

Open for Business

WEST SUSSEX | CROYDON | BRIGHTON & HOVE | LEWES | GATWICK DIAMOND

Welcome to the latest Enews from Coast to Capital LEP. This month our focus is on Export success.

We probably all agree that our region needs to be an agile economy to maintain its position as a thriving location for inward and outbound trade. Our innovative businesses are well placed to effectively anticipate and respond to new commercial, technological and geopolitical developments as they take place around the world.

However, research shows that only 21% of companies in our region trade overseas, creating value of £9.1bn for our local economy. Imagine how just a small increase on these numbers would benefit our region. So, with that in mind, in this issue we are pleased to highlight some of the places where you can access helpful information and support as well as some local international trade success stories.

Mike La Rooy – Chairman,
Coast to Capital International Committee



IT'S EXPORT WEEK!

UK Trade & Investment is holding its 6th Export Week and during this week there are a varied series of events all over the UK, aimed at businesses to either start their export journey or increase their international business. Previous Export Weeks have seen over 17,000 companies in the UK attend exporting focused events. Find out more [here](#).

GROW YOUR BUSINESS THROUGH INTERNATIONAL TRADE

Growth and expansion into new markets are key to building the success of a business, says Malcolm Brabon, Coast to Capital's Business Support Manager.

This can be achieved not only by winning and retaining domestic customers but also by moving into international markets. The potential benefits of doing business overseas are considerable, but businesses need to be aware of potential risks. Some are put off by what they consider to be seemingly overwhelming factors from language barriers to legal complexities. But thorough preparation and research can help mitigate the risks and overcome those barriers. If you're new to exporting there are some questions you need to consider before venturing overseas. Read Malcolm's advice online [here](#).

EXPORT SUCCESS STORIES...

Coast to Capital powers local manufacturer's expansion

Insulated Tools manufactures tools for electrical workers. Since 2010, it has promoted its products in overseas markets including North America, Australia, India and New Zealand.

The company has received an outstanding response and orders are now being received from major multinational companies within the power utilities market place. This success however, has created a need to increase production capacity.

The company successfully applied for a Coast to Capital Business Growth Grant to purchase new machinery to meet the demands of the overseas orders.

Read the full story [here](#).

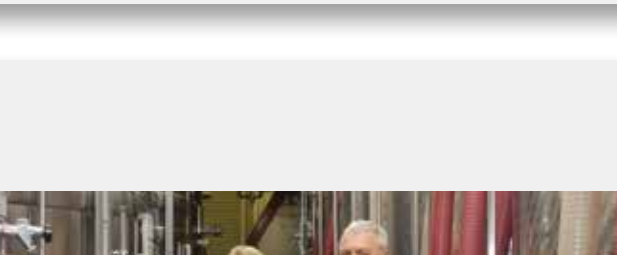


Software drives international success

Optima Systems specialises in software development. When Optima started out in 1990, the original aim was to provide specialist programming and consulting skills to the IT sector. In 2000, the company first started to explore the idea of overseas trade, but it was only after receiving support from UK Trade and Investment that this side of the business really started to take off.

Fast forward to today and the business has grown its international turnover 18-fold since 2013, from £50k to over £900k, and the outlook is for international trade to become a significant part of its total turnover over the next couple of years.

Read the full story [here](#).



Cheers to Ridgeview's success

Dedicated to creating world class sparkling wines, husband and wife Mike and Chris Roberts founded the Ridgeview Wine Estate in the South Downs of England in 1994. Since then, the second generation of the family have joined the business, which today employs 13 people and produces 250,000 bottles a year.

Support from Coast to Capital and UK Trade & Investment (UKTI) has helped Ridgeview Wine Estate to proactively explore new markets. A Coast to Capital Business Growth Grant has allowed Ridgeview to install a new, faster bottling line that has more than doubled its capacity and improved the quality of its wines. Exports now account for 20 per cent of its business.

Read the full story [here](#).



NEED SOME HELP?

Whether you are new to exporting or need some advice on a new market, there is plenty of help available from a range of sources. Here's a snapshot.

UK Trade & Investment: UK Trade & Investment has a network of staff throughout England and overseas. Staff are drawn from both the private and public sector and many have specialist sector and/or market experience. They offer independent, impartial advice and support to existing exporters as well as those new to international trade.

Discover more online at www.gov.uk/government/organisations/uk-trade-investment and <https://www.gov.uk/government/publications/ukti-teams-in-the-english-regions/ukti-south-east-helping-companies-export-and-grow-overseas>

Chambers of Commerce: The Croydon, Sussex and Surrey Chambers of Commerce offer a range of services for those seeking to trade overseas. These include:

- Export Documentation
- Translation & Interpretation Services
- UK Export Finance
- Training Events & Seminars
- Missions
- International Trade Business Clinics

Discover more online at:

<http://exportbritain.org.uk/>
http://www.croydonchamber.org.uk/lcc_public/default.asp?id=697
<http://www.sussexchamberofcommerce.co.uk/>
<http://www.surrey-chambers.co.uk/international-trade/>

South London Export Club: This is an established network which operates in Croydon and the South London Area. It supports those who do business internationally or who are thinking of doing so. The club meets monthly at various locations across south London and extends a warm welcome to anyone with an interest in international trade.

Find out more online at: <http://www.southlondonexport.org.uk/>

Enterprise Europe Network: This is a gateway to a wealth of information on doing business, finding collaborative partners and increasing your competitiveness in Europe and beyond. Advice is available on:

- Connecting with potential business partners across Europe
- Access to R&D funding
- Technology collaborations
- Intellectual property and patents
- Getting your ideas and innovations to market
- EU law advice

Discover more online at www.enterprise-europe.co.uk

FORTHCOMING EVENTS

South Coast Export Club Networking Lunch - 20 May 2015

Is Export right for you? Have you ever thought about how export opportunities could benefit your business? Join the South Coast Export Club, local Chambers and the University of Chichester for a networking lunch with a panel of experts. Hear about their experiences followed by a Q & A session.

Find out more at www.sussexchamberofcommerce.co.uk/event/687/ or www.chichestercci.org.uk/BookingRetrieve.aspx?ID=80242

UKTI Meet the Expert from Benelux Event - May 22 2015

Nadine Vandenbroucke, a Senior Trade Development Adviser from UKTI Belgium, will be available for individual pre-booked 45 minute meetings (at Gatwick) to cover the Benelux region

Discover more at http://www.exportweek.ukti.gov.uk/full/index.cfm?fuseaction=events.view_event&event_id=644

Gatwick Diamond Economic Growth Forum 2015 - 4 June 2015

Join the Gatwick Diamond Initiative and partners at this year's forum which will examine how we make the most of London Gatwick Airport and how we might generate the ideal economic and employment growth from it. A key focus will be the Gatwick Diamond's successful advanced manufacturing cluster.

Book online at <http://gddegf.com/programme-2015/>

Grow Your Business in the USA Through International Trade - 10 June 2015

Join the South London Export Club and Coast to Capital to explore the opportunities in the USA with a well established bespoke commercial interior company and UKTI services available from a team of new International Trade Advisors.

Find out more and book online at www.southlondonexport.org.uk/index.php/event

Milan Expo 2015 - 1 May to 31 October 2015

The UK is participating at the World Expo 2015 in Milan from 1 May to 31 October. Feeding the Planet, Energy for Life is the core theme. The event offers a global platform to showcase British innovation, creativity and global leadership. The UK's theme is Grown in Britain and a series of business events will be held during the year including six sector-focused GREAT Weeks, which bring together leaders, opinion formers, buyers and decision makers from around the world.

Find out more at www.ukpavilion2015.com/

CONTACT US



To find out more on any of these news items or about our major themes email:

Michael Harms | Communications Officer
Coast to Capital LEP
michael.harms@coast2capital.org.uk

Visit www.coast2capital.org.uk for the whole picture or email:
Ron Crank, Chief Executive ron.crank@coast2capital.org.uk

