



New business in Asia for INDE Appshaker

Fast facts

Company: INDE Appshaker

Industry: Creative – digital media

Target markets: China, Hong Kong, Macao

UKTI services: Events, Trade Missions,
Funding

www.industry.com



Since digital experience engineers, INDE Appshaker, began to export in 2011, it has benefitted from grants from UK Trade & Investment (UKTI) to attend overseas events and trade missions. These have led directly to new business with 95% of its revenue now coming from outside the UK. The company is due to open a full partner office in Asia in 2015. It aims to double its revenue by the end of 2015.

INDE Appshaker specialises in augmented reality - supplementing a view of a physical, real-world environment with computer-generated sensory input such as sound, video or graphics, to create an interactive, immersive experience.

Developing its content and systems in-house, the company has launched award winning campaigns on every continent. Its clients include Coca-Cola, Universal Studios and 20th Century Fox. Today, the company works with a team of between 10 and 20 people based in Northamptonshire in the UK; Budapest, Hungary; New York, USA; Muscat, Oman; and Sydney, Australia. It plans to open a full partner office for Asia in 2015.

“By fusing cutting-edge technology and good old fashioned great ideas, we create a compelling experience that makes a brand stand out from the crowd,” says Alex Poulson, CEO of INDE Appshaker. “Our top selling product, Broadcast AR, allows users to immerse themselves inside 3D environments – they get to ‘meet’ polar bears on melting ice caps, or walk with dinosaurs. The level of interaction that this facilitates between the public and the brand generates awareness through word of mouth and social media, increasing sales for our clients.”

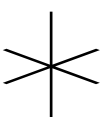
Global exposure

INDE Appshaker’s first large-scale augmented reality system for National Geographic was profiled in several international industry publications in 2011. After this, the company concentrated on North America and developed partner and reseller relationships in the Middle East. Then, early in 2014, it began to focus on Asian markets, in particular China and Hong Kong.

UKTI has supported INDE Appshaker’s overseas business. It invited the company’s creative director, Barnabas Nanay, to speak at TiLE (Trends, Technology & Design in Leisure & Entertainment) in London in March 2014. The event was a huge success and created initial interest from UK companies in various industries.

In May 2014, INDE Appshaker received a UKTI grant towards the costs of attending the Technology Innovators Forum (TIF) in Qingdao, China. This generated exposure, including TV coverage, and resulted in a new project for the Beijing Aquarium. This installation has since led to several enquiries from potential partners and customers. Negotiations are now ongoing to establish a permanent presence in the Chinese market.

“TIF in China gave us our first glimpse of the Chinese market and what it could offer us,” says Alex. “UKTI gave us a presentation platform, arranged several meetings for us with large Chinese businesses and introduced us to British companies that we might collaborate with.”



“UKTI’s local teams in Hong Kong and Macao facilitated meetings and demonstrations for us with some of the largest businesses there and gave us an invaluable insight into these markets.”

Alex Poulson, CEO, INDE Appshaker

We also secured official coverage and media exposure in the Chinese market which, for a small business is essential to generate leads. The sale we secured as a result of TIF gives us a portfolio piece at one of the largest aquariums in the world on which to base future sales and partner search.”

GREAT participation

INDE Appshaker received a UKTI grant and funding for technical support for a visit to Hong Kong and Macao to participate in a GREAT event in November 2014. Over 5 days, the company demonstrated its creative technology in the British Consulate General in Hong Kong, at a prime location in Hong Kong’s Soho district and at an integrated resort in Macao. This showcase contributed to the ongoing work of UKTI and the GREAT campaign to underline the cutting-edge nature of British creative industries.

During the visit, the UKTI team arranged for INDE Appshaker to meet one of the largest integrated resort operators in Macao and high ranking staff from all the Macao resorts. UKTI also lined up press interviews for the company, and the subsequent media coverage emphasised the vibrant and successful creative sector in the UK. This was particularly helpful in Macao in the run up to a ‘British Month’ being organised by UKTI during 2015, to showcase UK creative companies as well as British strengths in retail and food and drink. It also generated huge interest for INDE Appshaker itself.

“We received incredible support from the British Consul General and UKTI’s local teams in Hong Kong and Macao,” says Alex. “They facilitated meetings and demonstrations for us with some of the largest businesses there and gave us an invaluable insight into these markets. Put simply, it would be impossible for a business of our size to arrange and organise presentations at that level. The outcome has been a direct increase in revenue, and further strengthening of our presence in that market.”

Future growth

Today, around 95% of INDE Appshaker’s work is exported. In the coming year, the company will solidify its existing partnerships in the Middle East, North and South America and Asia and push more resources towards them to allow them to increase their market share. It will also be appointing new partners to help achieve its aim of doubling its revenue by the end of 2015.

“We have learned that, no matter how small you are in terms of manpower and resource, you are capable of selling across the world,” says Alex. “Being dependent on one market for revenue can kill small businesses like ours, as a downturn can immediately affect cash flow. Exporting has facilitated almost all of our growth since 2011. We have used UKTI to get a kick start in new markets. They have been invaluable and we hope our relationship with them continues with upcoming pushes into Russia, the West Coast of the USA, and our continuing coverage in Asia.”

The UK and China

The Chinese economy has grown at almost 10% a year for the last 30 years, effectively doubling in size every 8 years.

In 2013 the UK’s goods exports to China increased by 17.1% to £11.6 billion, making this the UK’s largest goods export market outside the USA and EU. Imports from China to the UK also grew by 5.2% to £31.5 billion. Total bilateral trade in goods and services in 2012 was £46.5 billion (US\$73.8 billion), and the 2 countries have agreed a target to increase this to US\$100 billion by 2015.

The China-Britain Business Council (CBBC), UKTI’s official trade service delivery partner for mainland China, provides advice and UKTI services to UK businesses via its network of offices across the UK and China.

For more information visit bbc.org or gov.uk/ukti

Helping you to do business abroad

Doing business in another country can be a challenge, so it’s good to know that UK Trade & Investment is there to help you succeed.

Through a range of unique services, including participation at selected trade fairs, overseas missions and providing bespoke market intelligence, UK Trade & Investment can help you crack foreign markets and quickly get to grips with regulations and business practices overseas.

Through our Passport to Export programme we offer new and inexperienced exporters:

- free capability assessments
- support in visiting potential markets
- mentoring from a local export professional
- free action plans
- customised and subsidised training
- ongoing support once you’re up and running

UKTI was delighted to support INDE Appshaker in its business overseas.

To connect with an International Trade Adviser and begin your own success story now, visit gov.uk/ukti, or email enquiries@ukti.gsi.gov.uk

For updates on UKTI follow us here:



youtube.com/UKTIWeb



twitter.com/UKTICreative



bit.ly/UKTILinkedin



facebook.com/BusinessisGREATBritain

UK Trade & Investment is the Government Department that helps UK-based companies succeed in the global economy. We also help overseas companies bring their high-quality investment to the UK’s dynamic economy. We provide companies with the tools they require to be competitive on the world stage.