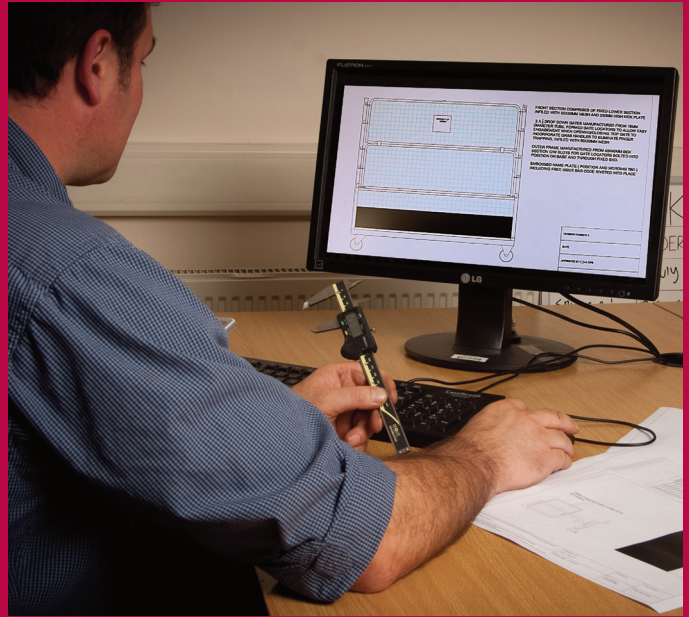




Translating Opportunity into Success

This Nottinghamshire based company's international marketing effort is translating into business success.



Cargopak is one of Europe's leading suppliers of material handling equipment to the retail, laundry, automotive and food service sectors. The Nottinghamshire based company's international marketing effort is translating into business success with support from both UK Trade & Investment (UKTI) and the International Student Placement Office (ISPO).

We met up with Export Manager, Drew Howat, to find out more.

When did you first come across UKTI?

When the company was formed 5 years ago we experienced rapid growth in the domestic market. When opportunities started to open up in Europe, we knew we needed a formal export strategy which included improving our branding and communications for international markets. An important part of that was the decision to revamp our website completely because it was dated, not dynamic and only in English.



Fast facts

Company name: Cargopak

Sector: Manufacturers of Materials Handling Equipment

Location: Tuxford, Nottinghamshire

Employees: 32

Years trading: 5

Years Exporting: 2

UKTI services used: Passport to Export, Gateway to Global Growth

Currently Exporting to: Scandinavia, Holland, Germany and Middle East.

Q and A

We found out that we could access some funding through UKTI to improve it and at that point we were put in touch with Bob O'Meara, our International Trade Adviser.

Our relationship with Bob is really useful. He comes in regularly, reviews our export plans, goes through what we want to do and provides advice on how best to achieve it. A fresh pair of eyes is a tremendous advantage. He has always stressed how important communication is and encouraged us to develop appropriate languages skills and resources.

What sort of things did UKTI help with?

Initially, we received a contribution towards the translation costs for the re-development of our web presence via the Passport to Export scheme. We now have a dynamic, multi-lingual site in English, German and Spanish. We chose those two languages because for us, they cover the biggest ground. Then, about a year ago I also went on a German language refresher course to improve my skills.

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Q and A

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What has been your biggest export challenge?

The communications side of international business can be quite difficult, particularly identifying and contacting prospective customers, dealing with enquiries and objections and making the sale. These things are difficult enough in English, let alone in German or Spanish. Then when you do contact someone and refer them back to your site, they also want to be able to find what they need in their own language and we wanted to offer that

What help did you get?

Apart from getting the website internationalised, taking on an intern through the International Student Placement Office (ISPO) has been brilliant. We've had Ulrike Laarmann working with us now for 5 months and she's made a big difference. Ulrike is from Germany and is in her third year of studying an International Business Management degree at university in the Netherlands and she's fluent in both English and Spanish.

What sort of activities has Ulrike been doing?

Ulrike has been doing invaluable market research, prospecting for new business, increasing our database and improving our communication tools. During her conversations with German prospects, she found they were using different industry terminology and equipment descriptions so she has been able to amend our literature and website accordingly. Sometimes things make literal sense but aren't actually good German. She has also translated press releases and news updates into German and Spanish and responds to enquiries received from both markets too.

What have been the outcomes?

We've got a better website which all

helps with our SEO and search rankings. We've got a bigger database and better engagement with our customers in Germany. Under our guidance Ulrike has even sold some equipment into Austria and Spain.

She's a polite, well educated, intelligent young woman with an excellent telephone manner and has been able to get 'through the door' in Germany much better than I could. When we've visited Germany, she has set up appointments in advance and supported me in meetings. We've also been able to quote for one of Germany's biggest supermarket chains - she managed to get us in there in two months when these things can often take years.

Having Ulrike join us has been a really good experience. We're a very male dominated team with a rather dry sense of humour so we initially had a few concerns, but Ulrike has fitted in really well. Everyone has been very impressed with her work ethic, we've enjoyed the cultural differences and we really don't want to let her go.

Advice for other exporters?

You must invest in developing and using language skills and then use them properly. If you don't have the language skills in house bring them in - UKTI and ISPO can help you. You'll get a much better response if you make the effort both online and face to face - improving our website and having a native speaker in the business has paid dividends. I'd definitely recommend companies get in touch with UKTI and ISPO - unless of course they're a competitor of ours!

A final word from Ulrike:

I've been really happy here, significantly improved my English, gained experience prospecting German companies and have been able to put the theories I've learned into practice. It's exceeded all my expectations.



"I'd definitely recommend companies get in touch with UKTI and ISPO - unless of course they're a competitor of ours!"



Passport to Export is UKTI's programme for new and inexperienced exporters.

How can Passport to Export help you?

The 12 month programme includes:

- One day workshop
- Capability assessment
- Action plans
- Mentoring and support from a UKTI adviser
- Up to £3000 match funding

This 12 month programme puts together in one simple responsive process all the tools that exporting companies need to grow their business.

For further information please call us on **0845 052 4001**.



UK Trade & Investment is the Government department that helps UK based companies succeed in international markets. We assist overseas companies to bring high quality investment to the UK's dynamic economy. We provide companies with the tools they require to be competitive on the world stage.

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