



# Supporting success

Introductions and support by UK Trade & Investment's Defence & Security Organisation have allowed Hidden Technology Systems International Ltd to generate new business in Hong Kong and Indonesia



## Fast facts

Company: Hidden Technology Systems International Ltd  
Industry: Security/manufacturing  
Target market: Hong Kong, Indonesia  
[www.hiddentec.com](http://www.hiddentec.com)

Essex-based Hidden Technology Systems International Ltd (Hidden Technology) develops, designs and manufactures a completely secure, stand-alone tracking solution which includes hardware items and control software. The company's systems are used by police, military and government security agencies in 40 countries around the world, allowing them to remotely track vehicles, personnel and high value assets, providing real-time information and historical data used for intelligence. Complementary software programmes allow users to analyse the collected data to identify patterns of suspects' behaviour and movements.

In 2009, Hidden Technology embarked on a major push to pursue overseas business, working with the UK Trade & Investment's (UKTI) Defence & Security Organisation (DSO) to identify opportunities outside of the UK. As a result of the DSO's support, the company now supplies customers in Singapore, Trinidad and Tobago and the

US, including the FBI, the LA Police Department and Department of Defence. Indeed, in the last three years Hidden Technology's exports increased by 693 per cent, to account for 89 per cent of its turnover. This export success was recognised when the company was awarded the Queen's Awards for Enterprise: International Trade 2012.

"Although we are a relatively small company, we have proven that we have a unique capability to meet the strict security requirements enforced by our clients, such as the US's Department of Defence," says Chris Nyland, International Marketing and Special Projects Director at Hidden Technology. "Export has been a fundamental contributor to our growth in recent years. We are so proud to be the recipient of the Queen's Award, and we recognise that it is in no small part due to the assistance we have had and continue to have from the DSO."

## Indonesian introductions

In 2010, Senior Ministers from Indonesia involved in the country's search and rescue agency BASARNAS visited the UK as guests of UKTI. Having already met with the Chief of the Indonesia Army the year before at the invitation of the UKTI DSO, Hidden Technology was again invited to make a presentation. As a result, the company has begun to supply its equipment onto hovercraft used by BASARNAS in its search and rescue missions.



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It will also shortly be installing a control room in Jakarta, allowing BASARNAS to track its hovercraft, river boats, personnel and logistics vehicles.

“To export successfully, you need to develop a tailored strategy for each market you target,” says Chris. “Far Eastern markets like Indonesia can be difficult to penetrate, but working with the DSO, we were able to manage our expectations. They gave us expert advice and guidance about business and cultural issues and other matters that needed our attention. It was only through our contact with UKTI’s Indonesian desk and the support we had from the DSO with the Indonesian delegation to the UK, that we were able to connect with BASARNAS in a meaningful way, which has led to us working closely with them.”

#### Essential exhibition

Due to the sensitive nature of its business and the use that its equipment is put to, it would be inappropriate for Hidden Technology to openly advertise its products. Instead, the company attends key exhibitions where it can showcase its product range to a select audience.

One such event is the annual Security and Policing Exhibition, where buyers from around the world come to network and meet with British manufacturers. The company had exhibited there for many years when, in 2011, the DSO introduced

a new initiative, bringing pre-qualified delegations of potential customers from overseas to attend the event. Exhibitors received a list of the delegates in advance, so that they could identify those that they were particularly interested in meeting. The DSO then made a point of bringing those parties to the exhibitor’s stand for one-on-one discussions.

Hidden Technology had been in conversation for several years with police, customs and excise and government agencies from Hong Kong, and was delighted to meet them in person at the exhibition. Thanks to this very focussed approach, the company is now preparing to carry out in-country demonstrations of its products, so that the Hong Kong agencies can evaluate them with a view to placing orders.

“The DSO had briefed the Hong Kong delegates about what we do, so we were able to have a very productive discussion, getting right to the point of what they were looking for and how we could help them,” says Chris. “All in all, our experience of working with UKTI and the DSO has been incredible. They have put us on the radar of potential customers, helped us to understand the intricacies of new markets and to extend our reach in markets where we are already active. We couldn’t be happier with this support and will continue to work with UKTI and the DSO as we grow our business further.”

## The UK and Hong Kong

With one of the most open and business-friendly environments in the world, Hong Kong offers excellent opportunities for UK companies, and is a major centre for British business in the region.

In 2011, UK exports of goods to Hong Kong were valued at £5.06 billion, up by over 20 per cent over 2010, making Hong Kong the UK’s 3rd largest export market

in Asia (after the Mainland) and our 13th largest export market worldwide.

Not only is Hong Kong an attractive market in its own right and a springboard in to the Mainland China market, it is also an ideal base for regional operations.

**For further information about business opportunities in Hong Kong, please go to [www.ukti.gov.uk/hongkong](http://www.ukti.gov.uk/hongkong)**

## 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.

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