



PRESS INFORMATION

March 2010

EXPORT AWARD FOR CATOMANCE

The export achievements and overseas development plans of Catomance Technologies Ltd have been recognised by the award of a prize under the UK Opportunity Grant.

Sponsored by British Airways, the UK Opportunity Grant offered 100 prizes of business travel for a year to small and medium sized companies (SMEs) based in the UK. More than 4,500 companies applied and Catomance was very pleased to be one of the 100 winners of the Grant.

Catomance has developed a thriving overseas business over many decades and it operates in over 30 countries around the World. On hearing of the award, Catomance's Export Manager Alistair Ingleby said "This is great news and the prize will really help our overseas business. While telephone and e-mail communication is useful to keep in touch with customers and business partners, there is no substitute for visiting when it comes to winning orders and keeping customers satisfied. In our experience, sales and new business development are the two key commercial activities where success is most closely dependent on face-to-face contact".

In applying for the UK Opportunity Grant, Catomance detailed how it would use the prize in developing its overseas business. Willie Walsh, British Airways chief executive commented "The competition attracted an array of very impressive entrants demonstrating real energy and innovative grass-roots enterprise. The 100 winning companies show how the benefits of face-to-face contact with overseas partners go to provide an engine for commercial success"

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