

Trading Places

After RWN Trading signed up to the Passport to Export programme with UK Trade & Investment, setting up its business and relocating to Dubai was straightforward



RWN TRADING LLC

FAST FACTS

Company: RWN Trading

Country: UK

Industry: Creative Industries

website: www.rwntrading.com

Established in Brighton, East Sussex in 2005, RWN Trading is a company which brings innovative products and solutions to the hospitality, construction and retail sectors. The company has three divisions: a systems division offering interactive IPTV systems for hotels and digital signage; a lighting division offering specialist interior and exterior LED and energy management lighting; and finally, an interiors division offering products for hotels and retail.

Whilst on holiday in Dubai in 2006, Managing Director Andrew Prince and Marketing Director Carol Prince spotted the substantial potential for their business. The hospitality and residential sector in Dubai is growing at a phenomenal rate, with more and more foreigners moving their businesses to the area, despite the financial downturn the country is facing. Dubai's central location means that the whole Middle East is accessible for day meetings, and with the convenience of English being the business language,

networking and communication is straightforward across borders.

“Once we decided to set up in Dubai, we moved quickly,” says Carol. “At first we commuted, going out every six weeks, but as business increased, the stays were lengthening and we decided to relocate. Business there is all about trust and commitment, and is commonly done face-to-face. There is a very fine line between a business and personal relationship, and this kind of relationship is difficult to maintain from abroad. By 2007, RWN Trading was fully established in Dubai. Although our UK company, Roomwithnet Worldwide, still owns all the software, and we still employ a consultant working from the UK, the main company, RWN Trading, now has its head office in Dubai.”

Support network

Carol first heard of UK Trade & Investment through her local Business Link in Brighton. The UK Trade & Investment website

caught her attention and she got in touch with her local branch. Carol was put in contact with a South East representative who advised her to sign the company up to Passport to Export, the UK Trade & Investment programme that gives exporting companies the tools they need to grow their business.

Through Passport to Export, RWN was introduced to a UK Trade & Investment International Trade Adviser (ITA) who helped advise the company on how to set up its website to make it suitable for the international market.

“We now work very closely with our local ITA here in Dubai”

The ITA also helped Carol and Andrew to adapt their business plan to suit doing business in Dubai, and regular meetings were held to go through all the new strategies. UK Trade & Investment also researched prospective business contacts in Dubai, and Carol and Andrew flew out to Dubai with their ITA on a market visit in 2009.

“The trip to Dubai was very useful,” says Carol. “We were introduced to the market and made many business contacts and connections. It was also on this initial trip that we were introduced to the UK Trade & Investment Creative Industries ITA in Dubai. Since relocating, I have continued to meet her regularly to evaluate companies. We now work very closely with our local ITA here in Dubai”.

Mutual benefit

Through UK Trade & Investment, RWN Trading is continuously being introduced to UK companies wishing to export to the Middle East, and as a result, RWN Trading’s list of clients is expanding. Carol has been back to the UK twice with

UK Trade & Investment to represent the company at trade fairs.

At the 2009 London Design Event, UK Trade & Investment arranged meetings between RWN Trading and other UK companies looking to export to the UAE. As a result, RWN Trading is currently negotiating business deals with three companies. Also in 2009, at a Meet the Buyer Event in Birmingham, Carol met two companies with whom RWN hopes to sign contracts. She was also able to introduce UK companies that she met at the event to her existing contacts in Dubai.

“My advice for anyone wanting to do business in the Middle East is research, research and more research,” says Carol. “Speak to the UK Trade & Investment adviser in the relevant country. I would definitely recommend anyone wanting to do business overseas to consider UK Trade & Investment as their first port of call and sign up to the Passport to Export programme. The ITAs have up to date knowledge and have many years of experience. Don’t be afraid to ask for advice!”

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

For further information please visit www.ukti.gov.uk

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The UK and the United Arab Emirates

The United Arab Emirates (UAE) is the UK’s largest market in the Middle East and 13th largest export market in the world, with total exports worth £3.7 billion.

70 per cent of exports go to Dubai, 18 per cent to the Northern Emirates and 12 per cent to Abu Dhabi.

Dubai has a vibrant tourist industry, a thriving free trade zone, and is embracing new technology through

ventures such as Dubai Internet City and Media City.

The UK’s main sectors for export to the UAE are manufactured goods, telecommunications equipment, industrial machinery, vehicles and power generation equipment.

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



UK Trade & Investment is the Government organisation that helps UK based companies succeed in international markets. We assist overseas companies to bring high quality investment to the UK’s dynamic economy.

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