



Adm tm CVD Amorphous Diamond Coatings for Extreme Performance Applications

Intelligent Surface Engineering tm

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Chair - Department of International Trade Policy
- Federation of Small businesses (FSB)



Background- Milestones

Founded in 2005

- Developed in a laboratory May 07
- UK Patented Granted Dec 07
- First development customer Jan 08
- Lease signed on UK facility Apr 09
- 1st Production Chamber Sep 09
- Facility completed Mar 10
- ISO 9001/ISO14001 Aug 10
- 1st Series production Dec 12
- US Patent Granted Feb 14
- European Patent Mar 15
- 1st Bespoke production m/c July 15
- BEEA's Small Business of the year Sept 17
- Export 55-70% business



Problems We Solve

- Wear
- Friction
- Thermal Conductivity
- Extending product performance



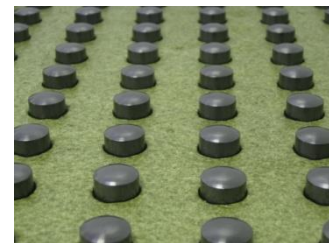
Key Business Areas

- Chemical Processing
- Oil and Gas Exploration
- Electronics
- Industrial Processing
- Aerospace



Key Advantages - (USP's)

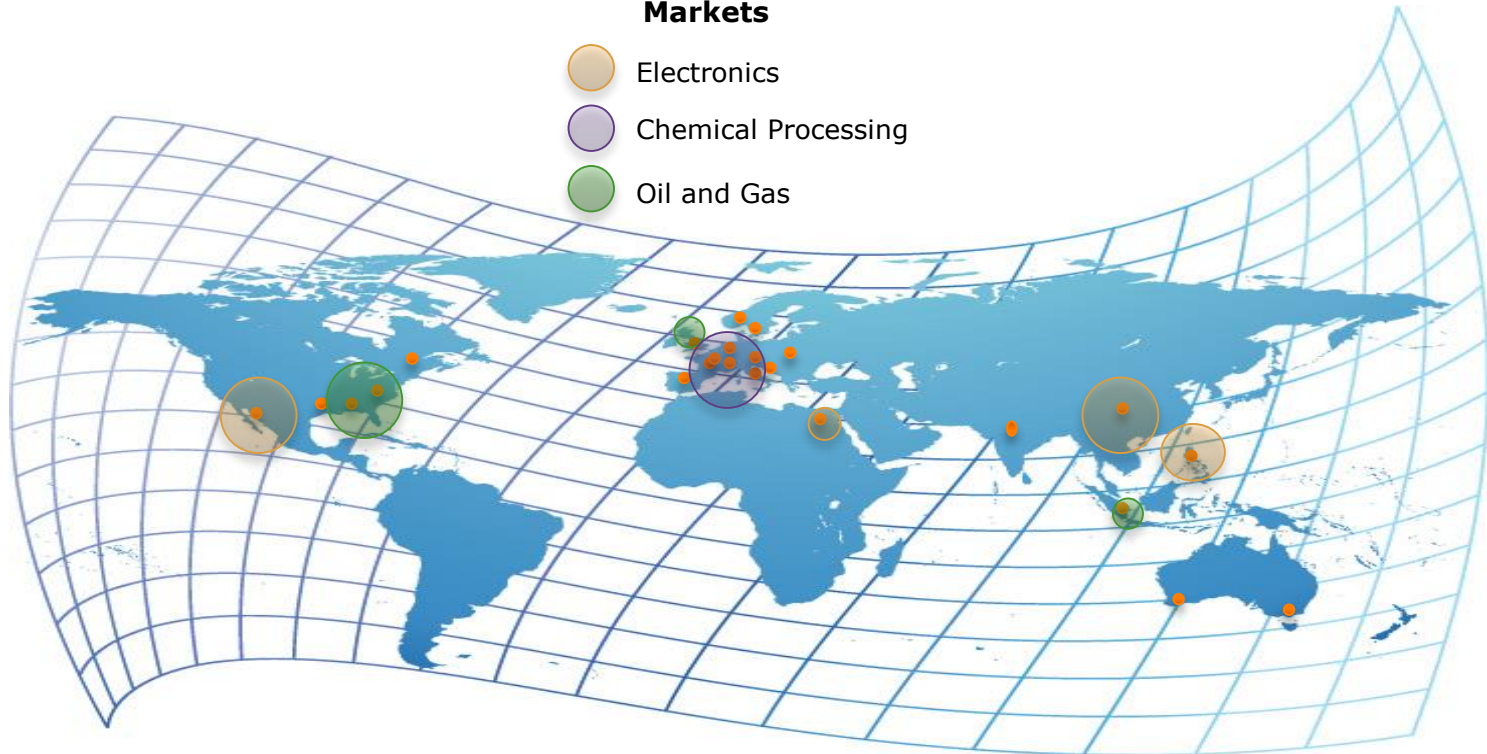
- Extreme Hardness
- Excellent adhesion
- Thicker than other coatings
- Low friction
- No pre or post processing
- Engineered to application
- Low process temperature
- Thermal conduction/electrical resistance



Where are our customers?

Markets

- Electronics
- Chemical Processing
- Oil and Gas



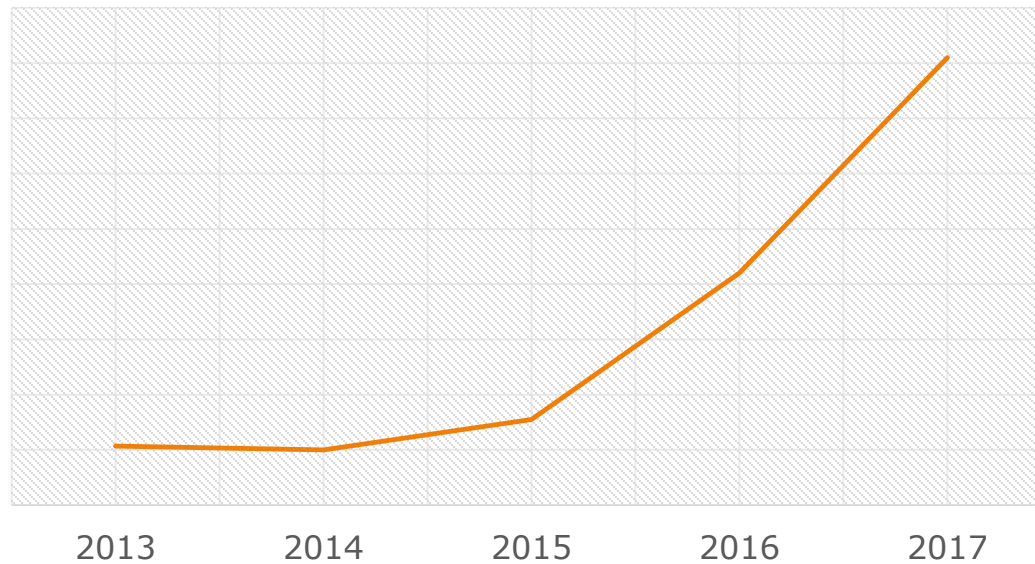
Export Marketing Strategy

- Market based approach
- Identify Key players/ market leaders
- Where are they located?
- Opportunities to meet
- Conferences/Exhibitions/ Geographic Centres
- Utilise resources
- Key Decision makers
- Communication Channels
- Revisit regularly
- Engage via Email/Social Media/ Webinars etc



Sales Progress

Sales Turnover GBP



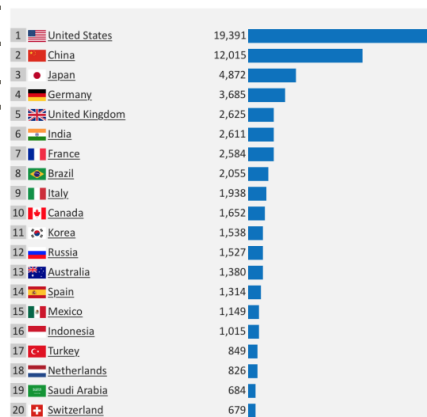
Export Challenges

- Trade Barriers – open/hidden
- Cultural Understanding
- Effective use of resources
- Maintaining momentum
- Engaging with customers face to face
- Sticking to your plan
- Paperwork / Administration
- Legislation UK / Overseas



World Trade

- 195 Countries in the world
- WTO has 164 members and 23 observers
- 5 main trading blocs; EU, G20, NAFTA, APEC, Cairns Group
- EU has 28 countries (14%)
- 5 of the top 20
- World's fastest growing economies
- World's largest



7 in EU
 fastest growing economies 2017

The world's fastest growing economies
 Forecast GDP growth, 2017



Source: World Bank



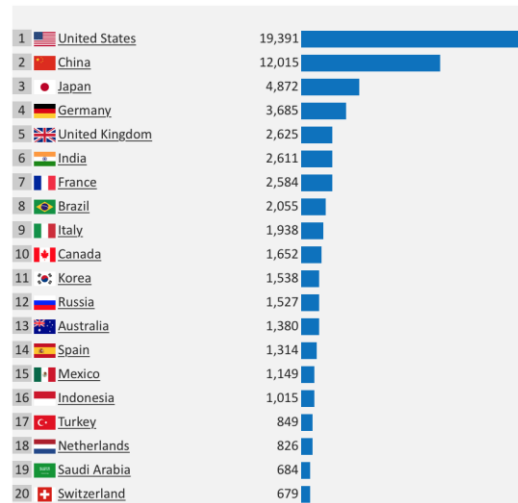
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World Trade

- Worlds largest economies;



- Only 5 (Ex UK) of the top 20 economies 2017 in EU



World Trade

- World's fastest growing economies 2017

The world's fastest growing economies

Forecast GDP growth, 2017



Source: World Bank



Life after Brexit

- Opportunities outside the EU represent greater growth than inside
- Only 1 extra trading block
- Enthusiasm for trading with UK; e.g. Commonwealth
- Trade barriers will continue to exist, visible and invisible
- SME's nimble and flexible to deal with change
- Own government reduce red tape; increase support
- Challenges but Opportunities



Thank You

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References :
The economist magazine
The WTO

