
THIS IS EXPORT. THIS IS WALES.

A U S T R A L I A

Virtual Export
Market Visit

4 July 2022 to
23 September 2022

tradeandinvest.wales





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**This is Export.
This is Wales.**

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Wales is a self-governing constituent country of the UK and the Welsh Government is the devolved Government for Wales.

Devolved since 1999, the Welsh Government's decision-making powers within a small and joined-up country mean we can cut red-tape and act fast.

They also mean we are responsible for our own economic development, working with business to create a prosperous, green and equal economy.

Wales has a strong industrial heritage that has shaped our confident, creative and ambitious economy of today. We have strength in depth in advanced manufacturing, creative industries, energy and environment, financial and professional services, food and drink, life sciences, and technology.

Our commitment to sell Wales to the world has never been more focussed and this mission provides an ideal platform for us to build on established links and discuss future export opportunities.

Wales means business.

Abartech designs, builds and exports equipment for manufacturing retaining rings, also known as circlips. It also provides development support for this industry assisting manufacturers to develop the most efficient systems for high volume production of the highest quality components. Abartech is owned and operated by Mark Cragg who was a senior design engineer at Ellison Circlips (now Cirteq).



Product/Service

Abartech designs, builds and supplies specialist equipment for retaining ring manufacture as well as providing support services for management and the development of advanced manufacturing techniques for these products.

Objectives

Abartech is looking for retaining ring manufacturers who want technical expertise and the latest developments in automated manufacturing techniques, processes and tooling design with an offer to provide long term support.



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Air Covers designs, manufactures, and supplies environmental protective covers for helicopters, fixed wing aircraft, marine and land equipment. We supply Airbus, Leonardo, Bell Textron, General Dynamics and other OEMs. We support operators worldwide, protecting more than \$15.7bn AUD of assets under protection.



Air Covers' products are the most effective, immediate and easily implemented solution to reduce the maintenance burden in aircraft operations. Air Covers is now the protection of choice across European military and civil operators.

Product/Service

Air Covers is Europe's #1 designer and manufacturer of helicopter environmental protection. It supplies superyacht, VIP, private, military and utility operators around the world. Air Covers keeps aircraft flying, reduces maintenance costs and increases aircraft availability.

Objectives

Air Covers is looking to meet with military and civil helicopter operators, private jet operators, MROs and distributors.



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For over 160 years, Cardiff-based **BCB International** has manufactured and developed pioneering equipment that has helped generations of soldiers, seafarers and aid workers operate and survive in some of the world's harshest environments.



Product/Service

BCB International's core products include:

- Camp equipment including field furniture
- Camouflage face paint
- Camouflage nets
- Combat rations
- Soldier combat rations heating kits
- Environmentally friendly fuel for heating kits
- Ballistic Protective Clothing
- Customised first aid and survival kits
- Boat stopping systems

Objectives

BCB International Ltd would like to identify and meet with potential in-country distributors/wholesalers and agents for their range of products.



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Founded in 2004, **DataScope** is a well-established, family-owned SME with a team of more than 100 employees.



DataScope designs and develops workforce, logistics, QHSE and planning software solutions for the global construction industry - working in collaboration with some of the largest major contractors across the globe. In the last five years DataScope has expanded from a total of 3 projects outside the UK to over 100 in 22 countries across 4 continents.

Product/Service

DataScope develops and delivers a wide range of software solutions to the construction industry. This includes access control, time & attendance systems, Field Management software, planning tools, and logistics systems. We also develop and install a range of access control and access management options including biometrically controlled turnstiles and access management units.

Objectives

This market visit is an opportunity for DataScope to understand the Australian market in more detail, identify any potential barriers and possible solutions for expansion. DataScope aims to learn which

innovative systems they deliver could benefit main contractors and major projects in-country the most, as well as discovering where their existing supply chain cannot support the same breadth and depth of functionality and features. Within the next two financial years DataScope's hope is to then establish a dedicated base in Australia with directly employed staff who can service the Asia Pacific region as a whole.



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Jerry and Shelley Lawson founded **Frog Bikes** in 2013. It was a fruitless bike hunt for their own two children that inspired them to leave their corporate careers behind and create bikes just for kids.



As they set about creating quality, lightweight and affordable kids' bikes Frog Bikes was born. Nine years on, Frogs' child-centred approach has earned them global accolade; industry awards for innovation and design, an award-winning factory, around 1,800 retailers worldwide and thriving partnerships.

Product/Service

Together with Brunel University and renowned bicycle engineer Dimitris Katsanis (of Team GB Olympic fame); we have reformed the thinking behind children's bike design.

Everything from the bike geometry to the quality componentry has been expertly designed and selected to make a child's journey as comfortable and enjoyable as possible. Features such as adjustable brakes and our handlebar stem add-on provide room for growth, whilst the shorter cranks, scaled down handlebars and easy to reach brake levers assist comfort so they can travel further and faster.

Objectives

Frog Bikes have partnered with select independent retailers to help deliver a professional and quality service to all its' customers. Frog dealers are at the heart of everything it does and take

care of everything from bike fitting, professional advice, assembly by a qualified mechanic, on-going support and servicing.

Frog Bikes actively supports the work its' stores do for the local community. The aim is to educate communities and provide resources so children can start riding bikes at a younger age. Frog Bikes can provide everything from on-site support to a fleet of Frog Bikes for your little ones to try! Check out the Frog Bikes events page to see when and where the next events are happening near you: www.frogbikes.com/events



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IAC is an electrical systems integrator, approved by the worlds leading variable speed drive and PLC manufacturers – Siemens, Rockwell, Schneider, Alstom, Eurotherm, ABB, etc.



IAC operate in a number of key industry sectors : Metals, Paper, Food and Beverage, Materials Handling, Converting, Water, Chemicals, Pharmaceuticals, etc. and turns over approximately £8M per annum.

The company is independent, privately owned and operates internationally, export around 50% of turnover each year.

IAC operate from a 37,000sqft facility in Newport, South Wales, with 67 employees, over 60% of which are qualified engineers. The facility is equipped with 100kW of solar panels, making it self-sufficient in energy during daylight hours.

The company's core product is industrial control systems, particularly utilising variable speed drives, and can offer a full, turnkey project service from conception to handover, with complete after sales service and 24/7 cover.

The company is certified to ISO 9001, 14001 and 45001. The manufacturing facility is also UL approved.

IAC's award-winning apprentice scheme is one of the best in the country. The company is committed to the training and development of all of its employees and partners the IET to establish Continuous Professional Development programs for everyone.



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innDex was founded by Aaron and George – 2 Civil Engineers from Wales, both working in the construction sector for a number of years.



The pair became frustrated by the lack of digitalisation within their respected companies and the fact that they were spending a large percentage of their time filling in and carrying around paper forms. innDex was born to combat this and improve the industry. innDex are now working with over 60 construction companies across upwards of 300 construction/building projects across the UK. From working in the industry and using a variety of different software systems; the team at innDex realised there is a real gap in the market for a more bespoke service given the limiting functionality of other software systems out there. innDex now pride themselves on providing a very hands on service to their clients, deep diving into their problems and building now solution to suit.

Product/Service

Before arriving on any construction site, users create a profile in a few minutes within the innDex App, as you would do similarly for say LinkedIn. This is a one time process, then all your details are stored and automatically verified, including your competencies and expiry dates. Pre-enrolment speeds up the induction process, allowing workers to immediately start working upon arriving on-site, improving productivity from the get-go and eliminating frustration. This ends the need for lengthy paperwork, as well as reducing your business's carbon footprint as a whole. Building on from this solid foundation, the innDex platform then allows users to cover a full range of activities like time and fatigue management, asset management, site messaging, close calls, inspections, and a whole lot more - which results in smoother communication and drives data-based decisions.

Vertical integration through the whole supply chain guarantees that everyone is up to date with all site information, deployed in real time.

Objectives

From Day 1, innDex's mission was to improve construction and empower the people. They strive to empower every single member of the project team, eliminating silo working and keeping everyone on the project informed and connected. innDex's approach resonates beyond the platform to the relationship they form with every single one of their clients. By partnering with them, empowering them to share their ideas, brainstorm solutions and ultimately develop tools that fulfil their needs and the needs of the industry. By collaborating and integrating with both their clients and other solution providers they can work together to tackle any challenge, no matter how big or small. innDex's goal is to keep developing their solution alongside their clients, tackling their problems and ultimately improving the way that the construction industry operates.



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Laser Wire Solutions design and manufacture laser wire strippers for the precision removal of insulation from high-tech cables and wires for a variety of applications including medical devices and electric vehicles. We also manufacture automated precision micro-machining and soldering solutions as an alternative to human operators.

Product/Service

From compact bench units for stripping the ends of cut wires, through fully automated wire processing equipment – we have the machine solution for you. We distinguish ourselves from other suppliers by offering you a complete solution for your wire handling requirements and not just a piece of equipment. For medical device manufacturers or for those with a high end product with low volumes, Laser Wire Solutions offer the textbook solution to our partners with our ISO 9001 certified contract laser wire manufacturing service, to ensure that their products meet industry specifications.

Objectives

Our aim is to design and manufacture bespoke machines that could be used to strip hair-fine wires in data, aerospace, automotive and medical applications, for which we are developing a range of technologically advanced products, such as mobile phones, microwave assemblies, pacemaker coils, medical electrodes and other medical devices (e.g. miniaturized catheters and

cardiac monitors). We work closely and in partnership with companies to solve quality and production issues in processing wires and cables, which in turn leads to the development of technologically more advanced and commercially sound products. In the medical sector these products save lives and in the automotive sector these end products reduce our carbon footprint.



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Based in Newtown, Mid Wales **Makefast** have been trading since 1974 supplying major customers in the industrial safety and lifejackets markets, more recently for the past 15 years supplying marine systems to high end boat builders across the world!

Product/Service

Makefast design and manufacture high quality bespoke marine shading systems including sunroofs and awnings, as well as hydraulic bathing platforms, and marine grade hardware to luxury boat builders.

With a full in-house design, prototype and manufacturing facility including an injection-moulding plant, Makefast leads the way in producing high quality marine hardware.

Makefast works closely with customers to design and manufacture bespoke marine systems.

Additionally they design and manufacture safety hardware primarily in stainless steel which is used in life jackets and marine safety items as well as Personal Protective Equipment, such as fall arrest harnesses, work at height products and load restraint.

Objectives

Makefast's principal objectives are to supply UK-built industry leading products to a global market, supported with a high level of customer service and aftersales support.



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With over 30 years' experience in probiotics, coupled with continual research and new product development, **ProVen Probiotics** are one of the world's most respected producers of probiotics.

PRO-VEN[®]
PROBIOTICS

The company is owned and managed by Dr Nigel Plummer, a world-renowned expert in the field of probiotics.

Dr Plummer produced his first human probiotic in 1994, having previously worked in the field of animal probiotics.

The products developed by ProVen Probiotics have been used in research relating to allergy, common illnesses and specific digestive complaints and are designed to be used in pregnancy, through infancy, childhood and into adulthood. ProVen Probiotics are supported by a large body of ongoing research, with more than 40 published scientific papers, including nine major human studies, all demonstrating positive benefits in intestinal and immune health.

The ProVen Probiotics range covers all life stages.

Product/Service

Food supplements – Probiotics

Objectives

Meet distributors in the Australia market who can represent our ProVen brand in market.



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Established in 2014, **Road Safety Designs** designs, manufacturers and sells the BriteAngle range of products, with the aim of keeping all road users safe. The first product in the range, the BriteAngle LEW Warning Triangle, has won Awards for it's quality and innovation.

BriteAngle

Product/Service

The BriteAngle LED Warning Triangle/
The BriteAngle MotoBrite/
The BriteAngle ConeBrite

Objectives

To meet prospective Distributors,
resellers and customers



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Sim's Foods Limited was established in 2009 and currently serve various Foodservice clients including several Stadia, Education Establishments, Caterers, Hotels and Contract Caterers. They also provide products as components for the travel industry including 'buy on board'. Sims Foods also produce products for private label clients.



They also serve the retail sector including major supermarkets and high-end stores including Costco, Tesco, Morrisons, Ocado, Wholefoods chain nationally.

Sim's Foods also export to the UAE and several European countries including The Netherlands, Belgium, Spain and Ireland with Germany and France coming on board soon.

Sim's Foods is a producer of very high quality Plant Based and Vegan snacking products for both the Foodservice and Retail sectors. All the snacking range is formulated to be BAKED from frozen, instead of frying, to provide a grease free end product. A new range of Vegan burgers, sliders and Vegan seafood Cakes and nuggets are also available which are produced with clean label ingredients. The products do not contain any artificial preservatives, coloring or flavoring. No GM, No MSG, No Palm Oil. Other

Frozen snacking range include Vegan Empanadas, samosas, bhajees, pakoras and a Gluten Free range of products as well. The ambient range include Chutneys, Pickles and LOW FODMAP Curry Sauces in various sizes.



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SW7 Academy is an online Strength and Conditioning platform created to provide elite level training to the masses. With the founders/coaches coming from a rugby background, rugby players are our primary market.

There is a huge lack of S and C support for anyone playing beneath the professional level, we aim to provide pro level training to all of those who are without and give everyone the chance to perform at their optimal level.



Ben Simmons
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Tan Y Castell is an award-winning bakery specialising in traditional Welsh cakes and biscuits. Established over 25 years ago, the bakery has grown from a small cottage supplying local businesses to now supplying most major supermarkets (some nationally), with other customers including national wholesalers, county councils, rail companies, food service providers, airports, hotels, high-end motor companies.



Tan Y Castell bakery are proud to be one of the most recognised and respected bakeries in Wales, making the best-selling Welshcakes on the market and to have several award-winning products. Besides this, they are also very proud to be a BRC grade AA food manufacturer. Their technical team work tirelessly to produce products to the highest standards of cleanliness to ensure customers can enjoy their quality products. They have maintained their BRC accreditation since 2008; a sign of their commitment to food safety and quality.

Product/Service

Traditional Welsh baked goods including: Welshcakes, Bara Brith, Griddles, Shortbread and Scones.

Objectives

To achieve sustainable market entry into Australia for Tan Y Castell's product range. By:

- Identifying and establishing a relationship with key buyers/customers/distributors in the market

- Gain a deep understanding of the local trading conditions and regulations by working with local agents
- Arrange and conduct face to face meeting with interested customers in Australia
- Begin trading in Australia



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The Fifth Wheel Company Ltd designs and manufactures luxury fifth wheel caravans. Started in 2002 by husband-and-wife Mervyn and Jenny Parry-Jones, the company set out to build the first European compliant fifth wheel caravan.



Having seen the concept in the USA, and imported an American fifth wheel. Mervyn found that the size and build quality were not suitable for the European market thus deciding to build his own.

The first European fifth wheel caravan was built in the summer of 2002 and our journey began.

Product/Service

We currently manufacture two fifth wheel caravans.

- The Celtic Rambler is the ultimate tourer: there is nothing in the marketplace to compare. Our penthouse on wheels has been designed to allow couples to enjoy the great outdoors in luxury and comfort
- The Dream Seeker is a smaller model that is perfect for families and the more adventurous.

Objectives

The company aim to grow by increasing export sales. We have invested in equipment to manufacture

in house. This reduced the risks of external suppliers and has also allowed for the production capacity to be increased.

We currently export to Europe and see an opportunity to export to Australia as we have had numerous enquiries from Australia.



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The Safety Letterbox Company is an established, award-winning British manufacturer of high-end mail and parcel solutions. For over 35 years, the company has been supplying both residential and commercial sectors with a versatile range of mailboxes for virtually any application, location and budget.

THE SAFETY
LETTERBOX
COMPANY LTD



PART OF THE **RENZ** GROUP

The company has huge experience in the manufacture and direct supply of mailboxes and accessories and produces over 150 models of mailboxes. The company's product range also includes fire rated products and models that conform to "Secured by Design" guidelines.

Moreover, SLBC also offers a comprehensive range of intelligent parcel lockers, digital and manual parcel boxes plus bespoke solutions, all available to ensure parcels are delivered efficiently and securely. Their products provide the ultimate parcel delivery solution for residential, student, business, consumer, retailer and courier requirements.

Product/Service

Mail and Parcel boxes

Objectives

—Explore current market opportunities in Australia for both mail and intelligent parcel boxes.

- Grow and expand our export client base.
- Present our product lines to potential clients and markets.
- Continue to grow and build on the relationships made in this first round of virtual meetings.
- Work towards linking up with a local company who could act as our agent.



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