

Bridging the Gulf

Communities in rural Mexico are to have science at their fingertips using a mobile laboratory created in Leicestershire by experienced exporters, Eduteq.



Fast facts

Company: Eduteq
Industry: Manufacturing
Target Market: Worldwide
UKTI Service: OMIS and Market Visit

Opportunities across the developing world can be difficult to create, particularly in rural locations. It is hoped the Smart Science Cart – which has been designed by science teachers for secondary school teaching – will revolutionise education in Mexico’s remote regions.

The self-contained mobile laboratory, for teaching science and ICT, can be mapped to the local curriculum and also delivered in the local language.

Identifying new markets

Ashby de la Zouch-based Eduteq called upon the experts at UK Trade & Investment to help kick-start its Mexican venture. General Manager, Russell Grant, said: “We’ve already had considerable success across the Middle East and Africa but unrest in some of our key areas has led us to look at new market opportunities.

“Mexico seemed to fit all our criteria. It’s geographically huge with a big rural population. The procurement processes are similar to markets we are already experienced in and there is also the possibility of developing manufacturing capacity locally for any new projects.”

Taking advantage of a timely market visit to Mexico, Eduteq commissioned the trade team at the embassy in Mexico City to conduct valuable research before the company arrived in the country.

International Trade Advisor Chris Foster, who works closely with Eduteq, said: “Even experienced exporters can benefit from using the UKTI international network. Our overseas staff, with their local knowledge, language skills and extensive political and commercial contacts can add enormous value to a market visit.”

Establishing objectives

The main objective of the trip to Mexico was to find an agent for the business and the new product launch. Following appointments made by embassy staff, the ideal partner was found almost immediately. Once the agent had been working with Eduteq for a few months Russell worked with the embassy on a project to support the Smart Science Cart launch.

The embassy team identified potential buyers, distributed and followed up invitations and planned and organised the launch. Held in the Atrium of the British Embassy, an audience of more than 50 key decision makers were impressed with presentations, demonstrations and a Q & A session.

“The embassy did a fantastic job of arranging it all. Holding our launch there was a really good decision.”

Supporting your business

The Head of the embassy team gave an introduction and interpreting was provided throughout. The embassy team also generated considerable interest from local media, and Edu-teq received substantial coverage in local and trade press and television.

“The local intelligence was so important,” said Managing Director Stewart Grant.

“The fact that the UKTI team understood that the majority of procurement is done at a state rather than federal level meant that we had all the right people in the room. The embassy did a fantastic job of arranging it all. Holding our launch there was a really good decision.”

Although the Smart Science Cart was only launched recently, much interest has been generated. There are multiple leads for the local agent to follow up and Edu-teq is optimistic about the future.

They have also met a potential local manufacturer which could lead to local build and supply, thus reducing shipping costs from the Far East or the UK.

Edu-teq has been so impressed with the results so far in Mexico that the embassies in Saudi Arabia, Panama and Russia have been approached to provide a similar service.

OMIS - Overseas Market Introduction Service

UKTI's Overseas Market Introduction Service is a flexible business tool which uses the expertise of our global trade teams to benefit your business.

How can OMIS help you?

The programme includes:

- Market, sector advice
- Analysis of market entry strategies
- Support during overseas visits
- Identification of possible business partners

Whether you're a first timer or an experienced exporter, OMIS can provide help at any stage - from initial research, to arranging a market visit or to using our contacts at embassies and high commissions across the world to help close a major deal.

For further information please call us on 0845 052 4001.

Fact File

Location:	Ashby De La Zouch, Leicestershire
Employees:	13
Years trading:	10
Years exporting:	10
Markets:	Middle East, Africa, South America
UKTI service	OMIS and Market Visit



“Companies using the OMIS service between July 2009 and July 2010 expect to make, on average, an extra £330,000 of profit in the following 5 years.”

Source: UKTI 'PIMS' research June 2010



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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