

SOMERSET COMPANY SECURES INDIAN NAVY DEAL

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INS Sujata of the Indian Navy

A Somerset-based ultrasonic product manufacturer has secured a deal to supply the Indian Navy with 200 of its watertight integrity inspection products.

Coltraco Ultrasonics is to provide the Indian Navy with its Portascanner WATERTIGHT product which checks hatches, doors and cable transits on warships are watertight.

The contract will service one of the largest navies in the world, employing more than 67,000 personnel across 155 warships.

The deal follows a effort by the business to bolster its presence in India, by exhibiting at various trade shows in the country.

Coltraco was supported by DIT's Tradeshow Access Programme (TAP), which is part of the Exporting is GREAT campaign. TAP provides grant funding to help businesses gain market knowledge and make new contacts by exhibiting at trade shows around the world.

The company has provided a similar service to the Royal Navy in the UK for over 20 years and works with customers in 109 countries including Singapore, China and the US.

Carl Hunter, chief executive, said: "We presented our Portascanner WATERTIGHT to the Indian Navy who carried out extensive trials with competitors. The Indian Navy selected our product for its accuracy - it's the most mathematically accurate model available worldwide – its ease-of-use, and the local in-country support. We secured the Indian Navy contract with thanks also to our Indian Naval Partners.

"Working in international markets like India presents opportunities and challenges. With our 30-year export experience, we are well accustomed to managing and succeeding abroad, and one contributing factor is the support from UK Government, especially DIT. For example, we started exporting many years ago with the help of the Market Research Reports provided by DIT – today called OMIS reports. We have also attended workshops e.g. an Overseas Agent Masterclass that advises on global network development."

International trade secretary Liam Fox said: "Coltraco Ultrasonics is a brilliant example of how UK design and manufacture can have a global impact, with 90 per cent of their sales coming from overseas.

"As an international economic department, DIT stands ready to support any business with exporting ambitions. Our recently launched Export Strategy sets out a strong offer to companies and I would encourage anyone thinking of selling around the world to contact their local International Trade Advisor for more advice."