



UKTI showcases ClickNetherfield in Hong Kong and Macao

Fast facts

Company: ClickNetherfield

Industry: Conservation Standard Museum
Display Cases

Target Market: Hong Kong, Macao

UKTI Service: Trade Mission

www.clicknetherfield.com



A UK Trade & Investment (UKTI) High Value Opportunity (HVO) Trade Mission to Hong Kong and Macao allowed glass display cabinet makers, ClickNetherfield, to meet key decision makers and potential partners. The company is now well-placed to make the most of new business opportunities in these markets, which it believes could be worth more than £1 million.

ClickNetherfield has been delivering high quality showcase projects for over 30 years. The company's display cases can be found in museums around the world, housing collections as diverse as minerals, gems and fossils at the Carnegie Museum of Natural History, Pittsburgh in the US; a 3000 year old Egyptian mummy at Leeds City Museum in the UK; and drawings and paintings by Pablo Picasso at The Picasso Museum of Antibes in France. Each tailor-made project is approached with a keen eye for design, a flair for innovation and a certainty that anything is possible.

ClickNetherfield provides a full service, from design and development of a concept, to manufacturing, quality assurance, delivery, installation and ongoing support. The company has a 33,000 square foot manufacturing facility in Livingston, Scotland with a staff of 110, complemented by a showroom in Luton, 15 distributors around the world, a licensed manufacturer in Australia and a wholly owned foreign entity in China.

"We accompany our clients through every step of the process, to make sure that they end up with the display case solution that will show off their collection to its very best advantage," says Peter Taylorson, Asian Business Development Manager for ClickNetherfield. "Over the years we have worked with many of the world's leading museums, architects and museum designers. All our showcases are built to order in our own factory and nothing leaves our gates unless it meets our strict levels of quality. We think outside the box. We're always

up for a challenge and can meet any unique requirement. For example, we delivered an incredible project for the Royal College of Surgeons of England at the Hunterian Museum in London - a 6 metre high, three-level atrium of showcases, providing 200 square metres of display space, including 84 doors and 120 self-ventilating fibre optic projectors."

Trade mission

China has become a significant market for ClickNetherfield. Since establishing itself four years ago as a wholly owned foreign entity in China, it has worked with UKTI and its regional partners, the China-Britain Business Council and the British Chamber of Commerce, to build its own local networks and identify and win new opportunities.

When Peter found out about a UKTI HVO Trade Mission to Hong Kong and Macao in February 2014, he was keen for ClickNetherfield to join.

“ Having joined the UKTI Trade Mission, we are now well-placed to pursue specific opportunities when they arise. We would certainly recommend that other UK companies seeking business overseas contact UKTI to see what support is available”

Peter Taylorson, Asian Business Development Manager for ClickNetherfield

From the itinerary, it was clear that this would be an opportunity to renew relationships with past clients, such as the Leisure & Cultural Services Department of Hong Kong; access high level people in organisations that the company planned to target, such as the West Kowloon Cultural District Authority; find out more about local procurement processes; and explore the potential for collaboration with the other UK delegates.

“China is one of the most fascinating museum markets in the world,” says Peter. “Its local economy is going from strength to strength and there are several national infrastructure projects underway. Our association with UKTI has certainly added value to our business over the years, and they have introduced us to some key potential clients and partners. We already had a local presence and a solid grounding in Greater China. The itinerary that UKTI put together for the trade mission was both varied and specific to our particular expertise. I had been following the West Kowloon Cultural District Authority’s plans for its new multi-million pound development, and the mission allowed us access and direct contact with decision makers, saving us a lot of toing and fro-ing.”

Foot in the door

As well as finding new museum clients, Peter had been tasked with researching non-museum revenue streams for ClickNetherfield. The Macao leg of the mission in particular allowed him to do this. He was introduced to several casinos and hotels that showed interest in the company’s casing solutions to house their art collections.

It’s early days yet, but Peter is hopeful that relationships confirmed and begun during the trade mission will be fruitful in due course.

“We were really pleased with the trade mission,” says Peter. “The assistance UKTI gave us during the visit, the way that the practical arrangements were

organised, the quality and relevance of contacts that we met and of the activities that UKTI put on were all very good. They opened doors for us and made sure we were talking to the right people to promote our business in China. It can take time to convert these connections into orders, especially when we’re talking about high value projects. But, it’s crucial to get in at the beginning, because once a project is launched things can move very quickly. We feel that having joined the UKTI Trade Mission, we are now well-placed to pursue specific opportunities when they arise. We would certainly recommend that other UK companies seeking business overseas contact UKTI to see what support is available.”

The UK and Macao

Macao has a small, open economy that relies mainly on the services industry - dominated by gaming and tourism, this sector accounts for almost 90 per cent of the GDP and over 70 per cent of employment. It is one of world’s leading tourism destinations, attracting over 29 million visitors in 2013, mainly from Mainland China.

In 2013, UK exports to Macao were valued at £60 million, making the UK Macao’s third biggest EU trade partner after France and Germany. Many more exports come via Hong Kong.

The local market has an appreciation for quality and is willing to pay for the best. There are several multi-billion projects already underway and planned over the next ten years. Business opportunities are available in leisure, tourism, construction, high end luxury retail, food and beverage, education and training and environmental technology.

For further information about business opportunities in Macao, please go to www.gov.uk/ukti

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UKTI was delighted to support ClickNetherfield in its business overseas.



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