

PRESS RELEASE

Ambassador encourages Cambridge businesses to look East

23 March 2010

On a visit to the region, the UK Ambassador to Japan met with business leaders from around Cambridgeshire to explain the opportunities and benefits of trading with Japan. He also toured two leading businesses already exporting successfully to the country.

HM Ambassador Mr David Warren CMG met with fifteen hi-tech companies and briefed them on the excellent prospects available to them in doing business with Japan.

At a breakfast briefing organised by UK Trade & Investment at St John's Innovation Centre, the ambassador explained how Japan is the second largest developed economy in the world, accounting for 40% of Asian GDP.

“Despite being hit hard last year by the global downturn, Japan is recovering strongly and presents a real opportunity for British companies to develop their business in a market where your product or service quality will be measured against the best in the world”, Mr Warren said.

At the event, UKTI's International Trade Director for the region, Vic Annells, welcomed the ambassador, saying: “Businesses in the East of England are able to access a wealth of tailored advice on exporting, from new exporters to the most experienced. UKTI's support programmes will help companies make the most of new international opportunities and help lead the UK out of recession.”

Mr Warren also visited two Cambridgeshire-based companies which are already exporting to Japan – The Technology Partnership (TTP) plc in Melbourn which develops high technology products for manufacturing and brand companies and Prior Scientific Instruments in Fulbourn, a leader in microscope automation systems.

Victor Humberstone, a founding partner of TTP, commented: “TTP's long term commitment to Japan has brought many successful developments for TTP and for its Japanese customers. The British Embassy in Tokyo has been extremely helpful and meeting the ambassador will certainly help us explore further opportunities in Japan.”

Peter Booth of Prior Scientific Instruments said: “Since starting to export to Japan 14 years ago, we have enjoyed positive growth and we are now looking to setting up a

subsidiary in the country. The feedback we receive from the Japanese market directly influences our development of new products.”

Commenting on his visit, David Warren said: “It’s refreshing to visit companies in the East of England using leading edge technology to manufacture world class products which are well received in the Japanese market. I would encourage more businesses to explore the opportunities the country offers.”

British exports to Japan are currently worth around £9bn and two-thirds of this is high value manufactured goods.

For further information about exporting, visit www.eei-online.com or call 08456 419 955.

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Photo caption: From left to right; Nick Cairns and Alan Fullerton, EEI, and UK Ambassador to Japan, Mr David Warren with Victor Humberstone, Peter Taylor and Sam Hyde of TTP.



Note to Editors

UK Trade & Investment is the government organisation that provides integrated support services for UK companies engaged in overseas trade and foreign businesses focused on the UK as an inward investment location. It brings together the work of teams in British embassies and FCO posts overseas and government departments across Whitehall. In England, international trade support is coordinated by nine International Trade Directors working in partnership with each Regional Development Agency.

East of England Development Agency (EEDA) is the driving force behind sustainable economic regeneration in the East of England: Bedfordshire, Cambridgeshire, Essex, Hertfordshire, Norfolk and Suffolk. Its vision is to create a leading economy, founded on a world-class knowledge base, creativity and enterprise to improve the quality of life for all who live and work here. EEDA funds EEI's Inward Investment activity.

East of England International (EEI) works with companies seeking to trade internationally and assists foreign-owned businesses looking to invest in the region. EEI is funded by and works in partnership with the UK Government, the East of England Development Agency (EEDA) and a wide range of businesses and partners in the region. In the East of England, EEI's Trade Team delivers UK Trade & Investment's export services.

The Technology Partnership plc (TTP) is Europe's leading independent technology and product development company and creates new business based on advances in technology. TTP specialises in medical devices, instrumentation, consumer and industrial products, digital printing, communications, cleantech and security systems. Established in 1987, TTP is headquartered in Melbourn (near Cambridge, UK).

For further information on the above organisations visit:

www.uktradeinvest.gov.uk

www.eeda.org.uk

www.eei-online.com

www.ttp.com