



Department for  
Business & Trade

# NORTHERN POWERHOUSE EXPORT CHAMPIONS



# 2023 / 24



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# WELCOME

We are delighted to introduce the 2023/24 Northern Powerhouse Export Champions. They are companies from across the North of England 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.

This is the 10th Anniversary of the Export Champions programme, which was first launched in the North West in 2013, and has since gone from strength to strength, with more businesses joining each year.

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

I am delighted to introduce our Northern Powerhouse Export Champions for 2023/24. This is an extra special year as it is the 10<sup>th</sup> Anniversary of the Champions which began in the North in 2013. Since I joined the Northern Powerhouse, visiting and learning from Export Champions is one of the best parts of my role, and your advice and guidance has been essential to both exporters and DBT over the years.



From humble beginnings with just 34 Champions in the North West, we now have 108 Export Champions from the North East, North West, and Yorkshire & Humber, out of nearly 400 across England and the Nations. Of those inaugural 34, amazingly we have eight of the original Champions who are still, to this day, inspiring our Northern companies – you can spot who they are later in this brochure! Export Champions benefit from being part of a network of like-minded exporters, and from being able to feed into DBT policy. They share their learning and experiences with new and prospective exporters, giving encouragement and support about the benefits of selling overseas. The importance of that role cannot be overstated: this is not something Government can do alone. You have credibility with other exporters, and your wisdom and experiences hold enormous weight and credibility with other businesses.

Giving up your time voluntarily is something we are hugely grateful for, and I hope that you are able to take advantage of the benefits we have to offer you. For instance, the opportunities to meet our Ministers, network with other Export Champions across the North, and to work with us as we develop new ways to help exporters across the UK.

The next year will be interesting and rewarding. As a Department, we will continue with our extensive and world-beating Free-Trade negotiations with the aim of driving up the number of British exporters.

I look forward to spending time with you this year, and to ensure that your roles championing Northern exporters are heard loud and clear across the Department. Thank you again.

Liz Bennington - Northern Director for International Trade & Investment



## 2M HOLDINGS LTD



**Mottie Kessler OBE**  
Chairman and Chief  
Executive Officer

**Maggie Kessler OBE**  
Assistant Chairman and  
Chief Executive Officer

Mottie and Maggie Kessler are the dynamic duo behind the success of the 2M Group of Companies. With Mottie serving as the Chairman & CEO and Maggie as the Export Director and Assistant Chairman & CEO, they have built a global company renowned for its excellence in international trade.

Maintaining a portfolio of Material & Life Science businesses, the 2M Group of Companies is committed to delivering chemistry-based solutions for a better life today and a better world tomorrow. Head quartered in the UK and with an international presence in: Benelux, Brazil, China, France, Germany, Italy, Nor-dics, Poland, Spain, South Africa and the USA, the group exports to customers in over 90 countries.

Mottie Kessler OBE, one of the founders of the 2M Group of Companies, has years of experience in the chemical industry. His strategic guidance and deep understanding of international markets have propelled the group's expansion and cemented its position within the chemical industry. Dr. Maggie Kessler OBE, brings her exceptional management skills and experience to help develop the 2M Group of Companies and oversee its day-to-day operations in exporting across the globe.

A top exporting tip from the 2M Group of companies is to prioritize building strong relationships with overseas partners. Cultivating trust, understanding cultural nuances, and investing in long-term collaborations can significantly enhance export opportunities and contribute to lasting success in international trade.

## ADVANCED ELECTRICAL MACHINES LTD



**David Hunter**  
Senior Business  
Development Manager

Advanced Electric Machines (AEM) designs and manufactures a range of next-generation sustainable electric powertrain technologies to drive the progress of net zero solutions for electric vehicles. AEM's electric motors eliminate rare earth materials and copper windings to create a fully recyclable solution with no compromise to performance or efficiency. These solutions allow their customers to travel further with a lower environmental footprint than conventional motors.

AEM exports to customers across Europe, India, South East Asia and Australasia in a variety of markets including cars, trucks, buses and off-highway vehicles. Over the last couple of years, AEM has been working closely with partners in South East Asia, Australia and New Zealand to provide prototypes and secure long-term orders for their rapidly growing electrification markets.

David joined AEM to develop these partnerships and projects, and with the support of the DBT he has successfully reached new markets, opportunities and customers.

David's top exporting tip: "I would strongly advise any company looking to export to work with the DBT. From trade shows and international visits to networking and advice, the DBT opens an array of opportunities for partnerships whilst supporting you at every step."

## ABI ELECTRONICS LTD



**Willian Santos**  
International Sales Manager

ABI has been a leading manufacturer of sustainable electronic diagnostic and reverse engineering equipment since 1983. The company's hardware and software products are widely used to extend the service life of electronic circuit boards which are vital for sectors such as defence, aerospace, rail, automotive, energy, semiconductor manufacturing, among other sectors. ABI has been exporting its products worldwide since 1985 through a network of distributors and social media in recent years. ABI has enjoyed a good relationship with DBT (and previous iterations) since 1997 with over 20 high-profile Export Wins reported in the last two years.

Willian says "For me it's paramount that British SMEs consider exporting a priority and integral to their long-term strategy. Exporting is the best way to shield the business against crisis, recession and economic turmoil that have become increasingly common nowadays. Build a multicultural team with language and international experience wherever possible. Focus on establishing long-term relationships with clients and partners abroad first and business growth will follow."

## AESSEAL PLC



**Chris Rea CBE**  
Managing Director

Chris Rea is the M.D. of AES Engineering Ltd a business with 1930 employees and direct operations in 41 countries with exports to 100 plus. The Group manufactures environmental products and is also creating a global reliability offering based on data collection from its own IoT instruments, cloud computing, automated reporting, Automated Diagnostic Assistant, licensed software, and world leading condition monitoring experts.

AESSEAL has a target to be the Number One supplier of products to the global Minerals and Mining Industry and in 2023 has made 2 acquisitions in Australia and is negotiating a Joint Venture in Chile. It is actively negotiating a JV in Japan and an acquisition in South Korea.

AVT, the condition monitoring business, is expanding its footprint globally through a combination of innovation and acquisitions to gain market access in Europe, Canada and most recently the USA.

Chris' top exporting tip: Decide you want to export.

## AGENCIA CONSULTING LTD



**Helen Gibson MBE**  
Managing Director

Agencia are trailblazers in making sustainable change happen. They are different because they not only design organisational change, but make it happen, turning strategy into action and action into results, ultimately delivering work that changes lives for the better. They have a team of industry experts with years of on-the-ground experience in a range of diverse fields within health and social care, justice, policing and security.

For over 22 years, Agencia's work has addressed a diverse range of challenging issues both in the UK and internationally, delivering over 450 contracts. They have reformed government judicial capabilities, transformed healthcare services, developed integrated strategies for organisations, improved communities and ultimately changed lives.

Over 50% of Agencia's work is delivered outside the UK, with markets including Europe, Africa and the USA. Agencia aims to grow its work in the Western Balkans, East Africa and Eastern Europe.

## AIM QUALIFICATIONS & ASSESSMENT GROUP



**Fabienne Bailey**  
Interim Director for  
Business Growth and  
Transformation

AIM Group is a national and international awarding organisation with over 30 years in supporting the education and skills sector. With offices in the North East and the Midlands, AIM Group supports education and skills providers across the UK with a broad range of product and services including regulated Qualifications, End Point Assessment Services for Apprenticeship Standards, Access to Higher Education Diplomas, bespoke accreditation, training and consultancy services.

AIM Group successfully delivers its ESOL qualifications to centres across the globe including in South America, Europe, Africa and South East Asia. With a growing international footprint, AIM Group is building relationships with more international customers and partners with a particular focus on the higher education sector and how we can bridge the gap and widen participation for otherwise disadvantaged learners and communities.

With 23 years in the further and higher education, Fabienne is very experienced in growing business in these sectors and has a wealth of knowledge to support other organisations.

Her top exporting tip for international business is to take time to research the admin involved in your international trade e.g. shipping and courier arrangements and more importantly how you can get paid from different countries.

## AIRCARDS LTD



**Lewis Collins**  
Chief Commercial Officer

Aircards is an industry-leading creative production agency that specialises in the design and development of world class immersive experiences. The company provides an end-to-end service for clients, including creative ideation, content production, technical development, cloud hosting and performance analytics. Their enterprise clients include the likes of Verizon Media, Coca-Cola, Pepsi, Warner Bros, Unilever, BT and Anheuser-Busch.

Aircards primary export market is the USA, where they have developed strong client and partner relationships. They also export to the EU and to the Middle East. Highlight export market projects includes the likes of Warba World, a cross-platform multiplayer mobile game for Warba Bank in Kuwait, as well as the Pepsi Halftime Super Bowl experience launched across North America which featured Grammy-award winning artist, The Weeknd.

Their top exporting tip: to get people on-the-ground in your target exporting countries. Whilst virtual prospecting works, nothing beats face-to-face rapport building, especially for creating long-lasting client or partner relationships.

## ATMOS INTERNATIONAL LTD



**Daniel Short**  
Senior Vice President  
Commercial

Atmos International (Atmos) is a leading technology company, with innovative software and hardware solutions for pipeline leak and theft detection, simulation and optimization.

In the area of leak and theft detection, Atmos utilizes a combination of technologies including statistical flow balance and negative pressure wave analysis. These systems enable real-time monitoring of pipelines, swiftly identifying and localizing leaks and thefts to prevent environmental damage, economic loss and to ensure pipeline integrity and security. Additionally, Atmos offers pipeline simulation tools that assist operators in creating accurate models of their infrastructure to facilitate risk assessment, operational decision-making and optimization.

Atmos serves clients globally, exporting their solutions to over 60 countries across North and Latin America, Europe, the Middle East, Africa and Asia-Pacific. Atmos plans to diversify by expanding into new sectors including the water industry where leakage management is vital.

Daniel Short, Senior VP Commercial at Atmos has been with the company for 20 years, with customer facing experience in project engineering and management culminating in taking responsibility for the global sales and marketing.

A top tip would be to understand that there are regional differences and be prepared to adapt the marketing message and sales approach accordingly. Visit countries of interest and listen to advice from the locals.

## BARTOLINE LTD



**Larisa Oprea**  
Export Sales Manager

Bartoline, first established in 1876, is Europe's leading manufacturer of decorating sundries for the home improvement industry. It covers all different product categories including fillers, home & garden, solvents and woodcare.

With distributors in over 70 countries around the world they have product availability across most Continents.

The company understands the need for made-to-measure market solutions, and can produce bespoke formulations, and local language packaging to fit those individual market requirements. Larisa is responsible to maintain the current business level, but also to develop new opportunities across the Scandinavian and Benelux countries.

Larisa's top tip :We have worked with the DBT team over the past 15 years and their support has been outstanding.The DBT team helped us to attend trade missions and international exhibitions from where we recruited new clients, but also supported us to maintain the existing business.We highly recommend working closely with the local International Trade Adviser.

## BEANIES THE FLAVOUR CO. LTD



**Mark Stangroom**  
Commercial Director

Beanies Flavour Coffee, based in Darlington, was incorporated in 2013 and are experts in producing a range of instant coffee in over 50 flavours, from Creamy Caramel and Nutty Hazelnut through to Pumpkin Spice and Peppermint Candy Cane.

Winner of the prestigious Queen's Award for Enterprise: International Trade in 2022, Beanies exports to more than 30 countries. Its product, a combination of flavour instant coffee with low calories and no sugar, has proven to be a success from South Africa to Chile to Japan, with over 500,000 social media followers!

Available in both jar and sachet formats and with flavours that are suitable not only for all-year round business but also seasonal opportunities, Beanies 'brings the flavour' whatever your needs!

Beanies has its own production facility which has FSSC22000 certification and flavours coffee using its state-of-the-art flavouring technology that it has developed. Because of this the business is flexible and able to respond to individual market needs such as local language translation and pack formats.

Beanies is always looking for new markets and opportunities around the globe and Export Champion and Managing Director, John Evans, advises that strong long-term partnerships and flexibility are the keys to export success.

## BETTER BRAND AGENCY LTD



**Mark Easby**  
Co-Founder and Director

Better is a brand agency born in the North East with offices in Teesside and London.They build remarkable, relevant brands with real results and specialise in brand strategy, development, identity design, and communication.

Since 2008, they have been crafting remarkably meaningful creative work driven by strategic thinking, authenticity and insight.They manage a portfolio of local, national and international brands, including everything from maritime and manufacturing to soft drinks and skincare, helping to shape the future of some of the world's most exciting, disruptive consumer brands.

Better started exporting to the United States during the lockdown in the middle of the global pandemic, pitching and winning its first overseas client before developing a solid international client base in the United States.The agency has now developed a growing client base in the US while also expanding its export portfolio with clients across Europe and India.

## BLUE KANGAROO DESIGN



**Jason Knights**  
Managing Director

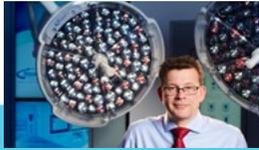
Newcastle company Blue Kangaroo is a brand strategy agency working predominantly in character licencing and the toy industry.The company works with some of the biggest names in the industry, including National Geographic, Twentieth Century Fox, Universal Studios and Lucas Film.

They are strategic, creative thinkers, designers and illustrators, and have clients across Europe, the Middle East,Africa, North America and in the Asia Pacific region.

In the last nine years, Blue Kangaroo have seen a huge export growth with over 70% of its services now being sold overseas.

As well as being an Export Champion, Jason Knights is one of the inaugural Board of Trade Winners. His advice to new exporters is "Don't be afraid to dip your toe in the water. Exporting is a fantastic way to grow your business."

## BRANDON MEDICAL CO LTD



**Adrian Hall & Keith Jackson**  
Managing Director and Chief Executive Officer

Brandon Medical design, manufacture, install and service SMART equipment in operating theatres, intensive care units and clinics in more than 70 countries. Providing healthcare professionals with reliable, high-quality, and affordable medical equipment packages, the company is multi-award winning including three Queen's Awards for Enterprise, recognising Innovation and International Trade. Brandon Medical has successfully expanded its export business with an ethical and friendly approach, two of the Company's values. Growth has had particular focus in Asia Pacific, India and MENA.

Investing time to carefully earn trust and develop interpersonal relationships, especially in high-context cultures, is critical to success.

Keith has multi-cultural fluency and excellent diplomacy, building international partnerships to create value in many countries for more than 30 years, including USA, Japan and ANZ. With more than a decade of experience in China, he is leading Brandon Medical's strategic expansion into the largest market in the World for medical products.

Adrian says "Our advice to other companies looking to export would be to make sure you have the right partners in market. Invest in your distribution people, train and support them and treat them as part of your sales team."

## BRIGGS AUTOMOTIVE COMPANY LTD



**Neill Briggs**  
Founding Director

Briggs Automotive Company (BAC) is the British manufacturer behind the world's only road-legal, single-seater supercars – the BAC Mono and BAC Mono R. The Liverpool-based business was founded in 2009 by brothers Neill and Ian Briggs, who set about delivering a pinnacle road vehicle that offers the most authentic and purest driving experience possible.

BAC exports 90% of the cars it produces to more than 46 different countries across five continents – and counting, with dealership agreements in place in Germany, Hong Kong, Indonesia, Japan, Malaysia, Singapore, Taiwan and the USA. It is currently exploring opportunities for further growth across Europe and in the Middle East. Thanks to BAC's supply chain being 95% UK-based, with 50% sourced from within the Liverpool City and North West regions, Mono and Mono R serve as a global showcase for UK manufacturing and innovation — Mono R is the world's first production car to incorporate graphene in its construction.

Neill's top exporting tip: "Embrace innovation – continuously innovate your products and processes to meet evolving customer demands and gain a competitive edge in global markets."

## BRITISH STEEL LTD



**David Waive**  
Commercial Director

Manufacturing 2.8 million tonnes per year, British Steel was re-established in 2016 and the company has been exporting ever since. Prior to that the company exported under its previous names of Tata Steel and Corus. It has a range of product lines, including special profiles for the mining and forklift industries, wire rod, passenger rail and sections for the construction market.

Approximately 60% of the company's output is exported. Total sales revenue is £1.2 billion, of which £700 million comes from export markets. They are a global supplier, but the EU and North America are their most significant markets with expansion into Brazil and India in the coming years.

David Waive advises "Select your targets carefully and focus on delivering the competitive edge you offer versus the domestic competition."

## CARD INDUSTRY PROFESSIONALS LTD



**Ciaran Savage**  
Director

Established in 2017, Card Industry Professionals (CIP) formed to ensure that all businesses have access to the latest and most relevant card payment solutions, education on pricing, alternative payment options, emerging trends and on-going support. They believe in developing long term relationships with businesses throughout the UK, boosting confidence and building trust in the products and services they offer.

CIP focus on supporting SME's and independent merchants, particularly operating within retail, hospitality and leisure and can support merchants working within services, trades and other verticals.

In 2021, CIP were finalists at the Card & Payments Awards in the categories for 'Best Payments Industry Newcomer' and 'Innovation in Retail Payments' alongside well-established and prominent companies such as Barclays, Lloyds/RBS, Mastercard and Square.

Director, Ciaran Savage says, "There is a great opportunity to approach, attract and interact with businesses in new markets through exporting. There is a lot of support and guidance available through the Department for Business and Trade and I recommend engaging with a local trade advisor to explore opportunities and build upon your knowledge of potential markets to export to."

## CHARGEPOINT TECHNOLOGY LTD



**Chris Eccles**  
Chief Executive Officer

ChargePoint Technology is the market leader in manufacturing powder containment and aseptic transfer valves, providing operator safety and sterility assurance for highly potent ingredients used in the pharmaceutical, biotech, chemical and other process industries.

As a trusted partner to the top 30 pharmaceutical manufacturers, ChargePoint meets global demand by exporting to customers worldwide, continuously across all markets.

Chris Eccles, CEO, has managed the global business expansion across all functions, including offices in the UK, Europe, America and the Far East.

His background in manufacturing management and precision engineering was instrumental in determining the strategy to insource manufacturing through strategic acquisitions and equipment investments, including the investment in cleanroom technology and disposable manufacturing processes and the recruitment of technical resources.

Top Export Tip: For ChargePoint, the key to export success is having a good understanding of your customer needs, the overall market and the cultural nuances specific to the countries you're exporting to, providing best in class products and services and developing lifetime customer relationships. Embrace the export journey and don't be afraid to seek advice or support where required.



## CHEMIAN TECHNOLOGY LTD



**Ian Dell**  
Managing Director

Chemian was established in 1996 by Managing Director, Ian Dell with the aim of bringing in-depth knowledge, expertise and innovation to manufacturing and supply within the chemical pharmaceutical and cosmetic industries. Activities span three core areas; contract manufacturing; raw material sourcing and own-product innovation.

Chemian Technology, based in Darlington, is best known for its Citrepel range of naturally based insect repellent active ingredients. They developed the product, manufacture and supply it to their growing customer base across the world.

The company has grown between 20–30% annually over the past 5 years after targeting a range of European and South East Asian countries and it is now looking to enter the USA.

Ian Dell, Managing Director says "Exporting has always been of fundamental importance to Chemian Technology, particularly since the development of Citrepel. Most of our turnover comes from overseas sales and we now sell to over 30 countries worldwide."

## CLARK DOOR LTD



**Andrew Ashley**  
Managing Director

Clark Door Ltd is an international company and a leading innovator in the design, manufacture and installation of a range of specialist doors. These include custom doors for industrial, nuclear and cold store applications, and acoustic fire rated doors for theatres, sound stages and broadcasting studios. They work with some of the world's most eminent architects to develop new and innovative doors for projects around the globe, such as The Shed, Hudson Yards, New York; DAICEC Convention Centre in Mumbai, India and King Abdulaziz Performing Arts Centre in Dammam, Saudi Arabia.

As well as achieving remarkable success in the UK, Clark Door exports its doors, manufactured in Carlisle, to more than 50 countries worldwide. The company has thrived by finding good local partners, working closely with the Department for Business and Trade who provide assistance with practical issues such as intellectual property agreements, international law, taxation and cultural barriers.

In 2020, Clark Door was awarded the Queen's Award for Enterprise in International Trade. Subsequently, in 2023, the company was also awarded the King's Award for Enterprise in Innovation.

Andrew's top exporting tip: "Time is your most valuable resource. Follow up all international inbound leads that come to your company as you will learn from an active audience, even if you don't win them. And don't forget to keep telling your ITA about your travel plans as they can always help with additional valuable introductions."

## CLARKE ENERGY



**Liam Parker**  
Business Development  
and Analysis Manager

Clarke Energy has a focus on energy efficient power generation and the delivery of sustainable energy and power projects. Clarke Energy is the largest distributor and service provider of INNIO's Jenbacher gas engines, operating in 27 countries and having over 7 gigawatts of power generation installed globally.

The company adds value to the core products it supplies through engineering, installation and maintenance. Clarke Energy sees future opportunities in engineering hybrid power solutions, hydrogen and energy storage technologies.

Alex Marshall started as an Export Champion in 2014 and has international remit at Clarke Energy for marketing and compliance and supports business development. Alex recently moved to the USA to support the company's USA business growth and is working remotely alongside Liam Parker to continue to promote the work of DBT through the Export Champion programme.

UK businesses design, develop and pioneer great products and services and sell them to the world.

The Department for Business and Trade has helped thousands of UK businesses to grow in new markets.

For free help selling to the world visit **great.gov.uk** to:



Create your own export plan online



Access free online lessons and training to build your knowledge on selling internationally



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**MADE** IN THE **UK**  
**SOLD** TO THE  
**WORLD**

  
**GREAT**  
BRITAIN & NORTHERN IRELAND

## CLASS OF YOUR OWN LTD



**Alison Watson MBE**  
Chief Executive

Alison Watson MBE has worked in the STEM/STEAM education space since 2009, specialising in the Built Environment and Infrastructure. An experienced industry professional, she created 'Design Engineer Construct!' (DEC), an award-winning learning and teaching programme, that now reaches schools and adult learners across the UK and around the world, including Australia, New Zealand, Malaysia, Thailand, Lithuania and emerging, Indonesia, China and the United States.

Her social enterprise, Class Of Your Own, punches way above its weight, supporting household names in the global architecture, engineering and construction industry to create genuine social value and positive outcomes for children and young people.

Backed by an international awarding organisation and leading technology and training partners, COYO offers government, education and industry an exceptional opportunity to collaborate in the development of an exceptional home-grown talent pipeline.

Alison's top exporting tip: Even the smallest SME can make a huge impact in the world. Be bold and be proud of your achievements and NEVER be afraid to ask for help.

## CODE BEAUTIFUL LTD



**Sarah Cross**  
Founder

CODE Beautiful is a vegan & cruelty free beauty brand, helping women to feel naturally vibrant by making stand out beauty products that do what they promise. Celebrating their 10th year, they started out exporting via distributors and retailers in several countries, and now ship globally direct to consumer. The company have set themselves a target of 40% of our turnover being international by the end of 2025.

Sarah's top tip for exporting is, never doubt that you can, the team at DBT are amazing at guiding you through the process, get to know them, get involved with them and just take the first step, the rest will follow.

## COEUR DE XOCOLAT LTD



**David Greenwood-Haigh**  
Founder

Coeur de Xocolat has over forty years of experience in chocolate consulting company that specialises in training chefs and farmers in bean-to-bar chocolate making additional income generation from waste products and leading chocolate safari tourism in Countries of origin.

The business currently works in the UK, Europe, Ghana, Sao Tome, and are also developing markets in Malaysia. David says "We are passionate about chocolate and believe that it can be a force for good in the world We believe that chocolate is more than just a delicious treat. It is a way to connect with people from different cultures and learn about the world around us. We are committed to using our business to make a positive impact on the world."

Their top exporting tip is to do your research and find the right partners in your target markets.

## CORRELL ELECTRICAL ENGINEERING SERVICES LTD



**Sam Dowey**  
Managing Director

Specialising in the renewable energy sector, the Correll Group are a global leader in the provision of electrical engineering, installation and maintenance services.

The group have extensive experience of working on many of the most significant wind farms across key regions including the UK, Europe, Asia, and most recently, in the emerging US offshore market. With a team of over 440+ highly qualified technicians through its main operational hubs in the UK, USA and Taiwan, the business presents a strong and substantial offering to the offshore renewable energy sector.

Export sales at Correll accounts for more than 80% of business revenue, and the company have plans to further build on their global portfolio with growth focus on the Asia-Pacific and Japan.

Sam Dowey, Managing Director says: "Operating globally changes the way we work as you have to really understand the business culture of the market that you are targeting. Working with the DBT can really assist, as their expertise and local knowledge of the markets in which they operate are second to none. DBT trade missions help businesses gain access to market specific networks, which in turn help in the establishment of a presence in that particular market".

## CREST MEDICAL LTD



**Rachel Maxwell**  
Responsible Person  
(Import)

Crest Medical Ltd work with businesses across the globe to supply high-quality and sustainable first aid, medical consumables, and personal protective equipment. They supply award-winning brands, private label, and partner brands, into their core markets.

With over 25-years of operational and quality experience, Crest Medical Ltd supply hospitals, retail, occupational health, and safety markets in the UK, and internationally. They bring to market products that heal, treat, and protect, providing better outcomes for a healthier tomorrow.

Currently exporting to Europe, the Middle East, Mauritius, and the Cayman Islands; the following Countries are in development Grenada, the Seychelles, Kenya & Zimbabwe.

Rachel has worked in pharma wholesale for well over a decade, commencing her career for Crest Medical in Commercial Sales. Two years ago, Rachel took up the role of Responsible Person, overseeing the Quality and Regulatory side of exporting in line with MHRA guidelines, throughout the export process.

“Our local DBT advisor is instrumental to the countries we are developing; providing not only in-depth Life Science information in the new territories, but also facilitating “in country” connections allowing us the ability to navigate quite complex regulatory requirements & qualification of customers”.

## CURTIS GABRIEL CORPORATION LTD



**Simon Curtis**  
Business Development  
Director

A UK based global social, digital and design agency with offices in Newcastle, Sydney and LA, offering carefully crafted solutions to support businesses in the digital marketplace.

Established in 2013, their team has grown to over 50 members of staff in-line with their ambitious future plans, including social media experts, qualified journalists, digital marketers and commercial specialists.

They are now proud to work with over 200 amazing clients across the UK, Continental Europe, USA, Canada, Australia and the UAE.

## DELAMERE DAIRY LTD



**Jonathan Cope**  
Export Director

Celebrating 37 years in business, Delamere Dairy started life in Delamere Forest with just three goats and a belief in the potential of goat farming. Today the company has developed into an award-winning international speciality and alternative dairy company.

The company turns over £29m, selling a vast range of fresh and long-life goat and cow products, plant-based drinks, and a range of milk products for the pet market. With an active new product development programme, there is always something new and exciting on the horizon.

Delamere began exporting seriously following a management buyout in 2008 and opened its first overseas office in 2012. The company now exports to a diverse geographical mix of 20 countries with key markets including Europe, the Middle East, Australia and the USA.

## DELIVITA LTD



**Joe Formisano**  
Owner

DeliVita is an independent British brand based in West Yorkshire that has designed and created a stylish, portable, handcrafted, wood-fired oven, alongside a range of purpose-made accessories. The name DeliVita derives from the words ‘delicious life’. Joe comes from an Italian family so food and family have always been at the heart of every occasion; he wanted to create a brand which fuses British innovation and craftsmanship with Italian family heritage.

DeliVita started working with a DBT International Trade Adviser in 2017 to get an idea of how to attend shows in Europe, with a further look into how they could potentially break into the US market. Keen to understand how attending these shows could prove beneficial to overall sales and the development of the company, DeliVita attended the ‘Spoga Gafa’ in Cologne, 2018. At the show, they were able to demonstrate the ovens in use, showing prospective customers their full potential.

Since starting exporting, the company’s business has doubled its turnover, as well as breaking into markets that were at one point inconceivable.

Joe said “The DeliVita brand now has such a widespread reach and high-profile reputation that we now have more companies asking to stock our ovens than ever before. The growth in our businesses from exporting has also allowed us to increase our staffing, purchase new premises and expand on our manufacturing. We really don’t believe this would have been possible without the support we received from DBT who have helped to start the exporting process.”

## DIANA MATHER



**Diana Mather**  
Training for Life

Over the last 20 years Diana has travelled the world teaching Confidence Building, Social Intelligence, Public Speaking and International Etiquette. She has exported her training to China, India, Russia, Switzerland, Europe, Iran, Nigeria, Kenya, Uganda, UAE, KSA, Oman, and Uzbekistan. Her clients include individuals, professionals, businesspeople, politicians, university students and international hotel groups.

Trained as an actor, after appearing in various TV dramas, Diana went on to read the news for BBC Northwest for over 10 years. She is currently developing new markets in India, KSA and China. She has written 12 books including 'The 50 Secrets of Confident Communicators', 'Managing International Relationships Today' and 'Speak'. She is a regular contributor on TV and Radio programmes, has appeared at The Edinburgh Fringe and presented a TEDx Talk at The University of Chester.

Her top exporting tip is "No company is too small to export. Do your research, be bold and go for it!"

## DIRECT ACCESS CONSULTANCY LTD



**Stephen Mifsud MBE**  
Director

Established in 2004, Direct Access has become the leading disability accessibility consultancy, advising organisations on accessibility of premises and services. The range of sectors is broad from rail, retail, tourism, education, Local Government and national infrastructure projects.

Based in Nantwich, Cheshire, the company opened its Middle East offices in Dubai in 2018 to work on iconic construction projects in the region including Expo 2021 Dubai. In 2019, they supported DBT trade missions in Poland and Spain as well as holding meetings in North America.

Over the coming year they will continue to grow their Direct Access Store division - supplying and installing a wide range of ancillary aids to facilitate accessibility.

Director Steven Mifsud considered the initial first contact with DBT was by far the best decision Direct Access ever made in fifteen years. Today over 80% of turnover is from exporting.

## D-LINE (EUROPE) LTD



**David Hall**  
International Sales  
Director

D-Line was established in the North East in 2004 and manufacture innovative cable management products for the Home and workplace. The company's patented cable trunking system not only looks much better than traditional trunking but is much faster to install.

D-Line is a market leading company in the UK and is also focussed on expanding its sales in international markets, now exporting to over 30 different countries. The company are proud to count some of the World's largest DIY retailers (B&Q, Castorama, Bunnings) amongst its customer base. Currently major International Markets include Europe, Australia and USA. This had led to D-Line being awarded the Queens award for International Trade.

David Hall has worked in International Business throughout his career. His top exporting tip is "When dealing in international markets, it is critical to really understand your target market, the route to consumer and never assume anything is the same as the UK market. The DBT have an International Network who can support the initial and critical market research phase and so it is well worth engaging with them"

## DRIVEWORKS LTD



**Maria Sarkar**  
Co-Founder and Vice  
President

DriveWorks Ltd are a software development company, receiving two Queens Awards for Enterprise under the categories for Innovation and International Trade. They have established a highly effective sales and technical support channel across North America and Europe to sell and support their design automation and sales configurator software. With the support from DBT, they are growing in Australia, New Zealand and India.

Their software opens new opportunities and new markets for SMEs and multi-nationals who design and manufacture customisable products. The technology enables sales and engineering teams to work together more effectively.

Maria Sarkar's advice to exporters "It's important to recognise that geography plays a part in HOW people do business. Make sure you are tuned into cultural differences and adapt accordingly. Also, make use of technology to scale your business and work smart. You CAN be an extremely successful 24/7 business whilst maintaining a healthy work/life balance."

## DT & G LTD



**Lyn Pitt**  
Managing Director

DT & G Ltd has been based in the North West for over 50 years, designing and building equipment for the confectionery industry under its “Finn” brand. The company specialise in Chocolate Belt Coaters and Polishers and can now supply “turnkey” installations. The industry’s answer to the production of chocolate coated and polished raisins, peanuts, malt balls, fondants, biscuits, coffee beans and every other sort of dragee you could imagine.

Every year at least 80% of the company sales relate to exporting, currently supplying Japan, India, Philippines, Europe, USA, Australia, Norway and they are developing within Latin America. Exporting is a privilege, the company have a wonderful client list, some blue-chip companies, some smaller, all run by fantastic people looking to do business in a sustainable and fair way.

Lyn Pitt, Managing Director says “I would encourage everyone to take advantage of support and look at expanding overseas, especially in these challenging times.”

## DUCO DIGITAL LTD



**Darren Winter**  
Company Director

Duco Digital Training deliver online BCS accredited courses, bootcamps and training in an exciting range of business and technology subjects including Artificial Intelligence, Business Analysis, Data Protection, IT Ethics and Management at different levels. These range from short courses, certifications at essential, foundation and practitioner levels and diplomas; designed to meet career goals, time to learn and budget.

As well as strengthening skills and knowledge, these qualifications are aligned to SIFIA-Plus, industry recognised in over 200 countries and open new opportunities with a free one-year BCS membership offering professional networking, CPD and career support.

Darren says “With our Malaysian partner 3Quantum, we work with educational providers and Governments in the Middle East and SE Asia. If you have a need to attract and develop talent in your organisation or work overseas at a university or college, get in contact to arrange a short meeting to discuss how we can support you.”

Darren’s top exporting tip is “Research cultures and customs to be informed about your audience.”

## DUO PLASTICS LTD



**Zoe Brimelow**  
Brand Director

Manchester-based Duo, established in 1988, is a consultancy, manufacturer and distributor of packaging products for leading international brands.

Its portfolio of solutions includes mailing bags made from bio-based, sustainable GreenPE, and DuoOptipac mailing bags – a patented King’s Award-winning product that optimises fulfilment operations and minimises volumetric shipping costs. Duo’s committed to working with its clients to develop circular packaging solutions that meet the needs of their business operations.

Duo’s established a strong global distribution network with warehouse facilities in key locations across the USA, Europe, Australia and China, which has opened doors to these markets and is looking to expand its export business further. Duo’s international services deliver sustainable packaging, a lean and transparent supply chain, and a 24/7 customer portal to suit all time zones.

Top exporting tip:

“Always check product commodity codes in your market! DBT staff are a fantastic resource and are always willing to help answer questions – use their knowledge and experience.”

## EXPO STARS INTERACTIVE LTD



**Lee Ali**  
Managing Director

Expo Stars is a global trade show performance agency based in Central Manchester. They support companies attending international trade show exhibitions to optimise their exhibiting strategy, attendee engagement and upskill their booth staff so that they can generate more business and achieve a positive return on their investment.

Since being established in 2007, the company have gained clients in North and South America, Europe, Middle East, Asia and Australasia in sectors including Aviation, Automotive, Energy, Food, Manufacturing, Pharma, Technology amongst others. This year they are focused on growing their business in SE Asia with a CPD accredited Exhibitor education programme.

The company was founded by Managing Director Lee Ali. Lee is a specialist in business growth, sales strategy, and communication. He is a business mentor with the Business Growth Hub and regularly speaks at international conferences on all aspects of high-performance exhibiting, effective communication, and sales strategy.

Lee’s top exporting tip is to make full use of resources available from DBT to help you with research, logistics, paperwork and even marketing your business at leading exhibitions.

## FAITH IN NATURE LTD



**Adeel Nabi**  
International Channel  
Director

Faith In Nature, based in Manchester, was founded by Rivka Rose in 1974. In 1974, natural, cruelty-free and vegan weren't so much a bandwagon as a one-man band. Or, in Faith In Nature's case, a one-woman band. Because Faith In Nature isn't just a name - it's Rivka's passion for harnessing the power of Nature, without harming it in the process. Now, it seems, Rivka's passion has caught on.

Faith In Nature is a family care brand, producing natural soaps, body wash, laundry liquids and even dog shampoos, which are manufactured in Greater Manchester. Faith In Nature export to 38 markets including France, USA, Australia, China and were the first company to put Nature on their board of directors, a landmark decision that puts Nature at the heart of their decision making.

Adeel brings over 10 years of international sales experience, having worked from small start-ups to brands that have been around for over 100 years.

Adeel's top export tip would be always take the time to ensure your route to market is the right one and always try to work with partners who's values align with your business.

## FENTIMANS LTD



**James Black**  
Territory Manager – Rest  
of World

Fentimans have been making botanically brewed drinks since 1905. The secret recipe has been passed proudly from generation to generation and is now loved not only nationwide but globally in over 65 countries.

The global pandemic gave Fentimans change to regroup and rethink their international strategy, in a time when the premium segment of the category was experiencing strong growth globally in all channels.

James says "I have spent the bulk of my career working within the UK functions of FMCG and now excited to grow our international portfolio. Our team is ever growing as we focus on international and building a winning strategy. Current major international markets for Fentimans include Europe, South America and East Asia. We are excited about future opportunities across Africa, middle east and south America."

## FLEXCRETE TECHNOLOGIES LTD



**W Graham  
James OBE**  
General Manager

Flexcrete designs and manufactures high performance technical mortars and specialist coatings. The products are used in the construction industry globally in the refurbishment of existing assets, and also in new build applications where defined engineering properties assure the achievement of the intended design of structures.

The Flexcrete brand is widely recognised for technical excellence and enjoys a unique market position with an unparalleled technical pedigree supported by extensive test data.

Original co-founder Graham James has over 40 years' experience in diverse export markets and has served on national and regional committees supporting the development of export promotion strategies. Graham says "Our largest single export market is Germany although we regularly trade in other parts of Europe, the Middle and Far East and Australasia. We see good growth opportunities in North America where we are currently exploring manufacturing partnerships."

His top tip: "Fortune favours the brave, so follow your instincts and win!"



## FOREST AND COMPANY MARKETING LTD



**Tony Goodman MBE**  
Marketing and Export  
Advisor

Forest & Co are a specialist marketing consultancy focusing on exporting, branding and sales. Based in Manchester they have developed a broad clients list across a range of industries, with a common thread of seeking exporting growth. They specialise in helping companies find the most practical routes to achieving export success by providing a realistic assessment of a brand's strengths and weaknesses and helping to craft the messaging needed to attain the right opportunities. The company then go further and turn these insights into direct exporting activities.

Tony Goodman MBE, has over 30 years exporting experience across a range of industries including chemicals, technology and most recently food where he created brands including Ten Acre Snacks and Bean and Pod Chocolates. Personally leading rapid growth in exports to more than 50 countries and being a strong advocate of exporting and a member of the Greater Manchester International Trade Group, Tony is a regular speaker, writer and blogger on exporting and branding.

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## FOREST DISTILLERY LTD



**Karl Bond**  
Owner

Established in 2015, Forest Distillery is a family-owned gin and whisky distillery based in Cheshire. Forest Gin is distilled using traditional methods and a mixture of organic and locally foraged ingredients and is the only gin to have won two separate Double-Gold medals in the San Francisco Work Spirit Awards. The company recently expanded and now has one of the only fully operational whisky distilleries in England, which in 2019 was chosen as one of the Best World Whisky's by The Independent Indy100.

The company has been exporting for while with exports accounting for 20% of total turnover. Its biggest export markets currently are Japan, Switzerland, Germany and New Zealand with ambitions to grow in the USA, Australia, India and China.

Karl Bond's top tip for new exporters is "Just try it! Exporting certainly presents new challenges, but it can be very rewarding. The staff at the DBT are a fantastic resource and they are always willing to help where necessary."

## FOURTEEN IP COMMUNICATIONS LTD



**Neil Tolley**  
Chief Executive Officer

Fourteen IP is a Telecommunications reseller turned global carrier based in Wigan. Founded in 2011 Fourteen IP provides cloud based Unified Communications, AI and related solutions to the hospitality industry across 22 countries across Europe, North America & The Caribbean.

Evolution Voice, Fourteen IP's flagship telephony solution for hotels currently powers over 330,000 guest rooms across hundreds of hotels of all types including many of the world's largest and most prestigious such as The Gaylord Opryland Resort in Nashville, Swan & Dolphin Walt Disney World and many Mandarin Oriental & Ritz Carlton properties.

Always driven to innovate, Fourteen IP is the leading global provider of cloud PBX and AI to hotels and during the pandemic developed EVA, their class leading AI IVR as well as setting up a subsidiary in Mexico! Fourteen IP CEO advises potential exporters to go for it but take up the advice and experience of others that is freely available and invaluable.

## FREEDOM CONFECTIONERY LTD



**Elvin Willgrass**  
Sales Director and  
Owner

Established 2013, Freedom Confectionery have been innovators of Marshmallow, Gummies and specialise in vegan and the top 14 allergy free confectionery suitable for all consumers- making sure they leave nobody out!

Freedom Confectionery works within the B2C and B2B sectors working with some of the Worlds best known household brands within the baking, ice cream, quick service restaurant, cereal and beverage toppings. They are incredibly proud to export to many countries, including USA, Australia, Sweden, Ireland, Trinidad, France, Germany, Australia, Canada and New Zealand, with a developing interest in the Asian market. The business continuously looks to work with new and passionate partners who are looking for a real point of confectionery innovation like dehydrated, freeze dried and vegan confectionery.

Elvin says "The Department for Business and Trade and our committed International Trade Advisor play an instrumental part in our Export plans with their continued support and are certainly one of the team for global growth.

Elvin's top tip: "Research the market of interest and carry out your own due diligence whilst working closely with your ITA within the DBT – Make sure you have time to export."

## GB LUBRICANTS LTD



**Paul Booth**  
Managing Director

GB Lubricants is a manufacturer of premium quality industrial lubricants and oils for a wide variety of sectors. These include construction, off-highway, commercial vehicle, automotive, agriculture, forestry, and manufacturing. Based in Gateshead in the North East of England since 1877, GB Lubricants have developed an outstanding reputation for customer service and quality products throughout the UK and that reputation continues to expand across the globe with a presence now in over 25 countries.

The company's technical support and commercial teams work closely with distributors around the world to ensure help in growing their markets and give the best possible support to the end users.

GB lubricants continue to collaborate with suppliers, customers, and all stakeholders to develop increasingly sustainable ways to source, manufacture, supply and use lubricants. These include an expanding range of biodegradable formulations. They are proud to have held EcoVadis Gold Standard in CSR and Sustainability since 2019 which puts them in the top 5% of all businesses audited globally within the sector.

Paul's top tip "Take time to develop a strategy and regularly talk to your local DBT contact to sense check your plans. We also found our local Chamber of Commerce has been a wealth of really practical help and advice."

## HAITH'S



**Simon King FLS**  
Director

Haith's is a renowned British manufacturer with over 80 years of expertise in creating high-quality bird diets and animal feeds. Their international focus lies in providing superior ingredients to international manufacturers who utilise Haith's ingredients to craft their own exceptional goods and supply many of the world's leading fishing brands.

Their products are exported to a wide range of international markets; the business' main markets are within Europe where the Haith's name has become a trusted name in the avian world and fishing ingredients markets.

With an unwavering dedication to avian well-being, a strong focus on nature conservation and profound industry knowledge, Simon is resolute in cultivating robust relationships with their valued customers and partners, upholding the utmost standards of quality and customer satisfaction. A testament to this commitment is Haith's recent investment in new premises, where they are embracing a unique approach by allocating commercial space to nature. By challenging traditional conventions, Haith's are redefining what it means to be a manufacturer and creating an environment that harmoniously blends productivity and ecological consciousness.

**Top Exporting Tip:**  
One valuable tip for successful exporting is to establish strong and collaborative partnerships with local distributors and partners in target markets. This allows for a better understanding of market dynamics, preferences, and cultural nuances, enabling tailored strategies for maximum impact and acceptance.

## HAWKSHEAD RELISH COMPANY LTD



**Jonathan Robb**  
Managing Director

Hawkshead Relish makes a wide range of award-winning relishes, pickles and preserves. Using locally sourced all natural ingredients and traditional open pans in small batch production. Supplying over 500 independent stores throughout the UK and worldwide, they produce a growing range of products for private label customers including two Michelin Star Chef Tom Kerridge, and stores such as Harvey Nichols and Liberty of London.

The business was founded in 1999 by Mark & Maria Whitehead who jointly received MBE's in 2011 for services to the food industry in Cumbria. The company's main export markets are Sweden, Canada, Middle East & USA, and Jonathan and the team continue the work started by Mark & Maria in building sales into around 10 countries globally.

Jonathan says "being part of the Northern Powerhouse Export Champions has certainly opened doors for our company, with invaluable help in making the right contacts and accessing the right information needed to export successfully, especially since Brexit."

## HEGENBERGER MEDICAL LTD



**Hakeem Adebiyi**  
Export Advisor

Hakeem Adebiyi is an Export Champion who is able to provide exporting advice to Northern companies.

Hakeem joined Hegenberger earlier this year following 8 successful years developing, sourcing and distributing healthcare products across the globe, taking his last business from £30M to £120M turnover in that period. More importantly, sales outside the UK grew from 25% to 50% and the contribution to profit from 25% to 60%.

The company currently exports to Scandinavia, Benelux and the Middle East but their mission is to take their message and innovation to the rest of world.

## HEXISLAB LTD



**Olusola (Sola) Idowu**  
Chief Executive Officer

Hexislab uses proprietary technology AI techniques to facilitate the development of breakthrough products for the beauty, skincare, personal care, nutraceuticals, and pharmaceutical industries. They use ground-breaking processes that accurately predict the behaviour of chemicals and ingredients in biological systems.

Their technology is helpful for new product research & development, identifying novel ingredients and formulations. They assist customers across all stages of research and development journeys, helping them reduce costs, overcome bottlenecks, and to find innovative solutions to meet modern consumer demands.

Hexislab's main export market is the USA.

# HYDRAULICS ONLINE



**Helen Tonks**  
Co-founder

Hydraulics Online is a multi-award-winning, ISO 9001-accredited hydraulic engineering consultancy and equipment supplies company, founded in 2004 by husband-and-wife team, Mark, and Helen Tonks.

The business exported in its first month of trading and has since become the hydraulics partner of choice to customers and suppliers worldwide. To date, the team have provided a highly personal and technical service to customers on every continent – spanning 130 countries and 20 key sectors and markets. Exports now account for 50% of turnover.

Hydraulics Online has been recognised for making ‘innovative use of the internet to deliver a highly technical proposition worldwide.’ As a direct exporter with a global digital footprint and credentials that attract customers globally, the company clearly and consistently demonstrates its ability to meet customer needs at a distance - wherever in the world they may be.

Helen says, “Really focus on building every aspect of your brand so that you can ‘make the miles disappear’ and be the standout choice even over customers’ more local suppliers.”

# IC BLUE LTD



**Matthew Ward**  
Managing Director

IC Blue LTD is a distributor of PCB level electronic components: active, passive, electro-mechanical semiconductors. Established in 2003 and aligned with the Aerospace/Defence sectors for quality they have built a reputation globally for operational excellence and service. In addition, they are a Siemens Solution Partner offering software which supports product design and simulation – allowing faster design and less prototyping. Currently 80% of exporting is to the EU, with growth focusing is on the USA, South America, and India.

Matthew has been with IC Blue Ltd since inception in 2003, he started as sales support and in early 2023 was made Managing Director. He is passionate about the continual improvement of the organization.

“a top exporting tip” - The thought of exporting can often be far more daunting than the reality! There is now a limitless amount of data, case references and support to cover all industries which can be accessed, adapted and applied to the specific requirements of exporting your product. Exporting shouldn't be a long-term plan for your business, it should be your short-term objective. The opportunity is there – start with working with DBT to refine a support team that best fits your needs.

# ICC SOLUTIONS LTD



**Dave Maisey OBE DL and Wendy Maisey OBE**  
Directors

ICC Solutions works with banks, merchants and their technology partners providing software test tools and associated certification services to help implement secure payments such as Chip & PIN, contactless and mobile phone payments. The company was founded in 1996 by Directors David and Wendy Maisey and is headquartered in Warrington, Cheshire.

ICC Solutions has been presented with four Queen's Awards for Enterprise, in both the International Trade and Innovation categories.

Around 95% of revenue is attributable to international trade serving the company's client base in over 100 countries. The main markets for ICC Solutions are the USA and Canada, the company intends to expand their presence into markets such as India and China.

David and Wendy were awarded OBEs in the New Year Honours List 2020 for services to international trade and the economy. With a passion for exporting, the company are ambassadors for encouraging trade into Commonwealth markets through the Cheshire Commonwealth Association and are advocates in promoting exporting with young people by way of The Duke of Edinburgh's Award programme.



# INFORMED SOLUTIONS LTD



**Elizabeth Vega OBE**  
Group Chief Executive Officer

Informed Solutions provides Queen's Award-winning enterprise technology platforms and services that support large-scale digital transformation for organisations operating in a variety of sectors including Civil Defence, Healthcare, and Sustainable Environment and Land Asset Management.

Informed continues to build a trading network across APAC, with a particular focus on Australia and Malaysia, as well as continued focus on EU and US markets.

Informed Solutions Group CEO, Elizabeth Vega received an OBE for services to international trade and digital transformation: “Informed Solutions is excited by low friction, more accessible channels to new markets created by the modern FTAs that we're now entering into.

International business in our post-pandemic world is far more relationships focused, where innovation, collaboration, skills and capability development, and mutual benefit are key. These dynamics present new, more level playing fields for scaling up business such as ours, and we are very keen and excited to lean into these growth opportunities.”

## INJ ASSOCIATES LTD (Trading as Evidence Based Education)



**John Jenkinson**  
Head of International  
Development

Evidence Based Education (EBE) combine years of experience in teaching and school leadership, in conducting research into educational leadership and evaluation, and in policy advice to the UK Government's Department for Education.

This rare combination allows EBE to take an objective view on effective uses of evidence in education, while also developing pragmatic, thought-provoking training and tools, designed for the complex professional lives of teachers and school leaders (lives we have lived).

John Jenkinson is an international trade and development specialist, currently acting as Head of International Development for Evidence Based Education. Previously an international trade adviser for the Department for International Trade, John has organised trade missions and led UK delegations in global markets.

At EBE, John has managed large scale translation projects, conducted market research in priority export markets and secured business in over 20 countries. While working with partners on every continent, John specialised in China and has experience with ASEAN markets. Currently, his business development focus lies in CANZUK states and the USA.

## INOVUS LTD



**Glenn Cooper**  
Chairman

Inovus Ltd - trading as Inovus Medical, is a highly successful, multi award winning designer and manufacturer of healthcare simulators based in St Helens, Merseyside. Inovus has sold to over 70 countries worldwide using its digital platform. Inovus is establishing agents and distributors with a focused strategy, starting with North America and key Asian markets with a plan to move into Europe.

Glenn Cooper is a serial entrepreneur and experienced Chairman. He has board level experience across several sectors, manufacturing, security, construction, IT, offshore windfarm maintenance, oil and gas infrastructure. Glenn has successfully grown, and exited venture capital and private equity backed businesses with a wealth of experience in driving export growth and establishing overseas entities to service international markets. Glenn has been a proud Export Champion contributing to the programme for 10 years.

Glenn's top exporting tip: Attitude, Commitment, Focus and meet people in the market.



## INTERNATIONAL FOOD BROKERS LTD



**Barry Precious**  
Director

International Food Brokers is focused on working with food and drink brand owners and manufacturers seeking to develop their business internationally. They support this activity through account management, business support, trade shows, mentoring, brand development, logistical support and most importantly selling!

The company works with multiple brands, and have the enjoyment of exporting to over 50 countries worldwide with the challenge of ensuring each brand has a sales trajectory which matches their wider business plan. Lancashire Eccles Cakes to Dubai, Candy to Holland, Jam to Costa Rica and waiting for the next challenge.

Barry founded International Food Brokers in 2011 after spending 15 years as an Export Sales Manager in the food industry working with several award winning companies including two Queens Awards for International Trade.

Barry's export tip is "Remember there are only two types of people in the world, your customers and those who haven't met you yet...Go for it!"

## J2 AIRCRAFT DYNAMICS LTD



**Paul Jenkins**  
Business Principle, Vice  
President Sales and  
Marketing

J2 sells its own proprietary software, J2 Universal Tool-Kit, world-wide, creating digital twin models of any aircraft. The J2 modelling, analysis and simulation capability is technically and commercially proven and is used in core aircraft design, analysis and simulation, pre-flight safety evaluations, air accident investigations through expert witness input and the creation of high fidelity models into simulation, this is supported by 2 ITAR TAA license awards in the US. J2 software tools are currently applied to the full spectrum of aircraft designs from conventional fixed wing and rotary wing aircraft through to new concepts flowing from the PAV/eVTOL marketplace.

J2 currently export to North America, South America, India, Europe, and the Middle East, and are continuing their market expansion efforts in the India, Japan, Turkish and US markets.

Exporting Tip: Always try and put yourself into your potential customers shoes. First meetings are always the most important in any culture, so respecting and taking time to appreciate cultural and business conduct matters and the fact that English may not be the first spoken language are all important areas to appreciate and work on. Find ways to discover information without referring to 'problems', because problems in many cultures are rarely admitted to and using the

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## JAMES WALKER SEALING PRODUCTS & SERVICES LTD



**Mark Brook**  
Manufacturing Director

James Walker is a UK based company that has grown into a global engineering group, which has been at the forefront of sealing innovation since 1882. The business now provides sealing products and services for critical applications across Oil & Gas, Power Generation including Renewables, Nuclear, Defence, Aerospace, Pharmaceutical, Marine and Metallurgical sectors.

65% of products manufactured in the UK are exported globally to Europe, Americas, India, China and Australasia; either direct to customers, through James Walker owned sales companies, or via distributors. Currently the business is focused on export growth into Asia, Middle East and Africa.

Mark's top exporting tip: "To look into the cultural aspects of doing business in terms of how to refer to people, meeting etiquette etc. prior to visiting the country, customers or distributors. The DBT can help advise both before visiting and also help to arrange key contacts locally."

## KI PARTNERSHIPS LTD



**Paul Kallee-Grover MBE**  
Founder and Managing Director

Ki Partnerships Ltd seeks to add value to its client's property portfolios through innovative and insightful problem-solving solutions. Established in 2021, the consultancy works in close partnership with its clients to develop strategies that are aligned with their business goals, utilising current and emerging technologies to advance their success. Whilst Ki Partnerships specialises in providing real estate and town planning in relation to the UK market, it also works with clients looking at international market entry – in regions such as Greater China, Middle East, and North America.

The company's client base is largely formed by investment houses, institutional investors, real estate developers, sovereign wealth, and family offices. Ki Partnerships boasts more than 25 years of real estate experience, and combined with its enviable contact base, it keeps its clients at the forefront of new ideas and technological change.

Top Exporting Tip: Tailor your product or service to meet the specific needs, preferences, and cultural nuances of the target market.



## LIGHTOX LTD



**Dr Sam Whitehouse**  
Chief Executive Officer

LightOx are a biotech company from the North of England developing light-activated therapies. The company are currently taking forward their lead compound in oral cancers, using light activated drugs that will reduce the use of surgery as a first line treatment specifically in pre and early-stage cancers.

Dr Sam Whitehouse has been influential in a number of businesses within the life science industry over the last 15 years and has exported to countries around the world including the USA, Asia Pacific and beyond. His knowledge of differing business cultures worldwide has helped bring a number of medical products to market.

Export Champion, Sam says "DBT trade missions help support business to increase and expand their export efforts into countries and regions that would otherwise be more difficult."

## LIVERPOOL JOHN MOORES UNIVERSITY



**Dr Julia Wang**  
Director of International Relations

Liverpool John Moores University can trace its origins back to 1823. It's a broad-based university, with faculties of science, arts, humanities and social sciences, health, engineering and technology as well as business and law. Over 27,000 students study with them at undergraduate, postgraduate and doctoral level in Liverpool and they also have over 12,000 international students studying overseas on LJMU programmes which they work with global partners to deliver, bringing UK higher education to learners' home countries including Middle East, South Asia, ASEAN and Far East.

Dr Julia Wang is the Director of International Relations at LJMU, with over 25 years' experience in Higher Education Sector, taking care of the strategic development of global partnerships, overseeing international student recruitment activities and leading on student and staff international mobility activities for the University. She is also the Co-Chair of UK-Malaysia University Consortium funded by British Council.

Julia's top exporting tip is: Sustainable partnerships are built on quality products and mutual benefits.

## LOVE RAW LTD



**Manav Thapar**  
Co-Founder

LoveRaw are on a mission to take on Big Choc and disrupt the worldwide £200bn Chocolate industry with their great-tasting chocolate, that just so happens to be plant based. Manav and his wife started out with £600 and a food processor, now they are the fastest growing plant-based chocolate brand in the UK. They create plant-based versions of the nation's favourite chocolate bars and are stocked in 11,000 distribution points and counting.

Since being founded in 2013, their products are now available in over 20 countries with main export regions in Australia, France, UAE, Saudi Arabia. LoveRaw are currently developing export markets in Europe and are expecting to achieve 100% in year-on-year growth in export sales this year.

Manav says "I am passionate and have a tireless work ethic on making sure LoveRaw is disrupting the Chocolate Industry. I run LoveRaw with my wife & Co-Founder Rimi and manage to juggle (or try to!) everything with 3 small kids."

His top exporting tip: Ensure your distribution partners are aligned to your vision for success for your brand and they share the hunger and desire to grow your brand.

## M2R LTD



**Munir Mamujee MBE**  
Managing Director

m2r Education are a multi award winning provider of international teaching and learning solutions. Currently exporting to over 45 countries (and growing), they provide a range of education related services including tutoring, courses, internships and recruitment.

Core markets are MENA and ASEAN where they provide all their services. Interesting markets for 23-24 include the rest of Africa and further development in Asia.

Munir says 'As Director and founder of m2r Education it is my immense pleasure to drive this company forward, exploring new markets and opportunities whilst making sure I take time out to annoy / spend time with the family as much as possible!!

My top exporting tip – be resilient and just go for it!!!

## MASON'S OF YORKSHIRE LTD



**Karl Mason**  
Managing Director

Karl launched Mason's of Yorkshire on World Gin Day in 2013, with his wife Cathy. The distillery was the first and original established in the county and was started with a simple mission: to create gin the way it should be, with more character, more flavour and uncompromising quality.

Through strong growth within the premium gin category, diversifying successfully into vodka, and surviving a fire in 2019 that nearly destroyed the business, Mason's has won over 100 of the world's prestigious awards. These include gold awards at the World Gin and Vodka Awards, and the International Wine & Spirit Competition (with Mason's Tea Edition becoming the most awarded Tea Gin in the world) as well as the highly regarded San Francisco Spirits Competition. The Mason's team remains devoted to making exceptional, distinctive gin and vodka.

Export is a key growth channel for Mason's, and they are interested in developing their business in all key gin and vodka markets around the world. They currently export to Australia, Denmark, France, Netherlands, Poland, Hungary, Lithuania, Spain, Bermuda, Seychelles with potential new markets being India and USA.

Karl is passionate about the quality of their products and his top tip would be "Be patient, it's as competitive exporting as the home market."

## MATRIX TECHNOLOGY SOLUTIONS LTD



**Liam Walton**  
Managing Director

Matrix TSL are developers, manufacturers and curriculum writers. They are a one stop shop for industrial standard training equipment, globally. With learning and students at the heart of every decision, Matrix have created solutions in Science, Engineering and Technology. They have a vast catalogue of products covering subjects from robotics and microcontrollers to electrical installation, automotive electrics, fundamental mechanics and structures.

Matrix's state-of-the-art factory in the heart of West Yorkshire boasts some of the most advanced equipment on the market and a team of skilled technicians and engineers work together to ensure they provide customers with the most rugged, long-lasting training equipment, made in the UK.

Matrix exports to over 50 countries worldwide through our agent network, with particular growth in North and South America and markets in the Asia Pacific region.

Liam has worked for Matrix for 10 years, starting out as Business Development Manager with a particular focus on developing export for the company, before being appointed Managing Director in 2018.

Top Exporting Tip: "Appreciate the culture of each individual country in which you work, no two countries are the same and it's important to understand how they go about business."

## MEDTRADE PRODUCTS LTD



**Peter Walker**  
Head of Wound Care

Founded in 2000, Medtrade develop, obtain regulatory approval and manufacture advanced haemostatic and wound care products. Exporting to over 45 countries they support clinicians globally from the battlefield to the bedside. Celox™, the haemostat of choice for first responders, stops external bleeding from traumatic injuries such as blast, gunshot or stab wounds within 60 seconds. Used at the first point of care Celox™ has saved tens of thousands of lives.

Peter says “Our aim is to support every delivery worldwide with this safe, fast acting and clinically proven technology. With a significant market share in North America, Germany and the Middle East our advanced wound dressings treat long term chronic, surgical and pressure wounds. Buoyed by a pipeline of new patented technologies we are confident in our ability to meet current and future market challenges.”

Peter Walker has over 35 years’ experience in the pharmaceutical and medical device industry. Together with a strong, experienced team Peter has helped drive the develop of new products, markets and distribution partnerships at Medtrade for 15 years.

Top exporting tip: Make strong, personal in market contacts and work closely with them to fully understand the dynamics of the market you wish to enter. If necessary, modify your business model to accommodate local requirements. I know from experience it can make the difference between losing the business or it becoming a multi-million pound business.

## MEDYBIRD LTD



**Danny Manu**  
Director

Manchester-based Medybird Ltd is an industry-leading and innovation-led manufacturer specialised in both medical and industrial PPE. They are dedicated to empowering clients from all sectors, ensuring a safe and sustainable work environment. With a formidable presence across the globe through their three state-of-the-art factories and an extensive network of agents, the business’ commitment knows no bounds.

Danny Manu says “our unwavering focus on excellence has propelled us to the forefront of the international market. The Netherlands, Poland, Scandinavia, and the United States are just a glimpse of our thriving export destinations. As we set our sights on new horizons, we are targeting emerging EU markets and forging strong partnerships with African and European countries. These ventures have already yielded remarkable successes, further bolstering our reputation.”

Danny Manu attests to the transformative power of exporting. Despite the initial trepidation caused by customs duties, regulations, financing methods, and diverse customer behaviors, the rewards are immeasurable when triumph is achieved. Exporting is the key to unlocking your true potential, transcending boundaries, and reaping the rich rewards that lie beyond.

## MICROPORE TECHNOLOGIES LTD



**Dai Hayward**  
Chief Executive Officer

Micropore Technologies has developed an award winning, fully integrated technology solution – from lab to full manufacturing — to enable manufacturers of formulated products to improve their speed to market, product performance and economics by delivering increased control over their development and manufacturing processes for complex drug products; including RNA vaccines and other nano-particle based therapies, as well as controlled release injectables in the microparticle size range.

Clients have reported on significantly reduced development times and increased speed to market, the elimination of waste, and simplification of their manufacturing processes – all with a low energy process that helps clients achieve their ESG goals. Sectors include pharmaceutical, agrochemical, food, household products, aerospace plus many others.

Around 80% of the company’s turnover is exports and since 2010 they have been exporting to the USA, Europe, Canada, India and SE Asia.

Micropore Technologies has a fulltime presence in India and the USA. Micropore also has distributors in Japan and Australia.

Chief Executive Officer, Dai Hayward says “Exporting doesn’t have to be daunting but does require patience and a long-term commitment. Do your market and cultural research, visit the market and make sure you work to develop relationships first. Business will follow. Make use of the in-country experts from DBT for help. They are only too willing to assist companies on their export journey.”

## MIKE PRITCHETT ASSOCIATE



**Mike Pritchett**  
Consultant

A medical equipment industry specialist, Mike spent almost 20 years building Yorkshire-based Anetic Aid Ltd’s export business, supporting strong relationships with its worldwide network of Distributors.

That support involved in-country training of sales teams – accompanying them to customer demonstrations and trade shows to ensure they could communicate the benefits of sophisticated products effectively. These included the company’s QA4 Mobile Surgery System and Mike was instrumental in promoting the concept and growth of day surgery, particularly in Europe. His expertise comes from his 20 years in theatre for the NHS prior to joining Anetic Aid.

Mike was also responsible for many behind-the-scenes aspects of export planning: logistics, documentation and regulation across the world and particularly in Europe, Latin America and the US.

After retiring formally from Anetic Aid, Mike continues to work for the company on a consultancy basis as well as supporting a number of other businesses embarking on international trade development.

Top exporting tip: “Planning and research is time well spent, but you can never stop listening and learning; nothing stands still in today’s fast-moving world and export is affected by many factors.”

## OE ELECTRICS LTD



**Dave Masters**  
Chairman

OE Electrics “Creating a more agile world...” are market-leading manufacturers of power distribution solutions including power, data, patented USB charging and now batteries to enable people to have untethered power anywhere and in any setting. Located in West Yorkshire, OE is a proud member of Made in Britain with offices and manufacturing all housed in our advanced manufacturing facility in Wakefield. They are also proud winners of the Queens Award for International Trade in 2019.

OE Group of companies are exporters to over 60 countries around the world, with their Head Office and Manufacturing in Wakefield, Manufacturing in Australia for the APAC region, Manufacturing & Distribution Hub in Germany to cover Europe and now Sales on the ground supported with 3rd Party Logistics all setup and based in North America. North America started small for OE Group during the pandemic however this year they are focusing on major growth.

The APAC Region has been steady sales for a number of years, but they have an ambitious plan for accelerated growth in 2023.

With 40yrs in Manufacturing and Management, Dave is experienced in growing a small UK business into a large successful International Business exporting around the world. With recognised skills in the challenges of setting up and running facilities abroad (ME, Australia, Germany and the North America).

Top exporting tip: Exporting is crucial to our business growth, but it can be a complex endeavour, so it is important to seek professional advice and tailor your approach to the specific requirements of your industry and target market. Therefore, my connection to the DBT and the help they provided to understand the complexities of different countries has been crucial to OE's success and growth.

## ORCHA HEALTH LTD



**Liz Ashall-Payne**  
Founding Chief Executive  
Officer

Liz Ashall-Payne is an accomplished healthcare leader and the Founding CEO of ORCHA, a global leader in digital health accreditation and distribution services. With a background as a trained NHS Clinician, Liz has been at the forefront of healthcare transformation programs in the NHS, Europe, and North America, leveraging the potential of digital technology to enhance patient health outcomes and drive economic opportunities.

In 2015, Liz established ORCHA which has over recent years experienced remarkable growth, expanding its digital health assessment and distribution services to twelve countries worldwide positioning itself as a trusted partner in the digital health landscape.

Liz's top tip for export is to establish strong relationships with partners who have expertise and established networks in the target market. They can provide valuable insights, assist with navigating local regulations, and help with distribution and marketing efforts and of course the DBT is ready to help!

## OXLEY DEVELOPMENT COMPANY LTD



**Jayne Moorby**  
Head of Marketing

Oxley is a leading designer and manufacturer of high specification LED lighting, night vision products and electronic components. Oxley products are in use worldwide to enhance the capability of aircraft, vehicles and ships for the world's leading aerospace and defence companies. Oxley has been named as Exporter of the Year three times in the Cumbria Business Awards and was the winner of the prestigious Made in the North West Export Award in 2020.

The company has 200 employees and exports to 34 countries across all five continents with strengths in Europe and the US. Oxley works on large scale defence and aerospace contracts and as such understands the importance of building long term relationships with customers, respecting culture and accessing local knowledge in a new market is vital for success.

Jayne has expertise in managing agents and distributors with an extensive network of partners across the world and through working within the defence industry, exporting licensing is a particular area of specialisation.

## PANELTEX LTD



**David Evenett**  
Group Sales Director

Paneltex is a leading commercial vehicle body builder, specialising in the design and manufacture of temperature-controlled vehicles, from the largest trailers to the smallest vans. The company manufacture thousands of vehicle bodies and storage systems out of five UK factories for the UK, European and North American markets.

Paneltex's main export is a vehicle body kit for home grocery shopping, designed to be assembled easily and quickly. They are seeing huge export growth for this product in the USA and Canada, as well as growth in the Northern Europe market. The company have found that success in export is very much about understanding the culture and market that you are aiming to work within, and the importance of advice and help.

Dave Evenett, Group Sales Director would like to say he had years to plan their exports, but market needs drove their growth by rapidly elevating demand for their home shopping vehicle solutions, over three continents.



UK Export  
Finance

YOU SEE  
GROWTH  
POTENTIAL  
OVERSEAS

WE'LL FIND  
YOU THE  
RIGHT TRADE  
FINANCE  
SOLUTION

YOU'VE GOT  
AN OVERSEAS  
EXPORT  
OPPORTUNITY

WE CAN HELP  
YOU ACCESS  
THE WORKING  
CAPITAL  
YOU NEED

YOU SEE  
GROWTH  
POTENTIAL  
OVERSEAS

WE CAN PROVIDE  
ATTRACTIVE  
FINANCE  
TERMS FOR  
YOUR BUYERS

YOU'VE GOT  
AN OVERSEAS  
EXPORT  
OPPORTUNITY

WE CAN FIND  
INSURANCE  
FOR UP TO  
95% OF YOUR  
EXPORT

## PATTESONS GLASS LTD



**David Mann**  
Managing Director

Established in 2004, Pattesons is a distributor, agent and wholesaler of glass jars, bottles and closures. Employing 40 staff which can rise to nearly 50 in the busy months. The company has exported since 2006. Their main markets are Ireland, Italy, France, Sweden, Denmark, East Africa, Romania and the USA. David Mann says, "Our first foray into exporting is to this day one of our major achievements – delivering a 40ft HQ container into the mountains to a tribe of Alaskan Indians who produce hibiscus Jam!"

Top tip for exporting: "Before working with a new country, understand its cultures, laws and taxes – visit trade shows and build up a knowledge of the market and any differences there might be. We used OMIS reports from DBT to gain further knowledge, these were very useful to not only tell us about the potential customer base but also the competition! Lastly – don't be scared, it's a whole new playing field!"

## PAXMAN COOLERS LTD



**Richard Paxman OBE**  
Chief Executive Officer

British medical technology company, Paxman has an established leadership position in the Scalp Cooling sector, manufacturing and supplying the Paxman Scalp Cooling System (PSCS) to over 60 markets internationally.

Paxman's medical device is used by patients around the world to minimise the side effect of chemotherapy-induced alopecia (CIA). This side effect is widely recognised as one of the most traumatic associated with cancer treatment. Paxman exports to 60 markets globally, with offices in Canada, Sweden and the USA, and regional managers in France, India, Spain and Singapore. The USA continues to be a key focus for the business however Asia will become more significant through 2023/24 with a potential launch in China hopefully thereafter.

Richard Paxman comments, "I am incredibly passionate about exporting and strongly believe it can be the answer to growth and improved productivity. Export is 90 % of our business and the USA is 50% of our total business. Our vision is that no matter where in the world you are, no matter who you are, nor your financial position, you have access to our technology."

"For me, the top tip is that export is all about relationships. Ensure you understand the market, the people, the place, the regulatory environment and how you will get paid. The best way to do this is by getting on a plane, visiting the market, and beginning to build relationships. We often joke in my international team #ToGrowWeMustFly."

## PERATECH HOLDCO LTD



**Jon Stark**  
Executive Officer

Peratech create revolutionary tactile-sensing and haptic-feedback user experiences by integrating their proprietary sensors, embedded electronics, and control software into consumer, commercial, automotive and medical devices. Their mission is to deliver the most accessible, intuitive, and enjoyable human machine interfaces that make their customers' electronics products more accessible and valuable to everyone.

The business successfully supplies a range of consumer electronics products produced in China, Korea, Japan, Singapore, and Mexico. They export innovation, product differentiation, increased user-engagement, and high-value manufacturing to multinational electronics customers and their supply chains.

Peratech's CEO Jon Stark says, "Everything we do requires a global team effort. DBT's consultations, events, and trade-show support accelerate our business development efforts, making a measurable difference for our small company. DBT adds that export punch that allows us to compete far above our weight."

Peratech employ over 60 people worldwide. Though our successes are global, they all start in the Northern Powerhouse."

## PLAYDALE PLAYGROUNDS LTD



**Barry Leahey MBE**  
President

Playdale Playgrounds Ltd has designed, manufactured and installed over 25,000 playgrounds in over 50 countries around the world for over 40 years. The business dates back to 1735 when the Croasdale family began working in the forestry and allied timber trades. It progressed into the playground industry in 1978, when Playdale Playgrounds Ltd. was established. The company prides itself on providing an experience of high-quality products matched with a high-quality service.

Playdale have won national export awards, Barry personally receiving an MBE for services to International Trade in 2017. In 2018 Barry was named IoD North West 'Global Director of the Year' and in 2023 was named Runner Up 'Business Leader of the Year' at the Great British Business Awards.

Barry's advice is to always do your desk research but can only be validated by getting boots on the ground in the country you are targeting, take time to understand their culture and most importantly have fun!"



## PRECISION 21



**Joe Murray**  
Director and Group Chief  
Executive Officer

The Precision 21 Group is a specialist group of engineering companies involved in temperature and pressure instrumentation, based in Oldham near Manchester. In 2021 the Precision 21 Group exported to more than 35 different countries worldwide and consists of: Sterling Sensors UK Ltd, Instruments to Industry (ITI) and Sella- Askus Engineering Ltd (Sella). Sterling is a bespoke manufacturer of temperature sensors. A UK market leader in the manufacture of thermocouples, RTDs and molten metal instrumentation. Established in the early 1970s, Sterling has vast experience in the field of temperature measurement. From one-off specials to larger volume production runs of 1000s of units, Sterling has gained an enviable reputation for quality and service.

ITI is a premium manufacturer and supplier of pressure and temperature instrumentation. Pressure Gauges, Dial Thermometers, Chemical Seals and Process Instrumentation. The original business dates to 1867, making ITI one of the oldest instrument companies in the world. ITIs pressure and temperature gauges are used by many of the leading blue-chip companies throughout the world.

Sella are a precision engineering company offering high quality machining and fabrication services to all industries. Sella have an excellent range of both CNC and conventional machinery. High quality finished products and easy to deal with, Sella joined the other Precision 21 group companies in exporting products worldwide.

Joe Murray has worked with the DBT to grow the group exports and says "... if you have faith in your products, you can export them."

## PRICE CHECK TOILETRIES LTD



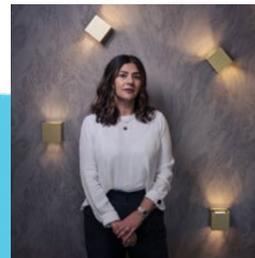
**Debbie Harrison OBE**  
Joint Managing Director  
and Trading Director

Pricecheck is an international distributor of fast-moving consumer goods. The company has over 8,000 products in stock at any one time ranging from health & beauty, fragrance and toiletries to grocery, household and vaping.

Founded in Sheffield in 1978, Pricecheck now operates across the UK and in more than 100 countries worldwide following the introduction of a proactive and tailored approach, supported by DBT. Our Joint MD, Debbie Harrison, has been named an Export Champion by the DBT for four years running and was recently awarded an OBE for her work in supporting international business.

Pricecheck's exporting success is down to the hard work of its specialist team. Exporting is more difficult than trading domestically, but the extra effort can reap rewards. Its 55-strong sales team frequently attend international trade shows and visits to market to build relationships with customers, offering a bespoke customer service along with competitive pricing.

## PRIMA CHEESE LTD



**Nagma Ebanks-Beni MBE**  
Co-Chief Executive  
Officer

Prima Cheese is a family-owned company which has grown into one of the most well respected Cheese Processors in the UK. Specialising in the process of shredding and blending of a variety of dairy products, they started their export journey in 2010 and have grown their international markets to include over 50 countries worldwide.

Prima Cheese are currently present in many markets within the Middle East and Asia, the Caribbean and south America but always looking to expand into new and emerging markets such as North and West Africa, which will be a big focus within the next few years.

Nagma was awarded an MBE in 2020 for services to International Trade which was a personal honour and privilege, along with Prima Cheese being awarded the Queens Award for International Trade in 2021. The business have over the years been recognised and awarded a host of regional and national awards for their international sales and export achievements which has not only given the company and its people the confidence to continue working at an excellent standard of manufacturing, product, quality and service, but also the ambition to continually improve, achieve and deliver better.

Nagma's top exporting tip would be "to recognise the importance of personal relationships. I believe that nurturing business relationships is one of the most important aspects of growing and developing international trade. Taking the time to get to know your customers, their markets and culture pays huge dividends in establishing and developing long term, mutually beneficial business. We regularly engage in market visits and exhibitions which has allowed us the opportunity to grow our international presence and better serve the customers and markets we operate in."

## RICHARDSON'S HEALTHCARE LTD



**Michael Gould**  
Managing Director

Richardsons Healthcare have been trading for over 60 years and started exporting in the 1980s. The Liverpool based business employs 22 people and manufactures specialist operating tables mattresses and support surfaces to many of the world's leading medical companies.

Richardsons Healthcare exports account for most of its turnover and products are sent to more than 20 countries, including the USA, Sweden, Europe, Norway, Denmark, Australia, Japan, China, Iran and Chile. It recently launched its 'Mfoam' brand which is the leading mattress system in European hospital operating rooms.

In 2019, Richardsons Healthcare won a Queen's Award for Enterprise in International Trade.

## RONHILL SPORTS OUTDOOR & SPORTS COMPANY LTD



**Graham Richards,**  
Brand Director

Based in Hyde, Cheshire, OSC is a division of the family owned, Bollin Group, whose head office is in Macclesfield. The Group owns several other brands including Mountain Equipment, Sprayway, and Bridgedale, as well as distributing many others. Graham manages the running division (OSC Running), which incorporates award winning brands, Ronhill and Hilly - two key, specialist running apparel brands, both founded by running legend, Dr Ron Hill, MBE in 1970 and 1992, respectively.

The company exports to over 30 countries including: Ireland, Netherlands, France, Spain, Italy, Czech Republic, Germany, Greece, Poland, Hungary, Romania, Denmark, Norway, Sweden, Iceland, Hong Kong, Malaysia, New Zealand, Australia, Kenya, Chile, Israel, Japan, and Canada. Export development is a key driver for the company and development of business overall especially as running continues to grow in popularity, worldwide.

Graham joined Ronhill Sports in 1980 after graduating and has a wide range of experience in sales, marketing, sourcing, product design and general management. He was a director and shareholder of Hilly, prior to the sale of the business to the Bollin Group, in 2009. A keen runner, he was the former Cheshire county champion.

Graham comments: 'It's great doing business in the UK, but like holidaying abroad, the world offers many opportunities and experiences!'

## SALTAIRE BREWERY LTD



**Nick Helliwell**  
Sales and Marketing  
Director

Saltaire Brewery is based on the outskirts of the UNESCO World Heritage site of Saltaire in Yorkshire. It's range of products include Blonde, their flagship beer, Triple Choc, a multi-award-winning speciality stout and Velocity, a citrusy session IPA.

The brewery began in 2006 and now has over 50 employees. It has been exporting for almost 10 years and although overseas sales currently represent a relatively small proportion of turnover, this is growing rapidly. Scandinavia, Eastern and Southern Europe and the Far East are core export markets, which continue to grow.

Their expertise lies in being an SME that has actively and purposefully grown their exporting from little more than a few small, reactive sales per year, to strong, fruitful relationships with partners in multiple markets. This journey was taken both with the support of the DBT and by gaining independent experience and advice along the way. Having themselves benefited from the support of those around them, Saltaire Brewery are always happy to share their story with anyone new to exporting.

Nick Helliwell says "Never underestimate the importance of relationship, capability and scale, they're just as important as product and branding. Understanding the commercial model is key too, ensuring everyone in the chain makes a margin, while getting the product on the shelf at a sensible price, and not just gathering dust!"

## SEMPERFLI FLY TYING MATERIALS LTD



**Ann Kitchener**  
Chief Executive Officer

Queen's Award winning Semperfli produces specialist fly tying materials for the global fly-fishing market. With trade partners in over 57 countries of the very best stores, super-stores, multiples and distributors, Semperfli is regarded as a dedicated and quality manufacturer.

Based in North Yorkshire, where its materials are made by a team of expert dyers and producers, Semperfli has experienced year on year impressive growth with 93% export. The loyal sales and marketing team look after its international customers around the clock. Semperfli is equally proud to have a team of 100 (and growing) authorised Ambassadors around the world who are the luminaries of the fly-fishing world who showcase Semperfli materials in their expert hands.

CEO Ann Kitchener is very proud of the unrivalled customer care Semperfli provides. Her top tip? "Building open and positive relationships is key, understanding and respecting everyone's position. Keeping in regular contact, creating a global team mindset, generates long term success. Just keep talking!"

## SIMVENTURE



**Peter Harrington**  
Chief Executive Officer

Since 2008, the SimVenture team has supplied business simulations and entrepreneurship digital learning solutions all over the world. Company products support both mainstream education as well as workforce training providers.

Working across every continent, all SimVenture on-line learning solutions are provided from our UK or in-country servers. To boost business, products have been translated from English into Spanish, Chinese, Arabic, Italian and Romanian.

Through their network of expanding in-country partner agents they are seeking to grow their presence in North Africa, North America and Australasia. The team are always on the look-out for people with an education/training background who want to represent SimVenture in their own country.

Peter says: "As CEO, my job is to lead the UK team and grow our trading footprint in all other parts of the world. Over 15+ years I have learnt that trust is everything. A great product is only as good as the people behind it."

## SKILLSFORGE LTD



**Gary Fawcett**  
Chief Executive Officer

Founded in 2013, SkillsForge is the product of a research project at the University of York. The research project was spun out of the University in late 2015.

SkillsForge serves the Higher Education sector through provision of its Software as a Service (SaaS) solution to universities across the world. Their solution and business are predominantly focused on supporting the people-centred processes related to Postgraduate Researchers (PGRs)/Higher Degree by Researchers (HDRs), Researchers and Research Supervisors in universities for support, administration, management and oversight.

The SkillsForge team possesses deep domain expertise in the area of PGR and researcher processes and supporting Offices of Graduate Research and has leveraged its core functionality to form a comprehensive set of products, features and functionality that can be delivered in a modular way. They have built standardised approaches to solving common problems faced by universities and have also kept their solution flexible so that it can be configured to specific customer needs. They currently export to Australia and are seeking to expand globally.

## SOUND LEISURE LTD



**Chris Black**  
Managing Director

Leeds based Sound Leisure are predominantly known for manufacturing high quality classic styled jukeboxes based on the iconic machines of the 1940s / 50s. Additionally they operate 1200+ jukeboxes and background music systems throughout the UK's hospitality sector, supply children's distraction areas across all sectors and their R&D "Special Projects" team works alongside many UK businesses offering support and solutions to their manufacturing and design problems.

Exporting approximately 75% of all the jukeboxes that they manufacture, the family business is constantly striving to enter new markets with America (the home of the jukebox) being its greatest achievement to date, however Asia is now their largest market.

Chris Black has worked at Sound Leisure for 37 years and has been instrumental in the international drive. Chris believes in working with local distributors who fully understand their market and speak the local language.

## SPICE KITCHEN LTD



**Sanjay Aggarwal**  
Co-Founder

Sanjay Aggarwal is the cofounder of Spice Kitchen, together with his mum Shashi. Sanjay founded the business on Christmas Day in 2012 as a retirement hobby for his mum, and together they have grown a kitchen table idea into a thriving small business.

Spice Kitchen creates bold, beautiful spice blends and spice tin collections for people who love to adventure through cooking. They are passionate about making spices easy to cook with and making big flavours accessible to everyone. The business love to share incredible inspirational recipe content and, in 2023, published their first cookery book, all the while demystifying spices and championing experimentation in the kitchen. Each tin contains high-quality, hand-blended spices from around the world.

Sanjay says "We have been delighted to win two Gift of the Year Awards – most recently in 2022 – and multiple Great Taste Awards for our products. Our products make incredible gifts, and our traditional Masala Dabbas (spice tins) come wrapped in colourful, recycled sari material. Our Dabbas are designed to be kept forever and treasured as a go-to kitchen companion."

Spice Kitchen have created relationships across 500+ independent retailers across the UK, including Selfridges, John Lewis and Lakeland, and have expanded into international markets including Ireland, Belgium and Dubai. Their plans are to expand further into America and recently we completed a trade mission to New York, supported by DBT.

Sanjay's top exporting tip: Without question, get in touch with the DBT and get matched with a local representative who can help you on your journey. I did this right from the start and have received amazing guidance along the way which saved so much time, money and energy. I've realised that there is a whole world of opportunity out there for Spice Kitchen which I wouldn't have known about had I not reached out for that support in the first instance.

## SURE PURITY LTD



**Gary Robson**  
Chief Executive Officer

Gary Robson founded Sure Purity Limited in 2016. The company is based in Blaydon on Tyne and is an award-winning manufacturer of specialised filtration systems for the beverage industry. Their technology is used throughout the industry and is a critical component to ensuring consumer safety. Since 2020, the use of the product has been made a mandatory requirement by two of the largest soft drink brand owners and is being sold worldwide.

Sure Purity has seen rapid growth doubling turnover every year since launching its core product range in 2019, now present in over 100 countries, the company has earned a reputation for providing high quality products at competitive prices and is known for providing a high level of knowledgeable support to its client base.

Sure Purity products are sold through a network of authorised, specialist sales and service partners throughout the world. This network continues to expand as new partners are added.

The company was recognized in 2022 for its rapid international sales growth by being awarded the prestigious Queens Award for International Trade.

Gary's top tip on exporting: "Exporting is not easy, success is not made by chance or luck, a thorough knowledge of your target country is required, understanding the cultural differences and the way business is done is essential, above all, be clear on what your USP(s) is/are and how it/they fulfil the needs of your target client base."

## SURFACHEM INTERNATIONAL LTD



**Greg Barton**  
Managing Director

Surfachem, part of the 2M Group (NW based NPH Export Champion), is an international speciality chemical distributor, offering an extensive ingredient portfolio, technical expertise and global capabilities. Supplying ingredients into a variety of application areas, Surfachem's core markets are personal care and cosmetics, household care and pharmaceuticals. Working in partnership with industry-leading manufacturers, Surfachem acts as a synergistic link between suppliers and customers to deliver chemistry for a better life.

Surfachem delivers sustainable solutions to customers in over 65 countries from its headquarters in the UK, and international teams in Benelux, Brazil, France, Germany, Nordics and Poland. Moving forward, Surfachem maintains ambitious plans to expand its European presence.

Greg Barton, Managing Director, says "At Surfachem, we have dedicated and highly skilled resource for developing our export business, with a particular focus on the Middle East and North Africa and Sub-Saharan Africa regions, both of which align with our wider business strategy."

## SWIFTY SCOOTERS LTD



**Jason Iftakhar**  
Managing Director

Swifty Scooters launched to critical acclaim in 2011 with its first innovative product SwiftyONE, a premium foldable kick-scooter for adults. Since then, the company has been developing new ways to move around congested cities. With a small team of eight at its Manchester headquarters,

Swifty Scooters exports its products all around the world. Exports account for around 50% of turnover, with main export markets including the USA, South Korea, Australia, Thailand and Singapore. The company aims to grow its sales in the USA and New Zealand.

Jason, Managing Director says "DBT has helped with company checks in new territories, supported us on a trade missions to South Korea and Japan and advised on changes needed to our products to meet overseas regulations. Most companies like ours have a global presence thanks to the internet, so we plan to continue reaping the benefits from exporting and hope other businesses realise that if we can do it, so can they."

## TANKSAFE



**Matthew Rose**  
Commercial Director

With over 30 years' experience in the haulage industry, TankSafe Ltd (previously known to us as TISS) is a leading provider of effective fuel security and safety solutions with its comprehensive 'Tank Safe' range of products which stop fuel theft and prevent diesel spillage.

TankSafe has enjoyed rapid expansion of its international sales in recent years. Today around 45% of the company's turnover is accounted for by exports to Mexico, the USA, Africa and Europe. It is a rapid growth which led to TankSafe being awarded the Queen's Award for Enterprise in International Trade.

Matthew Rose has been the company's Commercial Director since 2007 and is responsible for its international growth. Developing business with the world's leading truck manufacturers and promoting TankSafe in new international markets.

## TEAL & MACKRILL LTD



**Caroline Renwick**  
Export Manager

Teal & Mackrill manufacture exceptional floor, problem-solving, agricultural and marine coatings. The company provide outstanding training and technical support and their brands include Coo-Var, Teamac Marine and Teamac Agricultural. Established in 1908 they remain a family-owned business and continuously modernise production and distribution to deliver class leading quality and service. The company retain both ISO 9000 and ISO 14000 Quality and Environmental standards and have been awarded the British Coatings Federation's Coatings Care Award.

Over the past 3 years Teal & Mackrill have doubled their export sales, now supplying 20 countries. Their main markets are currently in Eastern and Southern Europe, and they have set their sights on expansion into Western Europe and the Middle East following a successful product launch in Iraq in 2020.

## TEES COMPONENTS LTD



**Sharon Lane**  
Managing Director

Since 2005, Tees Components have designed, manufactured, assembled and tested azimuth thrusters, all from their site in North Skelton, Teesside. Designed to overcome the challenges of station keeping at sea, and manoeuvrability in tight waterways and shallow ports, their approved thrusters provide positive 360° thrust for all types of ocean vessels across the world - from Norwegian arctic research vessels to US naval ships.

Exceptional design features, including quiet running options and zero risk of marine pollution, make their thrusters the preferred choice for many high-profile clients around the world, including NERC (National Environment Research Council) and NOAA (National Oceanic Atmospheric Administration).

Tees Components' in-house fabrication and heavy precision machining facilities means they can keep production in-house and ensure quality and schedule are controlled. They also support existing units with spares and servicing, with a team of engineers who travel worldwide to drydock and sea trials.

## THE GRUFF STUFF



**David Sparkes**  
Director

THE GRUFF STUFF is a multi-award-winning, affordable premium skincare brand from England offering genderless and inclusive products. Their innovative vegan range brings simplicity into skincare. Their aim is to develop products that are results-driven, easy to use and suitable for everyone.

THE GRUFF STUFF offers an alternative to complex skincare regimes promoted by big brands and heritage beauty houses. Their ingredient-led, vegan formulas, which are packed with vitamins and active ingredients, are suitable for all skin types, including sensitive and acne-prone skin.

David has extensive export experience having worked with one of the leading cosmetic brands across the globe, and having established his own brand The Gruff Stuff, has successfully penetrated the beauty & cosmetics markets in North America, Europe and the Far East, both online and in retail, which he continues to grow.

## THE SCOTT PARTNERSHIP LTD



**Kath Darlington**  
Chief Executive Officer

Scott Partnership Group Ltd and its subsidiaries is a group of B2B marketing and PR agencies specialising in B2B services for the global life sciences industry. They are proudly northern: the business has been exporting since 1996 and export currently accounts for more than 70% of sales.

The company customer base is largely located outside the UK: they are commissioned by leading organizations such as diagnostics and biotech companies as well as informatics and analytical instrumentation manufacturers.

Their export mix includes USA, Europe (especially Germany, France and Sweden) as well as Asia (India and China where our Shanghai-based local team supports clients for more than 10 years).

Services range from provision of customer voice and technical content, PR and storytelling, digital strategies including management of social channels and lead generation, and in China includes WeChat management.

Tip: Exporting needs a mindset: fearless, respectful, willing to travel and meet people.

## THINKPRIME LTD



**Paul Knight**  
Head Of Sales

ThinkPrime, based in Newcastle Upon Tyne is a global logistics solutions provider to a host of clients worldwide. The company stands out for its innovative approach to global supply chains, integrating automation and digitalisation in their processes to deliver greater value to their clients.

With a network of trusted relationships across various sectors, ThinkPrime's clientele includes notable companies like DHL, Tesla, and Vodafone. Their strong partner network allows them to offer shipping services to virtually any global destination. ThinkPrime continues to establish a broader global presence with offices in London and Asia, indicating their focus on sustained growth in the future.

Paul, as the Head of Sales, plays a critical role in managing ThinkPrime's existing client base and developing new opportunities. His responsibilities extend to overseeing the company's Global Network, allowing him to travel worldwide and build trusted partnerships.

Exporting Tip: Always consider seeking professional assistance from DBT or Freight Forwarders and Customs brokers who have access to information in many different markets.

## TOMLINSON HALL & CO LTD



**Colin Simpson**  
Business Development  
Director

Tomlinson Hall is an award-winning pump distributor and pump manufacturer based in Billingham, Teesside, North East England.

Founded in 1919, TH have a rich engineering heritage with a proud history of innovation – which is used to help companies across the globe tackle their specific industry challenges. They have now exported to over 80 countries around the world.

Tomlinson Hall is a longstanding distributor for a wide range of major international pump brands. They offer a huge array of products from internationally renowned manufacturers. Supporting end users across the globe in addition to our domestic clients here in the UK from many different sectors providing technical assistance and selection guidance for large and smaller projects alike. In addition to global pump distributorship Tomlinson Hall have developed their own ground-breaking Liquid Ring Vacuum pump, Liquivac, which is manufactured in the UK.

A joint founder member of the Pump Distributors Association, Tomlinson Hall have won the title of UK Pump Distributor of the year on 8 separate occasions and runner up on 6 in the past 15 years.

Colin's top exporting tip: "Don't be afraid to ask for the help of your local Chamber of Commerce or Local International Trade Advisor they don't bite and are so happy to help! Attend as many training sessions or seminars as you can and ask questions of successful exporters for their top tips....learn from the success of others."

## TRL LTD



**Paul May**  
Head of Software Sales

TRL (Transport Research Labs) is a global centre for innovation in transport and mobility. It provides world-leading research, technology and software solutions for surface transport modes and related markets engaged in intelligent, new mobility innovations. Independent from government, industry and academia, TRL helps organisations create global transport systems that are safe, clean, affordable, liveable and efficient.

TRL exports its products, services and expertise to over 60 countries. Recent new contracts have been to supply Road Safety software to Jamaica and Bangladesh, and their Road Asset Management solution to India. TRL's expertise is valued across the globe and exports forms around 40% of the business' revenues.

Paul's top tip: "99% of people are overseas, so make a plan and get all the help available including from DBT experts and start selling to the 99%!"

## TURNTIDE DRIVES LTD



**Chris Pennison**  
Senior Vice President  
Strategic Operations

Turntide Transport brought together three well know Northeast based electrification companies whose DNA can traced back to the 1960's. The three businesses were acquired by US Based Company Turntide Technologies during 2021 to form Turntide Transport, who support customers across all the transport sectors as they look to decarbonise, and the transition to a Net Zero transport offering.

Turntide Technologies has various business verticals in the decarbonisation space and has a manufacturing footprint globally.

Turntide Transports offerings of Energy storage, Power electronics, and e/ pumps, e/fans, and motors allow our customers to obtain system level solutions for electrification from one supplier.

The three Transport businesses currently account for nearly £45m of group turnover, with products being exported globally via thier customers, or directly to customers with end uses across the globe. Their next target market for the business is in the Middle East area.

Chris' top exporting tip: "As our business grew, we knew we needed to export our products, managing shipping of products outbound to customers globally and returning products back into the UK means having a strong global logistics partner who can support is key.

Also understanding the markets, you are supplying into is also key, ad all business is based on relationships, build good relationships locally and the business grows. Finally make sure you use all the government help you can, understand trade tariffs, cultures, licences, local business etiquette are all keys to success."

## VERACITY TRUST NETWORK



**Nigel Bridges**  
Chief Executive Officer

Veracity Trust Network safeguard organisations from the threat of bot attacks, through deep tech machine-learning solutions which address Security, Fraud and Ad Tech. Their Website Threat Protection platform protects any website from automated attacks to safeguard online revenue, competitive edge, brand reputation and customer relationships.

The business' proven Ad Fraud Protection solution helps marketing agencies and brands reduce waste in their digital advertising spend and keep bot data out of marketing decisions. They are currently exporting to South East Asia and Australia and developing into the USA and Benelux.

Nigel Bridges is an entrepreneur with over 25 years senior leadership experience in the software and services sectors. Recent roles have included CEO of Endava, MD of Whitespace, COO of Softiron and CEO of Beaconsoft (now Veracity Trust Network).

Nigel's top exporting tip: "Do your homework then sell what they want and need, not just what you think they want and need!"

## VIRSEC LTD



**Cathy Wallwork**  
Co-Founder

VIRSEC is an industry leading DFT Maritime & Coastguard Agency Approved Training Centre, providing mandatory international security training to the maritime and port sectors. The company is the preferred training partner for some of the biggest names in the maritime sector. They have disrupted the market by taking mandatory classroom-based training and developing it into high-quality, fully online training courses.

Since launching these courses 6 years ago, VIRSEC have provided their training into over 135 countries worldwide. Their growth focus for 2023/24 is to develop further new accredited security training within the international market.

Cathy Wallwork, Co-Founder of VIRSEC has proved instrumental in taking the company from an initial start-up to an award-winning global company, and her advice to companies looking to export is “Make the most of organisations such as DBT, listen to their guidance and fully utilise the support and resources available.”

## VISR DYNAMICS LTD



**Lindsay West**  
Co-Founder

Lindsay West is a co-founder and visionary behind VISR Dynamics, a pioneering company that represents the epitome of British technological excellence. With a global focus on spatial and metaverse technology, VISR Dynamics has emerged as a leading exporter of its unique innovations to Europe, the Middle East, and the USA. Leveraging established export channels, VISR Dynamics strategically targets these three markets to expand its reach and impact. At the forefront of their product lineup are the educational metaverse, STAGE PRO, and industrial metaverse solutions.

Lindsay West firmly believes in the power of thorough research and emphasises its importance to potential exporters. With Lindsay's guidance and the cutting-edge technologies developed by VISR Dynamics, the company continues to shape the future of the metaverse and spatial technology landscape.

## WADARO LTD



**Robert Wakeling**  
Chief Executive Officer

Based in Daresbury, Wadaro license SIM and eSIM Quality of Experience (QoE) solutions, collectively branded as SIM QoE, to Mobile Networks, Telecommunications Regulatory Authorities and other companies seeking to leverage data generated from physical Subscriber Identification Module (pSIM) or Embedded Subscriber Identity Module (eSIM).

Their SIMQOE solution generates data from individual or groups of subscriber's / devices and delivers a measure of RAN, Core, and Device quality. The information provides insights enabling prompt actions to improve service quality levels and enhance subscriber perception of their brand.

The SIMGEO positioning solution automatically analyses cellular mobile network radio data to produce a Latitude, Longitude position of a device, where GPS is not available. Wadaro Customers apply SIMGEO to enhance QoE measurement and to enable Location-as-a-Services (LaaS).

Wadaro Ltd sell directly and through strategic channel partners which gives them global reach. They export to wide range of countries including Mexico, Cuba, Chile, Brazil, Europe, USA, Africa and Australia.

CEO and founder Robert Wakeling has over 30 years' experience in software product development in various roles ranging from embedded Software Engineer through to CTO.

## WHAT MORE UK LTD



**Tony Grimshaw OBE**  
Director

What More UK Ltd are a manufacturer of plastic housewares, plastic storage, plastic garden ware. What More also manufacture metal cookware and bakeware. They are the U.K. brand and market leaders. Manufacture and distribution take place in their state of the art 500,000 square foot facility in East Lancashire in the U.K. What More UK Ltd have design and mould making ability on site, as well as owning the mould maker, Canteen Smithy. They also own Firsteel in Walsall, West Midlands. Firsteel are a metal coating company, with an international reputation for quality. This purchase helps to secure the company supply lines in their cookware and bakeware production.

Creating and manufacturing housewares products totally in house, from the drawing board to the customers shelves. What More UK have exported its products to 76 countries around the world. They have been awarded the Queen's Awards to International Trade. They are also recipients of many trade, local and International awards for their product innovation and service.

Tony says “I am a member of a team with over 350 members. We have one aim in our working life, to provide the world with our U.K. manufactured products of the highest quality and at affordable prices.”

Top exporting tip: Never give up. When you get a knock down, just brush yourself off and go again.

## WHEELWASH LTD



**Ian Jolly**  
Managing Director

For almost 30 years, Wheelwash, has specialised in creating the most effective and efficient vehicle cleaning equipment for sites in many countries, from UK building sites to Australian quarries. Throughout that time, the company has aimed to provide the best solution possible to prevent dirt and debris from any type of facility from polluting roadways.

The company have always been at the forefront of wheel wash design and remain so to this day. Their products are constantly being developed and evolved to suit ever-changing market conditions and demands. The company's reputation is built upon putting customers at the heart of what they do, delivering on promises and designing, engineering and supplying the highest quality products and services.

Based in Cheshire with 23 staff, Wheelwash export to over 40 countries including Cuba, French Polynesia, Israel, Chile, Europe, India, Australia and South America.



## WILLIAM SANTUS & CO LTD



**John Winnard MBE**  
Joint Managing Director

2023 marks 125 years of manufacturing Uncle Joe's Mint Balls by hand in Wigan. England by the same, now fourth generation family.

Uncle Joe's Mint Balls along with other Uncle Joe's Traditional Favourites, Lozenges, Seasonal and Sugar Free products have been exported for many years with the US being the first overseas market for the company back in 1992 and now including New Zealand, Australia and Denmark. Discussions are also taking place with other countries such as India and China.

Export Champion John Winnard, who was also awarded an MBE for services to the UK food manufacturing industry said, 'we have faced many challenging times over the years, and since the Covid pandemic exporting has become increasingly difficult. It is however important to find new ways of working by researching markets, assessing changes in buying habits and of course keeping up to date with new export legislation.'

Top tip is "Make your export journey an enjoyable experience whilst gathering information about the suitability of your products or services in potential markets"



## WILTON ENGINEERING SERVICES LTD



**Dr Bill Scott OBE DL**  
Chief Executive Officer

Wilton Engineering builds large, complex structures for the offshore oil and gas, marine, offshore wind renewables and the defence industries. It currently has around 200 employees and has been exporting for over 20 years. Located next to the river Tees, the company has a 112-acre offshore construction facility with its own blasting, coating and loadout capabilities enabling the company to produce high quality fabrications.

Currently, Wilton Engineering exports a large proportion of its products, although the figure can fluctuate depending on which sector the company is working with.

The top tip from Chief Executive, Dr Bill Scott OBE is for new exporters to carry out significant due diligence on all the countries and companies you intend to work with and utilise the expertise that is available from organisations such as DBT and UK Export Finance.

## WINGET LTD



**Phil Winnington**  
Managing Director

Winget celebrates 115 years of manufacturing concrete machinery in the UK in 2023 and remain highly respected and the No1 choice Mixer in several countries around the World.

The universally renowned concrete mixers utilise heavy-duty, high-quality components and built at Winget's facility in Bolton, which employs strict control of build quality. The results are market leading reliability and durability that ensures years of hardworking service to customers globally who place their trust in British Products.

"Winget have been exporting Mixers into highly competitive markets for over 90 years and are respected for our quality products and aftermarket service. I'd encourage any SME like us to promote their products & services around the World and to collaborate with other exporters to promote Made in UK" Says Phil Winnington

"I'm proud to be a British Manufacturer and Exporter with ambitions to grow our business and the DBT support us as we look to grow sales in our key markets like the Caribbean, Maldives and Africa and if we can help others in these regions please get in contact".

# WN VTECH LTD



**Gustavo Marqueta-Siibert**  
Group Business Development Director

WNVTech promotes innovative engineering to drive a continuous development of sustainable specialty vehicle solutions for its customers. The Group serves customers across the globe with established manufacturing and design facilities in the UK and the EU. The Group are leaders in forward-thinking sustainable vehicle technology, electrification and accessibility, and are paving the way for the electrification of the wider transportation sector.

Leveraging its longstanding market experience and deep understanding of EV industry trends in the UK, WNVTech saw the market potential to expand and replicate its success further afield. Key export market targets include Sweden and Germany in Europe, Hong-Kong in the Asia Pacific, and Canada in North America.

Gustavo is an energetic, motivated and dynamic manager with global and multicultural experience in sales and marketing, business development and strategic planning in the commercial vehicles industry. He heads up international business strategy and growth plans for the WNVTech group.

What is your top tip for exporting?

A top exporting tip would be to do extensive market research before you plan your export plan and invest in effective communication with overseas partners and buyers to build strong relationships in your target market, as these will be invaluable for a successful international growth plan.



# SUB-REGIONAL LIST

## NORTH EAST

# EXPORT CHAMPIONS

### North East LEP

Advanced Electrical Machines Ltd  
Aircards Ltd  
Blue Kangaroo Design  
Curtis Gabriel Corporation Ltd  
D-Line (Europe) Ltd  
Fentimans Ltd  
GB Lubricants Ltd  
Hexislab Ltd  
INJ Associates LTD (Trading as Evidence Based Education)  
Lightox Ltd  
Prima Cheese Ltd  
Sure Purity Ltd  
ThinkPrime  
Turntide Drives Ltd

### Tees Valley LEP

Aim Qualifications & Assessment Group  
Beanies The Flavour Co. Ltd  
Better Brand Agency Ltd  
Chemian Technology Ltd  
Correll Electrical Engineering Servies Ltd  
Duco Digital Ltd  
Micropore Technologies Ltd  
Tees Components Ltd  
Tomlinson Hall & Co Ltd  
Wilton Engineering Services Ltd



# SUB-REGIONAL LIST

## NORTH WEST

# EXPORT CHAMPIONS

### Cheshire and Warrington LEP

Crest Medical Ltd  
Delamere Dairy Ltd  
Diana Mather  
Direct Access Consultancy Ltd  
Driveworks Ltd  
Forest Distillery Ltd  
Hydraulics Online  
ICC Solutions Ltd  
Medtrade Products Ltd  
Mike Pritchett Associate  
The Scott Partnership Ltd  
Wheelwash Ltd

### Cumbria LEP

Clark Door Ltd  
Hawkshead Relish Company Ltd  
James Walker Sealing Products & Services Ltd  
Oxley Developments Company Ltd  
Playdale Playgrounds Ltd

### Greater Manchester LEP

Atmos International Ltd  
Code Beautiful Ltd  
Duo Plastics Ltd  
Expo Stars Interactive Ltd  
Faith in Nature Ltd  
Forest and Company Marketing Ltd  
Fourteen IP Communications Ltd  
Informed Solutions Ltd  
LoveRaw Ltd  
Medybird Ltd

Precision 21  
Ronhill Sports Outdoor and Sports Company Ltd  
Swift Scooters Ltd  
The Gruff Stuff (Sparkes Holdings)  
VIRSEC Ltd  
Winget Ltd  
William Santus & Co Ltd  
WNVTEch Ltd

### Lancashire LEP

Class Of Your Own Ltd  
Flexcrete Technologies Ltd  
Freedom Confectionery Ltd  
Hegenberger Medical Ltd  
Tanksafe  
TRL Ltd  
What More UK Ltd

### Liverpool City Region LEP

2M Holdings Ltd  
Briggs Automotive Company Ltd  
ChargePoint Technology Ltd  
Clarke Energy  
DT&G Ltd  
Inovus Ltd  
J2 Aircraft Dynamics Ltd  
Ki Partnerships Ltd  
Liverpool John Moores University  
Orcha Health  
Richardson's Healthcare Ltd  
Spice Kitchen Online Ltd  
Wadaro Ltd



# SUB-REGIONAL LIST YORKSHIRE AND THE HUMBER EXPORT CHAMPIONS

## Greater Lincolnshire

British Steel Ltd  
Card Industry Professionals Ltd  
Haith's  
Pattessons Glass Ltd

## Hull & East Yorkshire (HEY) LEP

Agencia Consulting Ltd  
Bartoline Ltd  
International Food Brokers Ltd  
Paneltex Ltd  
Teal & Mackrill Ltd  
VISR Dynamics Ltd

## Leeds City Region

Brandon Medical Co Ltd  
Coeur De Xocolat Ltd  
Delivita Ltd  
IC Blue Ltd  
M2R Ltd  
Matrix Technology Solutions Ltd  
OE Electrics Ltd

Paxman Coolers Ltd  
Saltaire Brewery Ltd  
Sound Leisure Ltd  
Surfachem International Ltd  
Veracity Trust Network

## Sheffield City Region

ABI Electronics Ltd  
AESSEAL plc  
Price Check Toiletries Ltd

## York & North Yorkshire

Mason's of Yorkshire Ltd  
Peratech Holdco Ltd  
Semperfli Fly Tying Materials Ltd  
SimVenture  
SkillsForge Ltd





## **UK Government's Department for Business and Trade**

We are the department for economic growth. We support businesses to invest, grow and export, creating jobs and opportunities across the country.

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