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Alchemy Expo

Cardiff-based Alchemy Expo, a leading pioneer in corporate exhibition display solutions, is set to expand its services worldwide.

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As the conference and exhibition display industry becomes more interactive and diverse, Alchemy Expo saw the need to provide a complete solution encompassing both traditional and cutting edge visual displays. It is now the UK's only supplier of a revolutionary interactive display technology, Christie MicroTiles. These bespoke stands are created using digital tiles projecting moving images, static designs and interactive, touch-screen displays.

Funding from the Welsh Government's Business Innovation Programme enabled a significant investment in Christie MicroTiles that has crucially taken Alchemy Expo away from a market saturated by South East Asian imports to the forefront of digital display technology services across Europe. Innovation funding has also helped develop marketing strategies and employee skills to cope with increasing demand for its products, but it is the Christie investment that has proved key to securing Alchemy Expo's future.

Director of Alchemy Expo, Andrew Butcher said: "There is no way Alchemy Expo could afford to invest in the Christie system in the current economic climate without the Welsh Government funding received. I considered it for a long time but with 14 employees' wages to pay could not justify the expenditure, but now we are at the forefront of a changing industry and doing business with customers we simply would have not been able to before. The use of MicroTile screens in our live event stands is making us and our clients have to think in an entirely new way – it's a great experience to see their reaction when they realise what is now possible."

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To find out more about funding and support from the Welsh Government:

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