet.com Supplier Data Portal; the Top Gear Cup with Westfield in Holland; Guinness World Record for Westfield 1600 Sport Reliability Trials; the world's first One Make pure electric race car; UK low carbon vehicle demonstrator project for Electric Vehicle Platform Technology; GATEway Project - the UK's first connected and fully autonomous vehicle project; INSIGHT - the UK's first disabled and partially sighted compliant 4D tactile display on an autonomous vehicle; the UK's first rotary engine and hybrid rotary engine sports cars.

Wow Group of Companies

Birmingham-based Wow Group of Companies are home to several digital brands - Wow a digital marketing agency, which was featured on Channel 4s TV show The Job Interview, Raw Jam, a digital transformation company, Neely There, a content agency specialising in the hospitality and leisure sector and vGoose, an IT support company for small businesses.

Starting to export five years ago this group of companies derives 25% of its turnover from exporting, with a focus on the USA over the coming year.

In 2018, CEO of the WOW Group Qasim Majid was appointed as President of the Asian Business Chamber of Commerce. He also is the vice chairman of Ronald McDonald House Charity, Birmingham. Qasim's advice to new exporters is to "focus on relationships, focus on Britishness. Do your research, expect to get it wrong, and be patient."



Qasim Majid
CEO

Notes

Notes

Notes

Notes



Department for
International Trade

#ExportingisGREAT

great.gov.uk

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

Disclaimer

Whereas every effort has been made to ensure that the information in this document is accurate the Department for International Trade does not accept liability for any errors, omissions or misleading statements, and no warranty is given or responsibility accepted as to the standing of any individual, firm, company or other organisation mentioned.

© Crown Copyright 2020

You may re-use this information free of charge in any format or medium, strictly in accordance with the terms of the Open Government Licence. To view this licence, visit

www.nationalarchives.gov.uk/doc/open-government-licence

or email: psi@nationalarchives.gov.uk.

Where we have identified any third party copyright information in the material that you wish to use, you will need to obtain permission from the copyright holder(s) concerned.

This publication is available from: www.gov.uk/dit

Published September 2020
by The Department for International Trade