



**CommonwealthFirst**

*A world champion in SME support*

**Export Champions**

Cohort One





Commonwealth**First**  
**EXPORT**  
CHAMPION

A world  
champion  
in SME  
support

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It is a great privilege to introduce you to our first cohort of Commonwealth Export Champions – all outstanding UK SMEs with a great product or innovation to sell to the world.

From producers of lasers and graphene to African fashion, marmalade and tonic water, originating from every corner of the UK, they represent the very best of innovative British business.

The companies have been selected on account of their ambition, impact and innovation credentials following a highly competitive selection process. They are drawn from the technology, healthcare, manufacturing, food and fashion industries. Through tailored support, access to our networks, the wisdom of our mentors and wider membership and a programme of international trade missions we will help these companies succeed in Commonwealth markets. We cannot wait to start working with them.

If you might be a potential customer, supplier, investor or could assist our Export Champions in any way we would be delighted to hear from you. We are extremely grateful to all those who have

already supported this exciting new initiative – to all the companies that applied, to our mentors who will be helping to support the companies and most importantly to Royal Mail for their financial support.

We expect these companies to become ambassadors for Commonwealth trade and investment and through their success we hope thousands more companies will be inspired to expand internationally and utilise the Commonwealth network; a potential market of 53 English speaking countries and 2.2 billion people led by Her Majesty The Queen.

Over the next three years we will be selecting three more cohorts and we would welcome applications from across the UK. We now plan to replicate our CommonwealthFirst programmes in as many countries and regions as possible, so that our Commonwealth Export Champions will eventually form part of a truly global network.

**Lord Marland of Odstock**  
**Chairman**  
**Commonwealth Enterprise and Investment Council**



We are delighted to see such a strong and diverse group of companies has applied and been selected to be part of this first cohort of Commonwealth Export Champions.

CommonwealthFirst is a tremendous opportunity for ambitious small businesses to start their international journey. With its shared use of the English language, similar legal structures and diverse range of markets, the Commonwealth is an ideal platform for those looking to make their first move into international markets. With our global reach and international delivery support, Royal Mail will be with them every step of the way.

Despite the fact we have recently celebrated our 500th anniversary, Royal Mail shares many of the challenges that startups and SMEs face in doing business globally in a rapidly changing business environment.

We are constantly innovating and improving our business to stay ahead of our competitors and identify new products and markets.

By sharing our export and logistics expertise we look forward to helping the Export Champions to succeed in their desire to expand internationally, as we continue to help almost every business in the country through our national and global delivery network.

**Nick Landon**  
**Managing Director**  
**Royal Mail Parcels**



8DIX is a London based fashion brand retailing a range of casual mens and womenswear. Designers Jordan Bowen and Luca Marchetto produce ready to wear clothing, millinery, embroidered garments and other hand finished items such as shoes and bags from their London studio. They provide a bespoke service for customers, working with clients on garments for fashion shoots, film and television and ceremonies. The designers have recently worked with Janet Jackson making costume for her World Tour and for international pop artist Sia.

Named after German painter Otto Dix, the designer duo fuse their love of design and fashion with Luca's roots in punk, drawn from five years working for Vivienne Westwood and Jordan's craftsmanship developed in his seven years at Stephen Jones Millinery.

Since their launch in 2013, 8DIX have developed a core following in the UK and a strong international customer base and the team now present their collections at Berlin Alternative Fashion Week every season.

8DIX already have a significant international footprint, exporting their products to the USA, Singapore and Rome and sourcing from high quality manufacturers in the UK, India and Bangladesh. They have a strong online presence and looking to expand their network of existing fashion boutiques globally.

Through their involvement in CommonwealthFirst, 8DIX will be looking to deepen their relationship with manufacturers around the Commonwealth and raise awareness of their brand.



**[www.8dix.com](http://www.8dix.com)**

Unit 112 Buspace Studios,  
Conlan Street, London, W10 5AP  
[info@8dix.com](mailto:info@8dix.com)  
+44 (0) 791 203 0699  
@8DIX





Baobab trees grow wild in 32 African countries. Its fruit is one of the most nutrient-dense in the world. Aduna is on a mission to “Make Baobab Famous” and create sustainable incomes for 10 million households in rural Africa.

Aduna is an Africa-inspired health & beauty brand and social business. Their mission is to create demand for under-utilised natural products from small-scale producers in Africa – starting with the nutrient-dense baobab fruit, moringa leaf and raw cacao, which they sell as powders and energy bars.

Aduna means ‘life’ or ‘world’ in Wolof, the main local language of Senegal and The Gambia, where Aduna’s founders Andrew Hunt and Nick Salter discovered their passion for Africa. By creating demand for under-used natural products that exist abundantly in rural Africa - and are either owned (like baobab) or easily cultivated (like moringa) by small farmers, Aduna can connect remote communities directly to the global health food market, providing transformative, sustainable income streams.

Aduna has received a number of awards in recognition of their work, including two Guardian Sustainable Business Awards (shortlisted), GSC’s Innovative Sourcing Award, UKBAA’s Social Impact Investment of the Year and two Great Taste Awards. Since launching in 2012, Aduna has taken its African “super-ingredients” from obscurity to best-sellers in health and beauty stores in the UK and 15 countries around the world. As a result of the demand they have created for baobab, 700 women in Upper East Ghana are receiving income flows through Aduna’s smallholder supply chain, enabling them to provide basic needs for their families.

Aduna is now looking to increase its distribution, expand its range and secure funding to bring a new under-utilised ingredient to market, all of which will significantly increase the company’s impact on-the-ground. As a Commonwealth Export Champion, Aduna hope to further raise the profile of their work and explore new opportunities for growth.



**[www.aduna.com](http://www.aduna.com)**

Canterbury Court, 3.24 Kennington Business Park,  
1-3 Brixton Road, London, SW9 6DE  
[info@aduna.com](mailto:info@aduna.com)  
+44 (0) 207 100 4329  
[@AdunaWorld](https://www.instagram.com/AdunaWorld)



Advetec are manufacturers of unique technologies that digest organic waste rapidly, reducing operating costs and providing opportunities for residual waste to be used for energy production.

The business was established by CEO, Craig Shaw, in 2002 after he became increasingly aware of pollution and its effects on the oceans and environment in his former role as one of the world's leading underwater explorers.

Craig developed products and equipment that would increase the breakdown of waste liquids and solids by naturally occurring microorganisms. He plans to grow his Bath-based waste-management company by focusing on export.

Advetec's plan is simple, customers already spend money each month on waste disposal, and these costs continue to rise every year. Advetec technology can reduce that cost and environmental impact. Advetec provides a managed service offering on the basis of reducing the clients operating costs up to 20% per annum.

Advetec's model is based on providing at no cost the equipment to the client but agreeing a fixed fee conversation/reduction on site using its equipment. Given that the output from the RapTOR machine has a calorific value / recyclable value or depending on input waste NPK Value, either the client or Advetec can dispose of the output as an additional financial benefit.

As an innovative and unique company making equipment that significantly changes the way we can dispose of waste, Advetec has the potential to have a huge impact in markets across the Commonwealth.



**[www.advetec.net](http://www.advetec.net)**

Unit 1, Charlton Business Park,  
Westfield Industrial Estate  
Bath, BA3 4BE  
[info@advetec.net](mailto:info@advetec.net)  
+44 (0) 176 143 3434  
[@advetec](https://twitter.com/advetec)



The aim of Avon Barrier is a simple one - to provide a comprehensive solution to our clients, in the field of hostile vehicle mitigation solutions.

Formed by a group of engineers with considerable experience in vehicle control systems, Avon Barrier have developed a range of Vehicle Security Barriers that are categorized as Hostile Vehicle Mitigation solutions, independently impact tested to international standards (IWA 14-1, PAS 68 & ASTM 2656), our road blockers, gates, bollards and barriers are designed as counter terrorism measures protecting critical infrastructure against a hostile vehicle attack.

The business has evolved and developed into an authority in its specialist area and now protects embassies, government buildings, financial institutes, oil and gas headquarters, data centers, and numerous shopping centers and stadiums, around the world. Clients include the UK Foreign and Commonwealth Office and Home Office, Heathrow Airport, Total Oil, Shell Tower and the Bank of England.

By setting high standards of professionalism in its approach to providing solutions to its clients' needs through thousands of successfully completed projects globally, Avon Barrier has gained an international reputation for quality project design, management, system implementation and aftersales support. Through existing contacts in Australia (DFAT) and Canada (GAC), Avon already has a strong Commonwealth footprint but are looking to expand. Recently they have had success in exporting systems to Singapore, Malaysia India and Nigeria and are ready to take advantage of further opportunities.



**[www.avon-barrier.com](http://www.avon-barrier.com)**

149 South Liberty Lane  
Bristol, BS3 2TL  
[sales@avon-barrier.com](mailto:sales@avon-barrier.com)  
+44 (0) 117 953 5252  
@AvonBarrier

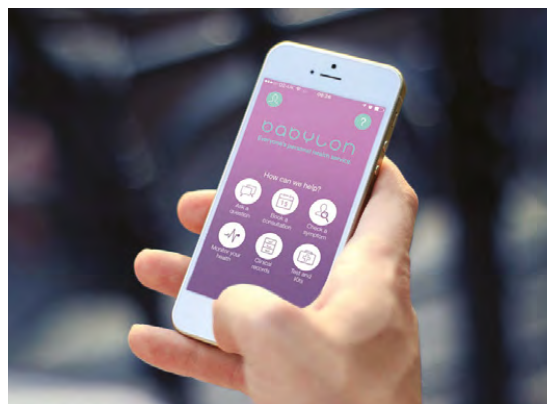


With the stated aim of putting an accessible and affordable health service into the hands of every person on earth, babylon are ambitious. This award-winning pioneer in digital health are now looking to take their globally scalable health technology platforms out to the Commonwealth and beyond.

babylon aims to deliver high quality personal healthcare to its customers at affordable cost with, as far as possible, the entire service conducted through a mobile phone. This brilliant simplicity allows the company's mobile app to provide users with a formidable combination of world class Artificial Intelligence care (the 'Check a Symptom' function) with provision for live video consultations with actual GP's – provided in a fraction of the time that patients would normally expect to wait for an in person appointment.

Founded by Dr Ali Parsa in 2013, babylon are rapidly growing in the UK, where they already have over 350,000 users, and Ireland. However, in order to demonstrate the viability of a vision far bigger than this, the company is now expanding into Rwanda where it hopes to show that access to high quality healthcare for everyone is possible – regardless of location or financial status.

Commonwealth First will work with babylon to help make their vision a reality in some of the world's poorest regions including countries like Kenya, Uganda, South Africa, Nigeria and India which contain huge populations in desperate need of the kind of services that babylon can provide.



**[www.babylonhealth.com](http://www.babylonhealth.com)**

60 Sloane Avenue  
London, SW3 3DD  
[support@babylonhealth.com](mailto:support@babylonhealth.com)  
+44 (0) 207 100 0762  
[@babylonhealth](https://twitter.com/babylonhealth)

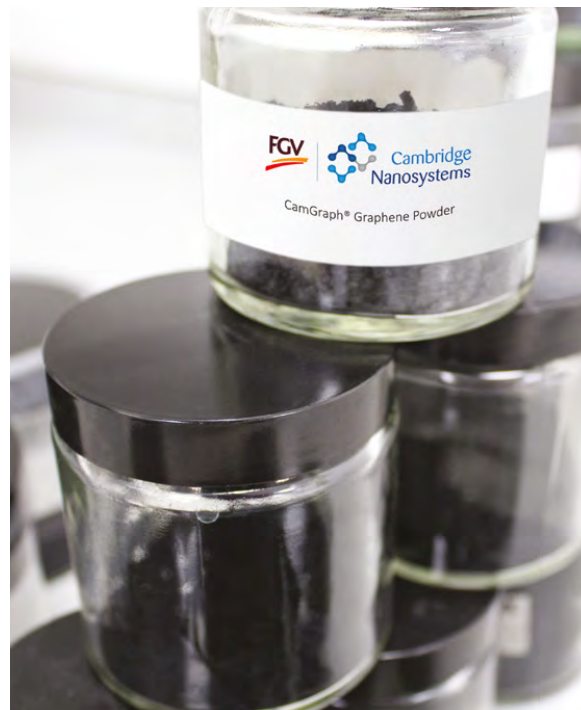


Cambridge Nanosystems is a young company born out of Cambridge University that specialises in producing graphene and other advanced materials, as well as working with organisations to incorporate and test graphene in their various applications. Cambridge Nanosystems' unique business proposition makes them one of the few specialized companies that can offer high grade nanocarbon materials as well as its related applications and support services. Their unique production method enables them to not only manufacture these multi-functional, high-performance materials cost-effectively and at scale, but to also contribute to offsetting the impact of greenhouse gas emissions on the environment.

In early 2015, the company opened a large scale graphene production plant in Cambridge, with the current production capacity at five tonnes per year and production capacity continuing to increase in subsequent years.

In late 2013 Cambridge Nanosystems began partnering with Malaysia's Felda Global Ventures Holdings Berhad (FGV), a global agricultural and commodities business. FGV has abundant supplies of methane as a by-product of their large-scale palm oil production. The two companies aim to achieve synergy through using Cambridge Nanosystems technology to turn FGV's waste material into valuable graphene.

Commonwealth First will work with Cambridge Nanosystems to help them to further expand ties in Asia and other Commonwealth markets.



**[www.cambridgenanosystems.com](http://www.cambridgenanosystems.com)**

17 Mercers Row, Cambridge,  
Cambridgeshire CB5 8HY  
contact@cnanos.com  
+44 (0) 122 335 9316  
@camnanos



The beautiful Dalemain Georgian country estate in Cumbria is now nothing less than the 'Home of Marmalade' thanks to Jane Hasell-McCosh – founder of the World's Original Marmalade Festival and Awards. Now in its twelfth year the Awards attract thousands of entries from around the world in both their homemade and artisan producer categories. High profile champions of the Festival include HRH The Prince of Wales and Paddington Bear.

Dalemain's own preserves are inspired by the history and heritage of the estate, using recipes from their archives which each hold a unique story. One such outstanding recipe is The Bishop's Marmalade, which dates back to a preserve made in the 1660's by Elizabeth Rainbow for her husband, the Bishop of Carlisle. It is because of these finely honed traditions that Dalemain's products are prized and sold in prestigious stores such as Fortnum & Mason and Fenwick's.

Owing in part to the inspiring success of the World Festival, the inaugural Australian Festival of Marmalade is now due to be held at Beaumont House in Adelaide on 20th November 2016 in partnership with the South Australian National Trust. The Dalemain World Festival's founder, Jane Hasell-McCosh sees this as an extremely exciting opportunity to establish a global brand.

CommonwealthFirst will work with Dalemain to help make this happen so that the company can take their full Heritage Marmalade range across the Commonwealth.



**[www.dalemain.com](http://www.dalemain.com)**

Dalemain Estate Office, Dalemain,  
Penrith, Cumbria, CA11 0HB  
[marmalade@dalemain.com](mailto:marmalade@dalemain.com)  
+44 (0) 176 848 6450  
@DalemainMansion and  
@MarmaladeAwards



Extreme Low Energy was founded in 2014 focused on tackling the energy trilemma by reducing usage rather than generating more, thus helping organisations within developed markets to reduce energy spend, decrease carbon emissions and better protect the environment.

The team want to change the way electronic devices, initially ICT, is powered and in emerging markets seek to offer off-grid solutions as and where it is most needed.

ELe's breakthrough was its development of a unique approach to distributing power alongside data through Ethernet cabling. Founder and Technical Director, Mark Buchanan then moved on to designing and building the prototype DC powered electronic devices.

Since 2014 the ELe team has completed many successful power and ICT infrastructure installations in a range of environments including three schools in South Africa. In one of these schools 28 desktop computers now operate on 700 watts of power, equivalent to four of their previous PC's. More importantly the ELe infrastructure offers continuation of power so load shedding no longer affects the school – no more blackouts.

The team at ELe continue to innovate new opportunities for developing further technologies and DC devices that utilise their unique power infrastructure and distribution solutions. ELe were awarded the national Most Innovative Small Business category in the GREAT Faces of British Business competition.

CommonwealthFirst will work with ELe to help take its unique technology to schools and businesses across the Commonwealth.



**[www.extremelowenergy.com](http://www.extremelowenergy.com)**

Unit 3, 76 Stephenson Way, Formby Business Park  
Merseyside, L37 8EG

[info@extremelowenergy.com](mailto:info@extremelowenergy.com)

+44 (0) 345 686 8898

@ExtremeLowEnergy



Founded by Leanne Kemp in 2015 Everledger is a global, digital ledger that tracks and protects diamonds and other valuable goods on their lifetime journey. Using blockchain technology, Everledger provides verification in markets where provenance matters.

Over the last year Everledger has developed relationships with major players in the global diamond industry and digitally certified over 1 million diamonds. By creating a digital record of an asset on the blockchain, Everledger provides a clear audit trail to be used by multiple stakeholders throughout the diamond supply chain to prove an item's authenticity, ownership and existence.

Everledger's technology offers solutions to the significant challenges companies dealing in the trade of high value goods face globally. From blood diamonds mined out of Africa, to theft, fraud and the selling of counterfeit items internationally, Everledger aims to use its technology to underpin a system of transparency and trust in global trade.

Beyond diamonds, Everledger has extended its technology to fine art, wine and luxury goods.

CommonwealthFirst will work with Everledger to deliver on this important work, reaching further into Africa, India and Australian markets to provide unmatched protection of provenance.



**[www.everledger.io](http://www.everledger.io)**

69-89 Mile End Road,  
London E1 4UJ  
[leanne@everledger.io](mailto:leanne@everledger.io)  
[@everledger](https://twitter.com/everledger)





Since launching in 2005, Fever-Tree has carved out a significant market as pioneers of the premium mixer category. Incredible success has seen Fever-Tree launch a new product every year since, with the company looking now to expand its already booming export business.

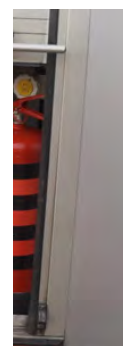
In 2005, after being frustrated that there were no available mixers that stood up to the great taste of premium spirits that were becoming widely available, Charles Rolls and Tim Warrillow joined forces to provide the answer. After two years of research and extensive travel to find the best ingredients, Fever-Tree's Premium Indian Tonic Water was born. Using only all natural ingredients including the highest quality quinine from the Congo and globally sourced botanicals this pioneering tonic water breathed new life into a forgotten category.

11 years on and the Fever-Tree range has received widespread acclaim from drinks critics, bartenders and gastronomes worldwide. The company has been awarded #1 Best Selling and Top Trending tonic by the World's 50 Best Bars for the second year running. 2016 has also seen Fever-Tree win the Grant Thornton IPO of the Year Award as well as featuring in the Sunday Times Fast Track 100 for the third time.

As the demand for premium spirits continues to grow around the world so too does the demand for mixers and Fever-Tree. As the pioneers of the premium mixer category Fever-Tree is perfectly poised to meet this demand. CommonwealthFirst will help the company meet this demand and expand their presence in key markets including India, South Africa, Canada and Australia.

**[www.fever-tree.com](http://www.fever-tree.com)**

Units 38/39, Chelsea Wharf, 15 Lots Road  
London, SW10 0QQ  
[andrew.harris@fever-tree.com](mailto:andrew.harris@fever-tree.com)  
+44 (0) 207 349 4922  
@FeverTreeMixers





Glass Tech Recycling Ltd has developed an innovative, bespoke processing line for recycling container glass.

The processing line is unique to Glass Tech and has the capability of cleaning highly contaminated container glass into a high quality product suitable for the re-melt industry to re-manufacture bottles and jars, or as a raw material for the manufacture of loft insulation. This process has the environmental impact of diverting the contaminated feedstock from landfill. 100% of the glass received from Local Authorities and Governments is recycled, allowing ever increasing and challenging national targets to be achieved.

Glass Tech is proactive in looking ahead for solutions that may arise in the recycling industry and collaborates with academic institutions to explore new methodology, as well as improving industry standard processes and procedures.

Glass Tech Recycling was established at the end of 2010 and started trading in 2011 as a specialist glass recycling company servicing the needs of South Wales. Investors include Finance Wales and CWEIC Members OSTC Group.

With plans to expand in North Wales under way, Glass Tech also has ambitious plans for expansion to all markets with a glass recycling issue including Island States such as Malta and Cyprus. CommonwealthFirst will work with the company to help fulfil their ambitious plans.

**[www.glasstechrecycling.co.uk](http://www.glasstechrecycling.co.uk)**

Roberts Road, Kings Dock,  
Swansea SA1 1QR  
[info@glasstechrecycling.co.uk](mailto:info@glasstechrecycling.co.uk)  
+44 (0) 179 232 1020





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**[www.hi-impact.co.uk](http://www.hi-impact.co.uk)**

Innovation House, Power Road,  
Bromborough, Wirral, CH62 3QT  
[office@hi-impact.co.uk](mailto:office@hi-impact.co.uk)  
+44 (0) 151 638 6283  
[@hiimpactconsult](https://twitter.com/hiimpactconsult)

# hive

Established to tackle some of the most pressing challenges faced in education, Hive Education is launching a range of bleeding edge technologies, which create space on the timetable and allow students in diverse classrooms to engage with learning on a level playing field. Two launch products include:

**Intelligent Uniforms:** Hive is partnering with one of the world's largest uniform suppliers to embed tracking chips in school and workplace uniforms. When connected with long-range sensors in the school or workplace, the uniforms allow you to monitor students and colleagues as they move around your buildings.

There is no longer a need to take registers in schools (saving half an academic year in a secondary education) or workplaces such as hotels, factories and office blocks. During fire or security drills and events you know where everyone is. If a child disappears from the school premises, or does not arrive, both school and parents will know in an instance.

**Multilingual Translation:** Hive has produced a suit of translation technologies which allow multilingual audiences to understand and speak in the language of tuition or presentation. 'Translated' translates Word and Powerpoint documents into over 60 languages whilst maintaining their appearance and format. 'Multilingual' provides live translations for the spoken voice which can be converted into one or several languages in seconds. Technologies which add significant value in multilingual classrooms, presentations, and which have significant opportunity within the travel and tourism sector.

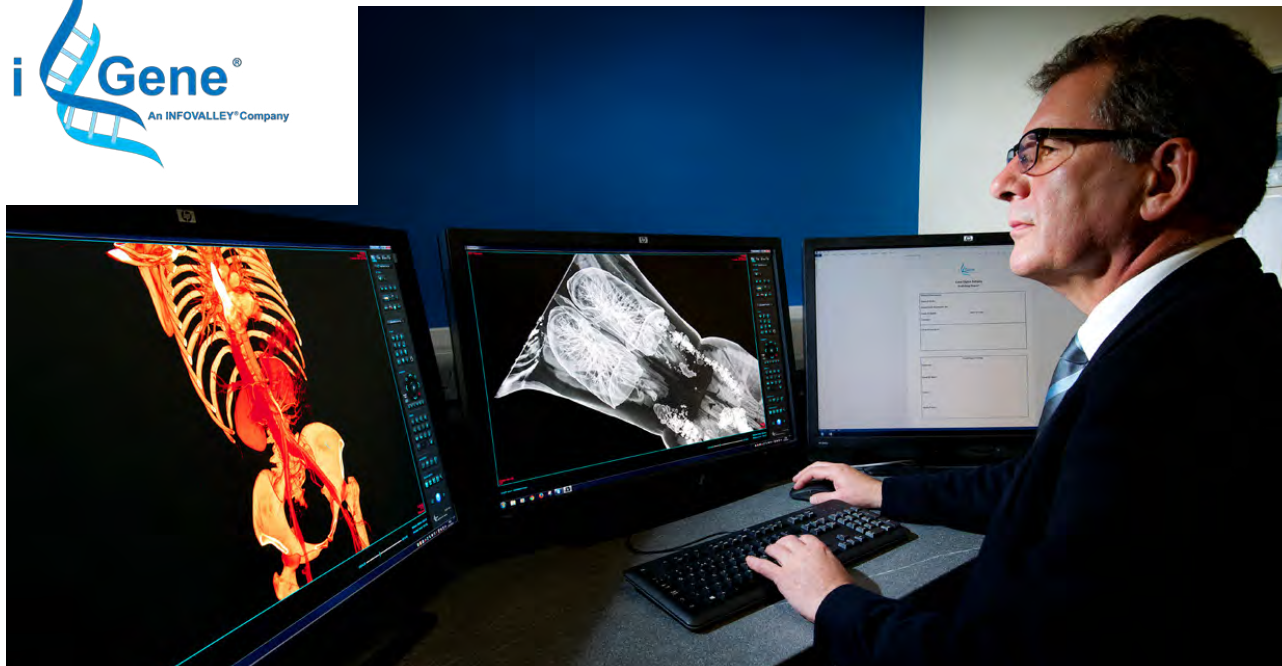
Commonwealth First will work with this rapidly expanding enterprise to help them expand their existing presence in India and other Commonwealth markets.



**[www.hived.co.uk](http://www.hived.co.uk)**

[hello@hived.co.uk](mailto:hello@hived.co.uk)

+44 (0) 792 606 3351



iGene is a pioneer in Digital Autopsy utilising a software solution that revolutionises the post mortem examination – a practice that has seen little change over centuries.

Over 200,000 deaths in the UK each year require further medical or legal investigation and the majority result in invasive post-mortem procedures, adding further stress for family and friends at an already emotional time particularly in those cultures with a preference for not interfering with the deceased.

Using the Digital Autopsy technology developed by iGene, the deceased is digitised using a CT scanner. In little more than 10 minutes the data from the scan is processed to create a detailed 3D whole body reconstruction of the body. Specially trained radiologists and pathologists can then examine the findings directly with a better accuracy than traditional practices.

The vision of iGene is to ensure that this breakthrough achieves a total leap forward from the conventional practices of autopsy. The company hopes in future that every case will be digitalised using scanning methods to produce multiple applications that will meet the needs of the government, administrators and which will serve the public at large. The technology also provides possibilities to innovate with medical education.

CommonwealthFirst will work with iGene to raise their profile and transform post mortem practices across the Commonwealth.

**[www.digitalautopsy.co.uk](http://www.digitalautopsy.co.uk)**

30 Watery Street, Sheffield  
South Yorkshire, S3 7ES  
[info@igeneglobal.com](mailto:info@igeneglobal.com)  
+44 (0) 114 278 0712  
[@digitalautopsy1](https://twitter.com/digitalautopsy1)





Kano make computer kits that anyone, of any age can put together. Developed with the help of hundreds of young people, artists, engineers, and teachers, Kano's mission is to give young people – and the young at heart – a simple, fun way to make and play with technology, and take control of the world around them.

Kano is focused on bringing a creative approach to computing and coding education. Their first product was the Kano Computer Kit, a computer that anyone, from 6yrs old and up, can build and code themselves. Since their launch in October 2014 Kano have distributed over 70,000 kits to 86 countries around the world. The product is also being used in hundreds of schools across the US, UK, EU, Asia and even parts of Africa.

The current kit now comes with 10 plug-and-play components including: a Raspberry Pi, a wireless keyboard, a DIY speaker, a custom case, power and HDMI cables, memory card, a USB power supply, an illustrated story book and 4 sheets of stickers.

Kano launched on Kickstarter in 2013, becoming the world's most crowdfunded learning invention of all time & the UK's most successful Kickstarter at that time.

Building on its current exponential success, CommonwealthFirst will support Kano in its bid to expand out to more English speaking Commonwealth markets so that children across the Commonwealth can have access to the fantastic educational and recreational opportunities and community that the company offers.



**[www.kano.me](http://www.kano.me)**

69-89 Mille End Road  
London, E1 4TT  
hello@kano.me  
+44 (0) 203 659 7372  
@TeamKano



KM&T is a global consulting firm providing business and operational performance improvement to a wide portfolio of clients around the world, specialising in helping organisations to reduce waste and increase efficiency in their organisations. Priding themselves on exceeding client expectations no matter how large or small, private or government owned, KM&T work across a number of industries including agriculture, manufacturing, aerospace and healthcare.

Bespoke solutions are designed to ensure engagement of management and staff at all levels leading to a sustainable return on investment. KM&T's aim is to work with clients to break down barriers and enable the belief that everyone can make a difference whether on the shop floor or in the boardroom. The KM&T team support and encourage organisations to learn and implement the tools and techniques that can transform their performance.

KM&T recognise that the right business improvement solution must be designed and deployed in a way that meets client's expectations at a pace which is sustainable. A clear vision and strategy provide the firm foundations for change, enabled through a change management framework that embraces the organisation, its value and culture. KM&T has developed extensive experience of working with major blue chip organisations such as Rolls Royce (aero engines), the NHS and health providers in Canada and Australia, JLR, Princess Yachts, Audi, Aston Martin and Australian Paper.

The company has always had a strong Commonwealth footprint with offices in Canada and Australia. CommonwealthFirst will work with the company to help open up further access to promising markets in India, Singapore and the Caribbean.



**[www.kmandt.com](http://www.kmandt.com)**

KM&T, The TechnoCentre, Puma Way  
Coventry, CV1 2TT  
info@kmandt.com  
+44 (0) 247 623 6275  
@KMandT





Laser Quantum is dedicated to supplying robust and reliable lasers to OEM companies and research institutions around the world. It is a global leader in continuous wave and ultrafast lasers and complement all its ranges by offering supporting optics, instruments and accessories.

Formed in the 1990s by three PhD physicists from the University of Manchester, Laser Quantum has grown rapidly into a globally recognised company, renowned for their quality, reliability and the scientific advances it brings to the photonics market. The company was recognised as part of the Sunday Times SME Export Track 100 in 2016 and has won numerous awards for its technology and export growth, including a Queens Award.

Following the acquisition of two companies; Gigaoptics GmbH and Venteon Laser Technology GmbH, Laser Quantum has been able to unite the principles of robust design and cutting-edge technology, in the fields of continuous wave, GHz, few cycle pulses, THz spectroscopy and amplification.

The great variation and individuality in specification required by the research community and the repeatability and service required by the industrial customer could be a source of conflict for some companies; however, Laser Quantum has found that these two demands are the driving force behind the company: balancing innovation with the quality that industry requires.

CommonwealthFirst will support the company in its quest to win new business for its premium lasers in new markets such as India, Canada and South Africa.



**[www.laserquantum.com](http://www.laserquantum.com)**

Emery Court, Vale Road  
Stockport, Cheshire, SK4 3GL  
Sales@laserquantum.com  
+44 (0) 161 975 5300  
@laserquantum



Founded by Martin Levermore, Chair of the Birmingham Commonwealth Association Business Group, Medical Devices Technology International Ltd (MDTI) provides a complete business solution for healthcare innovations that can be readily translated into practical and commercial product applications. MDTI assume the responsibility for commercialising intellectual property, and through investment, manufacturing and marketing help to develop market ready products.

As a recognised leader in public partnership activities, MDTI is currently focusing on its commercial exploitation of exiting NHS IP into overseas markets, consistently demonstrating the benefits of this service to patients and clinicians alike at an affordable cost.

Recent work by MDTI has focused on developing better healthcare in Jamaica where the company has worked with a range of partners in industry, academia and government to deliver outstanding results that prove the merits of their private public partnership model. Not only have their efforts created opportunities for exporters in the UK, but their work is leading to the employment of 150 Jamaicans.

Additionally MDTI are developing a series of mobile clinics, manufactured in the Midlands, using state of the art facilities that incorporate proven NHS innovations in order to deliver a patient centric environment.

CommonwealthFirst will work with MDTI to help them internationalise new innovations. We expect further work in Jamaica and the Caribbean but also expansion out to other regions of the Commonwealth.



**[www.mdti.co.uk](http://www.mdti.co.uk)**

The Kace Building, Victoria Passage  
Wolverhampton, West Midlands, WV1 4LG  
[info@mdti.co.uk](mailto:info@mdti.co.uk)  
+44 (0) 190 277 8380  
@MDTiInt



NMS Infrastructure specialises in the design, construction and funding of complex infrastructure projects from inception.

NMS has recently completed the first of seven new hospitals for the Government of Ghana and recently signed a contract with the Government of Cameroon to deliver much needed affordable housing. They are also working in other countries in Sub-Saharan Africa and the Caribbean.

Since its incorporation, NMS has championed the export of British products and services and promoted the UK's excellent international reputation for quality and ethical conduct. The hospital in Ghana was built with the support of a consortium of UK SMEs, some of whom had never exported before. They also develop local content wherever possible and increasingly use indigenous companies as part of their local supply chains.

NMS was recently included in the Sunday Times Heathrow SME Export Fast Track 100. They are committed to developing new export markets and are actively working on a number of exciting new projects. CommonwealthFirst will work in synergy with these efforts, helping the group to deliver much-needed infrastructure to Commonwealth nations.



**[www.nmsinfrastructure.com](http://www.nmsinfrastructure.com)**

5 Winchester Place, North Street,  
Poole, Dorset BH15 1NX  
[group@nmsgrp.com](mailto:group@nmsgrp.com)  
+44 (0) 120 297 7210



The Open Data Institute (ODI) connects, equips and inspires people around the world to innovate with data. It is independent, nonprofit and nonpartisan, and was founded in 2012 by Sir Tim Berners-Lee and Sir Nigel Shadbolt.

From its headquarters in London and via its global network of startups, members and nodes, the ODI works with government, commercial and third-sector organisations looking to explore the possibilities of data. It offers advisory services, training, research, technical development and events focused on data-driven innovation.

Since its inception, the ODI has actively reached 2.7 million people worldwide, trained more than 5,300 people and convened a collaborative global network of more than 1,400 members. It has unlocked over £50m in direct commercial value and inward investments for the UK, and international value created by stimulating data-driven innovation around the world.

Following a keynote address at the Commonwealth Business Forum in Malta in November 2015 and the suggestion of a Commonwealth Open Data Partnership, CommonwealthFirst will work with the ODI to expand upon a number of exciting projects in countries including Mexico, Malaysia and Tanzania and encourage data-driven innovation across the Commonwealth.



**[www.theodi.org](http://www.theodi.org)**

3rd Floor, 65 Clifton Street  
London, EC2A 4JE

[info@theodi.org](mailto:info@theodi.org)

+44 (0) 203 598 9395

@ODIHQ





Oxley is a leading designer and manufacturer of specialist LED lighting systems and electronic EMI filter components for harsh environments. These are used worldwide to enhance the capability of aircraft, vehicles and ships in the world's leading aerospace and defence companies. Oxley is a previous winner of the CN Group Exporter of the Year Award in 2014 and is again shortlisted in 2016.

The company utilises cutting-edge technology to provide the highest performance products in the market place and flies the flag for great quality British manufacturing. Vertical integration has always been key to its continuing success enabling Oxley to offer a full end to end service, all from its site in Cumbria; including design, manufacture, testing and qualification.

Oxley works with world leading organizations, those within the Commonwealth include General Dynamics in Canada, the Australian Submarine Company and Hindustan Aeronautics Company in India. Worldwide customers include Lockheed Martin, BAE Systems, Boeing and Sikorsky.

Working in the global high technology defence and aerospace industries, Oxley is perfectly positioned to understand the complexities of exporting and currently does business in over 40 countries worldwide. Commonwealth First will work alongside Oxley to help them export more of their world leading products and to look at establishing new manufacturing facilities.

**[www.oxleygroup.com](http://www.oxleygroup.com)**

Priory Park, Ulverston  
Cumbria, LA12 9QG  
[sales@oxleygroup.com](mailto:sales@oxleygroup.com)  
+44 (0) 122 958 2621  
@OxleyDev





Partridges is a Royal Warrant Holding and award winning family business established in 1972 by Sir Richard Shepherd in Sloane Square and, following Richard's election to the House of Commons in 1979, has since been run by his brother John Shepherd.

Partridges sources the finest foods and drinks from small artisan producers both from the UK and around the world. In January 1994 Partridges was granted the Royal Warrant as Grocers to Her Majesty the Queen. In 2007 John was appointed President of the Royal Warrant Holders Association and subsequently served as Hon. Treasurer from 2008-2013.

Partridges have successfully blended tradition with innovation and a diversification into other areas. Its Sloane Square store now has a wine bar and café as well as a hugely popular Saturday food market outside the shop. The company also has a growing export business for its own label products, and is putting a growing emphasis on organic and environmentally friendly products.

As an independent, family-run business, Partridges is also committed to championing and supporting the growth of small start-up businesses and works to achieve this through their Startisans scheme. The scheme provides a platform for start-up businesses and artisans to sell their products direct to the public at over 20 market sites across London, including Partridge's renowned food market on the Duke of York Square.

CommonwealthFirst will help Partridges to bring more of their finest produce to appetising new markets across the Commonwealth as well as providing showcasing opportunities for more Commonwealth produce in the UK.



**[www.partridges.co.uk](http://www.partridges.co.uk)**

2-5 Duke of York Square, Sloane Square  
London, SW3 4LY

[enquiries@partridges.co.uk](mailto:enquiries@partridges.co.uk)

+44 (0) 207 730 0651

@partridgesfoods



Led by British Army veteran Will Pike, Rolatube Expeditionary Systems represents the defence and security arm of this innovative business. The companies ingenious technology has enormous application possibilities; from communications to space, energy, mining and civil engineering.

Rolatubes offer a light-weight, compact and transportable method for a user to achieve more height or distance for sensors, cables and communication devices.

The technology utilises thermoplastic reinforced composites, which have valuable engineering properties in two distinctly different states. It was created to allow the same material to hold a stable and rigid shape both in compression and expansion, and to allow it to transition from one state to another without any need for additional working parts. In layman's terms a rolled up piece of fibreglass material that appears as though it must be completely loose and flexible (in order to have been rolled up) springs into a hard and rigid tube.

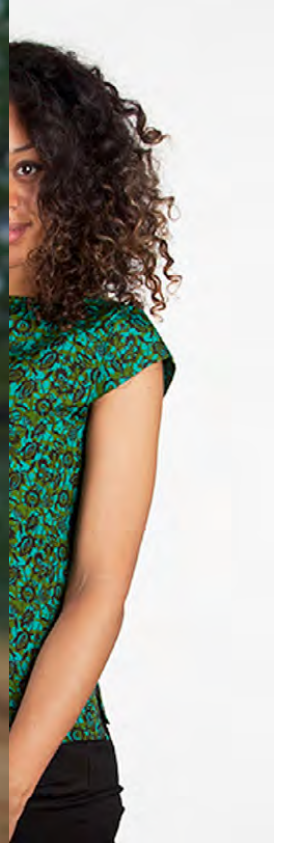
Rolatube's products are used regularly by the British and US armies (as well as other Armed Forces around the world), disaster relief agencies operating in the world's remotest locations as well as industrial, nuclear and space customers and recently by NASA.

CommonwealthFirst will support Rolatube to export their truly innovative range of products to Commonwealth markets such as Canada and Australia. The technology is so versatile we hope to identify new applications.

**[www.rolatube-expeditionary-systems.com](http://www.rolatube-expeditionary-systems.com)**

Unit 130 Wellworthy Road, Ampress Park,  
Lymington, SO41 8JY  
info@rolatube.co.uk  
+44 (0) 159 068 8019









ThinkingSafe protects key Information, Personnel and Systems from cyber-attacks, using the latest research in cyber security technology and behavioural science. They are recognised by the UK Government and Ministry of Defence as a leading Cyber Security Technology innovator. They work with internationally renowned academics from the University of Warwick Cyber Security Centre and the Royal Holloway University of London Information Security Group. They have developed a unique suite of products and services to help businesses manage the security of their cyber environment.



Personnel Shield uses real time psycholinguistic analysis to identify individuals who are at risk of insider threat behaviours before an incident occurs. Its highly secure technology exploits cutting edge research on the nature of insider threats, developed for the UK Ministry of Defence. Personnel Shield provides visibility over psycholinguistic indicators common to insider threats that are outside the employee's usual patterns of behaviour, supporting corporate oversight and governance proportionate to the risk and compliant with relevant legislation.



Information Shield enables forensically auditable secure collaboration within and beyond the enterprise. It allows you to secure confidential information using encrypted containers, which may then be shared securely within and across organisations. Information Shield secures regulatory compliance, dramatically reducing the risk of financial penalties under national and international regulations.



ThinkingSafe are committed to reducing their customers' risk of exposure to cyber-crime, by developing innovative solutions that protect people, information and technology. Commonwealth First looks forward to working with the company to expand this important work out to other Commonwealth markets and governments.

**[www.thinkingsafe.com](http://www.thinkingsafe.com)**

Orchard Building, Royal Holloway,  
University of London  
Egham, Surrey, TW20 0EX  
[service@thinkingsafe.com](mailto:service@thinkingsafe.com)  
+44 (0) 844 842 8500



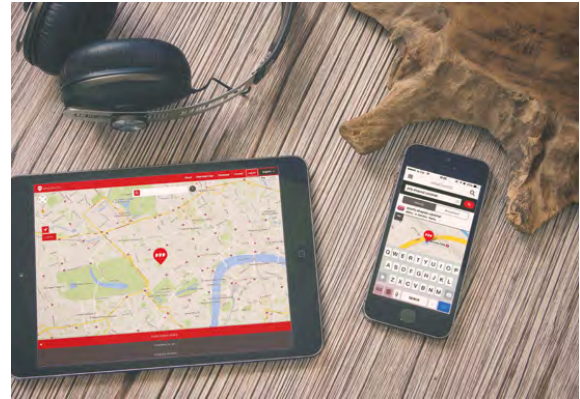
what3words is a multi-award winning location reference system based on a global grid of 57 trillion 3mx3m squares; each square has been pre-assigned a unique 3 word address. what3words is far more accurate than a postal address. It is much easier to remember, use and share than a set of coordinates.

It solves a problem in the 75% of countries in the world that suffer from inconsistent, complicated or non-existent addressing systems. Poor addressing means billions are invisible to the state, unable to get aid, vote or get finance.

In the other 25% of countries that do have good systems packages still get lost, friends are not met and business don't get found. This is frustrating and costs businesses billions.

what3words is already being used in India to help install solar lighting, order taxis in Delhi and by innovative haptic footwear brand, Lachal. It is being used in Tanzania to help fix water points and in Ethiopia to deliver food. It is being used in the UK to coordinate music festivals, by courier companies to improve delivery efficiencies and by the UNDP across Africa. Global delivery giant, Aramex have invested in the company and is building 3word addresses into their last mile delivery systems.

what3words is charged on a volume based software license for businesses. There is a nominal charge for not for profits and use of what3words apps and site is free for individuals. The applications are almost limitless and we look forward to working with what3words to find new uses and markets for this highly innovative start-up.



**[www.what3words.com](http://www.what3words.com)**

Studio 213, Westbourne Studios  
London, W10 5JS

[partners@what3words.com](mailto:partners@what3words.com)

[index.home.raft](http://index.home.raft)

[@what3words](https://twitter.com/what3words)



## About CommonwealthFirst

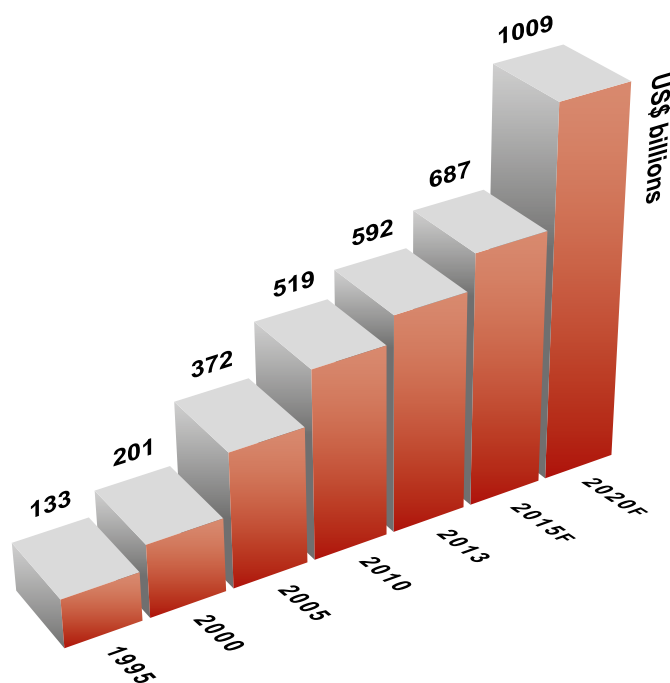
CommonwealthFirst has been established by the Commonwealth Enterprise and Investment Council (CWEIC) to encourage small and medium enterprises (SMEs) to trade and invest across the Commonwealth; a market comprising 53 English speaking countries with a combined population of 2.2 billion – at least 60% of whom are under the age of 30 – and a combined GDP of approximately US\$9.6 trillion.

The Commonwealth Factor, with its shared language, complementary legal systems and business practices, helps make trade on average 19% cheaper between members countries. By 2020 Commonwealth trade is expected to double to US\$1 trillion. Over the next three years 100 leading UK SMEs will be selected to become Commonwealth Export Champions.

Over the next three years 100 leading UK SMEs will be selected to become Commonwealth Export Champions.

Through intensive training, mentoring, trade missions and business development support, Export Champions will be supported in their quest to win new business in the fast growing Commonwealth markets. Their success will be showcased as an encouragement to the wider business community to make greater use of the Commonwealth network.

The vision is to expand the programme to businesses in other Commonwealth countries after the initial three year focus on UK SMEs.



A rising Commonwealth tide  
Intra-Commonwealth trade 1995 – 2020F

## Founding Partners

### COMMONWEALTH

*Enterprise and Investment Council*

#### CWEIC

The Commonwealth Enterprise and Investment Council facilitates trade and investment throughout the 53 states of the Commonwealth and supports private sector companies and governments to promote economic activity. We work with member companies to expand their businesses and to help with new investments in any Commonwealth country.



#### Royal Mail

Royal Mail is the UK's most trusted letters and parcels delivery company who connect companies, customers and communities across the UK, delivering a 'one-price-goes-anywhere' universal postal service to over 29 million addresses. As a FTSE 100 organisation we are focused on being recognised as the best delivery company in the UK and across Europe.

## Implementation Partner



#### i-genius

i-genius is a world community of social entrepreneurs which promotes social entrepreneurship and the wider social economy via a network in almost 200 countries. It has developed projects in around 40 countries including the European Union's Web-COSI. i-genius is co-founder of the Global Centre for Healthy Workplaces.







[www.commonwealthfirst.org](http://www.commonwealthfirst.org)