
MALAYSIA

Virtual Export
Market Visit

13-15 April 2021

tradeandinvest.wales





OGL

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This is Export.
This is Wales.

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Taking Wales to the World.

Wales is a self-governing constituent country of the UK and the Welsh Government is the devolved Government for Wales.

Devolved since 1999, the Welsh Government's decision-making powers within a small and joined-up country mean we can cut red-tape and act fast.

They also mean we are responsible for our own economic development, so you won't find a more pro-business Government anywhere.

Wales has a strong industrial heritage that has shaped our confident, creative and ambitious economy of today. We have strength in depth in advanced manufacturing, creative industries, energy and environment, financial and professional services, food and drink, life sciences, and technology.

Our commitment to sell Wales to the world has never been more focussed and this mission provides an ideal platform for us to build on established links and discuss future export opportunities.

Wales means business.

Air Covers is a 3D modelling, design and manufacturing company specialising in environmental protection for helicopters, fixed wing aircraft, marine and land equipment. Air Covers' products are the most effective, immediate and easily implemented solution to reducing the maintenance burden in aircraft operations. Air Covers is now the protection of choice across the UK.



Product/Service

Air Covers is Europe's number one designer and manufacturer of helicopter environmental protection. It supplies superyacht, VIP, private, military and utility operators around the world. Air Covers keeps aircraft flying, reduces maintenance costs and increases aircraft availability.

Objectives

Air Covers is looking to meet with civil helicopter, private jet operators and distributors.



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For over 160 years, Cardiff-based **BCB International** has manufactured and developed pioneering equipment that has helped generations of soldiers, seafarers and aid workers operate and survive in some of the world's harshest environments.



Product/Service

BCB International's core products include:

- Camp equipment
- Camouflage face paint and nets
- Cooking stoves and rations
- Heating fuel
- Ballistic Protective Clothing
- Customised first aid and survival kits
- Boat stopping systems

Objectives

BCB International is looking to identify and meet with potential in-country distributors/wholesalers or agents for its range of products. The company is also keen to learn more about South East Asian markets, including major players, competition, market structure, leading events and other marketing channels.



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Castle Dairies, is a family-owned butter and spreadable packing businesses, supplying retail, foodservice and wholesale customers since 1967. Based in Caerphilly, South Wales, it specialises in cream churning, butter manufacture and churning high quality cold-mix spreadable butters.



Product/Service

Castle Dairies produces a range of butters available in a number of formats, including butter rolls, spreadable butters and block butters. It can produce these products under its own Welsh branding or offer bespoke lines for white label brands.

Objectives

Castle Dairies is looking for opportunities to supply its products into the market, focusing on retail, foodservice, hotels, airlines and wholesale.

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CCW – Training Academy is an innovative training provider in Cardiff, South Wales, providing specialised training in management, ICT and specialist programme including your 'Retraining and Upskilling'.



Product/Service

CCW – Training Academy delivers Leadership and Management (IL,M) training programmes for individuals and cohorts within organisations. Training modules, which have been specifically designed for new businesses first line management candidates, supervisors, team leaders, managers and others, include:

- Leadership & Management Level 2 Award and Extended Award (Team Leading)
- Leadership & Management Level 3 Award, Certificate and Diploma
- Leadership & Management Level 5 Award
- Management Training for Managers: Endorsed and Development
- Train the Trainer/Master Class
- Team Delegation
- Team Management
- Business Financials

Objectives

CCW –Training Academy is seeking business opportunities in Malaysia and would like to collaborate with suitable partners for future student exchange opportunities in Wales.



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Cimteq is the leading provider of software for the design and manufacture of cables to the global wire and cable industry. Cimteq's mission is to deliver innovative software products that add value by increasing efficiency, improving quality, decreasing lead times, reducing costs and, ultimately, increasing profitability.



Product/Service

Cimteq has developed CableBuilder Enterprise and CableBuilder Go to provide wire and cable manufacturers with solutions to enhance and improve their design processes, and allow companies to respond to their clients' needs very quickly. Both CableBuilder Enterprise and CableBuilder Go result in lower costs of product data maintenance and in optimal availability of consistent and accurate information.

CableMES is an innovative custom-built Manufacturing Execution System (MES) for the global wire and cable industry, providing full management and control over every aspect of the manufacturing process. The flexibility of CableMES allows users to construct their own dashboard that reflects their area of responsibility, to ensure that the right people have the right information at the right time, to monitor, manage, and take decisive action to resolve production issues.

Cable design and manufacturing software: CableBuilder Enterprise and CableBuilder Go and CableMES.

Objectives

Cimteq is seeking introductions to large Malaysian wire and cable manufacturers and, if possible, to find a local distributor in Malaysia.



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Enjovia is an e-commerce technology company that facilitates the online sale and management of gift experiences.



Product/Service

Enjovia provides a gift voucher and card management system that provides businesses the opportunity to sell and manage their gift experiences online. The Enjovia system has been designed to increase gift voucher revenue, simplify processes, and improve cash flows.

Typically, businesses can see their voucher revenue double and even triple, using Enjovia.

Objectives

Enjovia has a proven track record helping Malaysian businesses to increase their gift voucher revenue with Berjaya Hotel group and Attana Resorts as customers. Enjovia's primary objective is to talk to more hotel, restaurant or leisure business operators and ultimately create new customers from the meetings.



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Jerry and Shelley Lawson founded **Frog Bikes** in 2013 after a fruitless bike hunt inspired them to leave their corporate careers behind and create bikes just for kids. Frog Bikes manufactures quality, lightweight and affordable kids' bikes.



Five years down the line, Frog's child-centred approach has earned global accolades; industry awards for innovation and design, an award-winning factory, around 1,800 retailers worldwide and thriving partnerships.

Together with Brunel University and renowned bicycle engineer Dimitris Katsanis (of Team GB Olympic fame); it has reformed the thinking behind children's bike design.

Everything from the bike geometry to the quality componentry has been expertly designed and selected to make a child's journey as comfortable and enjoyable as possible. Features such as adjustable brakes and handlebar stem add-on provide room for growth, whilst the shorter cranks, scaled down handlebars and easy to reach brake levers assist comfort so they can travel further and faster.

The Company won Queens Award for Enterprise, International Trade Category in 2019.

Product/Service

Frog Bikes manufactures light weight kids bikes.

Objectives

Frog Bikes is looking to show potential bike stores its range of bikes and sign them up as stockists. It would also like to attract the attention of the bike media and help build the company's brand.



Jerry Lawson
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Navmoor was established in February 2019 to service the Aids to Navigation industry. The company now integrates, supply, install and maintain telemetry to buoys and lighthouses around the world.



Product/Service

Navmoors range of products and services include

- Integrated and monitored navigation and data buoys for the ports and harbours, aquaculture and renewables industries
- Standalone monitoring portal for clients' own IoT, GSM, Satcom and LoRa products
- Internet of things printed circuit boards
- Mooring equipment
- Lighthouse Conversions to LED

Objectives

Navmoor would like to create new contacts and establish a distribution network through resellers and distributors. They would also like to identify installation and maintenance partners, create brand awareness and understand the market, in particular, clients buying cycles and structure.



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NPTC Group of Colleges provides TVET (Technical and Vocational Education and Training) in a wide range of programmes and courses for individuals, companies and governments in both the UK and overseas.



Product/Service

NPTC Group of Colleges provides education services, designing and delivering bespoke training programmes. This includes, curriculum development and mapping, assessment and quality assurance, teacher training and train the trainer programmes that develops knowledge and understanding of theoretical teaching and learning concepts alongside practical training that reinforces the link between the two.

Objectives

NPTC Group of Colleges objective is to understand the market needs within the education and training sector in Malaysia with hopes of connecting with valuable contacts.



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Creators of Vortex Mixing Technology, **PROMiXX** is the global leaders in the design and manufacture of premium vortex mixers. Designed in the UK, PROMiXX mixers represent the cutting edge of vortex mixing devices.



In a saturated market full of poor quality, poor functioning, 'me too' products, PROMiXX cut through the noise. A no-nonsense product that lived up to its promise: a premium solution for the growing demands of health food and supplement-users.

Since its launch in 2012, PROMiXX has cemented its position as the global leader of vortex mixers – adopted as the mixing bottle of choice by a quarter of a million budding athletes and freely endorsed by thousands of elite sportsmen and women across nearly every discipline.

Product/Service

PROMiXX invented Vortex Mixing Technology™ in 2012. Since then, its portfolio of products has evolved: boasting a range of cutting-edge Vortex Mixers, and the world's first Performance Nutrition Blender.

Objectives

PROMiXX would like to explore market opportunities, develop distribution partners and generate sales leads.



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Sim's Foods was established in 2009 and currently serves various food service clients including several stadia, education establishments, caterers, hotels and contract caterers. The company also provide products as components for the travel industry including 'buy on board'.



Sims Foods also produce products for private label clients and serve the retail sector including major supermarkets and high-end stores including Costco, Morrisons, Wholefoods chain nationally. Sim's Foods also export to the UAE and several European countries including The Netherlands, Belgium, Spain and Ireland with Germany coming on board soon.

Product/Service

Sim's Foods is a producer of very high quality vegan snacking products for both the food service and retail sectors. All the snacking range is formulated to be baked from frozen, instead of frying, to provide a grease free end product.

The products do not contain any artificial preservatives, colouring or flavouring, no GM, no MSG, and no palm oil. Frozen snacking range include vegan empanadas, samosas, bhajees, pakoras and a gluten free range of products as well. Sim's Foods are also the creators of "The Vegetarian Onion Bhajee Scotch Egg".

The ambient range include chutneys, pickles and low fodmap curry sauces in various sizes.

Objectives

Sim's Food's objective is to gain an overview of Malaysia with respect to the above product range and the wider market for vegan, vegetarian and gluten free snacks, enabling it to better understand the potential for its products.



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The British Rototherm Company

was established in 1934, and has been based in Port Talbot for over 40 years. It specialises in the manufacture of process instruments for the measurement of temperature, pressure, flow, density and level.



Product/Service

The British Rototherm Company has a range of products that it has designed and manufactured for use in a range of sectors. Its principal products include multi stage restriction orifice assemblies; venturis thermocouple and rtd temperature assemblies; thermometers; thermowells; pressure gauges; process recorders; noninvasive ultrasonic level measurement systems; temperature, pressure and DP switches.

Objectives

The British Rototherm Company would like to raise awareness of its brand in the market and develop new contacts.



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The Lobster Pot supplies sustainably sourced shellfish and has been operating for over 70 years. The company is run by brother and sister, Tristan Wood and Julie Hill, the third generation of the Wilson Family on the island of Anglesey, UK.



99% of the company's products are exported into Europe, Asia and beyond.

Modernised holding tank rooms and packing area are equipped with new technology and equipment to meet ever increasing traceability requirements and food safety standards. The Lobster Pot's innovative factory along with pioneering logistics allows for regular checks, ensuring produce arrives in premium condition.

The Lobster Pot is supplied year round by vivier and day boats, skippered by trusted and experienced crew from around the Welsh coast as well as further afield in the UK.

Product/Service

Live lobsters (homard gammarus) and live brown crab (cancer pagarus).

Objectives

The Lobster Pot wants to continue trading with its traditional customers, some of whom it has been trading with for over 50 years.

The company would also like to demonstrate its innovative nature in meeting the demands of new customers and meet new shellfish wholesalers.



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