

World class exporter Slingco using DIT Internationalisation Fund to develop markets in Australia

World-class export champion Slingco is seeking to develop markets in Australia using support from the Department for International Trade's Internationalisation Fund.

Slingco has benefited from the expertise, experience and wide-ranging knowledge of the Department for International Trade as a key advisor for doing business around the globe, and has now accessed the DIT Internationalisation Fund to explore and develop markets in Australia and the Asian Pacific region. The fund which runs until March 2023 enables Lancashire SMEs to access match-funded grants of between £1,000 and £9,000.

Slingco Managing Director Nick Dykins explains: "The Internationalisation Fund support can help answer questions such as; do buyers go through distributors or do they go direct to manufacturers, what are buying motivators or barriers to entry, who are the key players?

"The DIT has always been very pro-active and delivers precisely what we need when we need it. It has access to such a breadth of resources that if the individual advisor does not have the information we need, the team will certainly find someone who does.

Customers in more than 60 countries rely on Slingco for high-quality cable grip and wire rope products in safety critical applications within sectors including oil & gas, civil engineering, aerospace, transport, utilities, marine/offshore and defence.

Slingco operates from its head office in Rawtenstall, Lancashire, a base in Georgia, USA, and a recently established manufacturing facility in India, and has a growing workforce of more than 80 people. The family-owned engineering company employs advanced 3D design and modelling techniques to bring innovative new products to market, and develop bespoke no-fail solutions for customers,

The DIT has provided Slingco with a wide range of support spanning training seminars, trade missions to foreign countries, access to British Embassies overseas and advice on areas including tax, securing payment from overseas customers and introductions to new markets.

Tiffany Solender is the International Trade Adviser working with Slingco, and is a Northern Powerhouse Clean Energy Sector Specialist.

She explains: "The Internationalisation Fund grant provides match-funding to enable exporters like Slingco to explore new markets, assess the demand for its products and determine the most viable routes to those new markets.

"As an SME Slingco has access to many export services provided by DIT. These include the UK Export Academy, which has been designed to accommodate different levels of exporting experience, through to market intelligence and overseas introductions via the British Embassies.

Companies applying for an Internationalisation Fund grant are assigned a dedicated International Trade Adviser to help them through the process and plan for future activities. To apply and discover how the Department for International Trade can help achieve export ambitions and boost business visit www.great.gov.uk or contact Lynne Gillen, Export Manager for Lancashire, lynne.gillen@trade.gov.uk Tel: 07425 224023

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Notes to Editors

The £38m Internationalisation Fund runs until March 2023 and aims to help 7,600 SMEs in England to internationalise. It is supported by the European Regional Development Fund (ERDF) and is managed through four regional projects: The Northern Powerhouse Internationalisation Fund, Midlands Internationalisation Fund, South Internationalisation Fund and London Internationalisation Fund. The fund can be used to support areas including PR, market research, consultancy on IPR, translation / cultural advice, social media and SEO, participation in trade shows, market development including visits, routes to market, and overseas business environment due diligence.



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Department for
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