

Top 100, 2008

Sponsored
by



GOING WELL: director Heath Pinkney, left, with managing director Howard Miles at the Howdon Power Transmission Offices at Paganhill in Stroud

Transatlantic growth for Stroud engineers

Despite the credit crunch one Stroud company has shown it is not all doom and gloom after growing its business by around 40 per cent following its decision to launch into the US market last year, says Business editor Bev Hawes

HOWDON Power Transmission designs and supplies overload protection devices for use in a whole range of industries.

It has seen its exports to America go from strength to strength with no sign of it slowing down.

Howard Miles, managing director of Howdon Power Transmission, says: "Despite the doom and gloom

headlines, our business is doing extremely well in the US at the moment. "Engineering firms like ours don't seem to have suffered from the economy slowing down and in fact, continues to be good for us in America.

"Our biggest customer has recently placed another large order and we see no signs of this changing.

"All our products exported to America are manufactured in the UK – most of them here in Gloucestershire – and we are taking advantage of good trading in the US to expand our UK business.

"Where previously we had a very reactive approach to exporting, we are now more proactive in the US market, thanks to the UKTI Export to Passport programme, and we are already reaping the rewards."

Clive Wray, general manager of UK Trade & Investment in the South West, which works with UK companies to ensure their success in international markets, says that America continues to offer strong business potential for local companies.

The organisation has conducted research amongst companies in the South West looking at export markets, which reveals that more than 53% have stated an interest in doing business with America, more than any other global marketplace and twice as many as China.

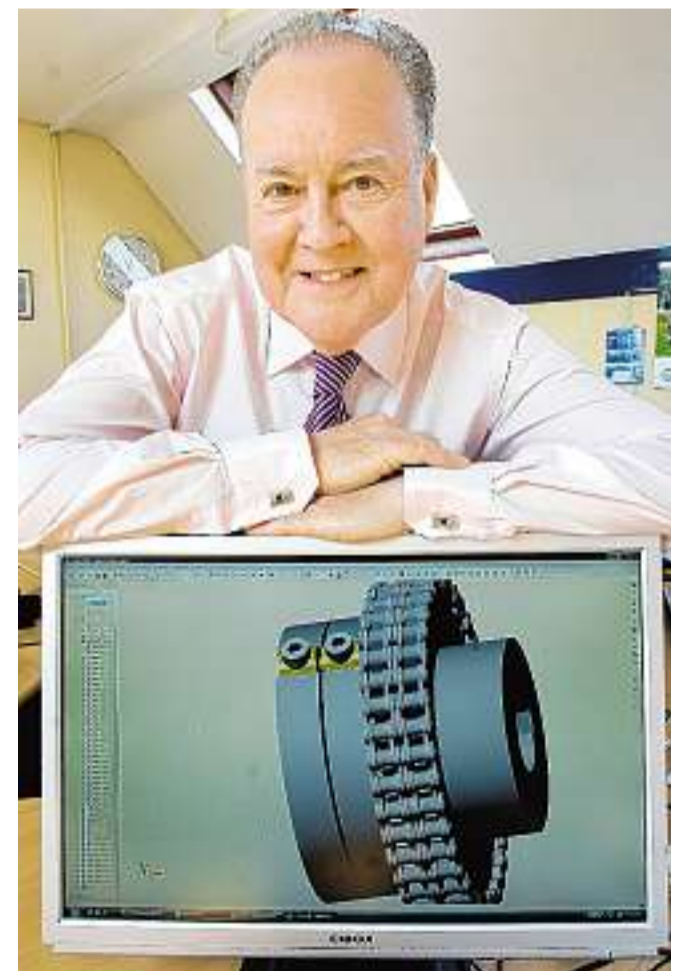
Mr Wray added: "Our research suggests that America remains the top market of interest to companies in the South West.

"There is no doubt that America, like the rest of the world, is facing significant challenges as a result of the global financial crisis.

"However, America is the simplest overseas market to deal with, it is the world's largest economy and it is predictable in terms of market size.

"The US is the UK's premier destination for overseas investment, and is also its largest export market.

"If companies in Gloucestershire wish to dip their toes in export waters, then America should be on their radar screen."



GROWTH: managing director Howard Miles with a graphic of an overload drive coupling