TIME TO DEVELOP NEW MARKETS

Speaker: Dr C.S.P. Hunter
QUESTION 1

“BREXIT means the UK is pulling by the drawbridge to international trade”

1. Yes – the EU market holds our growth
2. Indifferent to the EU market
3. No – BREXIT means the UK can make our own trade agreements internationally
QUESTION 2

You are looking to grow your business, do you choose to:

1. Strengthen domestic market and focus on making efficiencies to increase profit
2. Cross into new industry verticals in domestic market
3. Expand into the EU
4. Target new markets internationally e.g. Commonwealth, Asia, USA
GLOBAL BRITAIN

- EU Exit Opportunities
- New industry verticals
- New countries worldwide
- Working with HMG – e.g. DIT
START EXPORTING

- CASE STUDY: Coltraco Ultrasonics
- British manufacturer
- 30 years now in 109 countries 89% export
- 40% Asia; 10% ME; 15% Europe; 17% North America; balance to South America & Africa
- 6 key markets, 13 secondary sectors

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WORKSHOP

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