



● JoBird has received help from UK Trade & Investment's Passport to Export programme.

## Boost for company's export drive

SOMERSET-based company JoBird has exported to 23 different countries and increased exports to £520,000 in the past year, thanks to help from UK Trade & Investment's Passport to Export programme.

Despite being one of the leading designers and manufacturers of storage cabinets to protect fire safety and life-saving equipment, JoBird felt they were

missing out on sales in the Middle Eastern and Asian oil and gas markets.

They decided to sign up to UK Trade & Investment's Passport to Export programme and made market visits to Malaysia, Australia, UAE and Russia. They also attended several training sessions.

Managing director Guy Atkins said: "We wanted to increase our

effectiveness in all export markets and decided to do something about it. A large part of our business is to UK engineering companies, who are contracted to provide safety equipment packages for offshore oil and gas rigs all over the world.

"To expand our direct export sales, we needed market information and as well as new distribution channels. The train-

ing courses we attended really helped with this, as did the Malaysian market report which we commissioned. The advice and support we've been given has been invaluable and has helped us to expand here in the UK and overseas."

Summing up the scheme, international trade adviser Hilary

Charman added: "Passport to Export is all about putting together a tailor-made package of support and services for a company like JoBird. There are so many variables to consider when putting together an effective package to help them break into new markets and I am glad we were able to do that."