

Our ref: PR24	Date: 29/01/10
<b>FAO: News Desks</b>	
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## **PRESS INFORMATION**



# **Innoval's international trade success recognised by prestigious award**

Oxfordshire based Innoval Technology (Innoval), a leading provider of independent technical expertise to the global downstream aluminium industry, is announced as the South East UK Regional Winner of the International Trade Awards 2009, sponsored by HSBC Bank Plc.

This prestigious award recognises the outstanding success the business has demonstrated in exporting its services across a range of industry sectors and to more than 20 export markets, including China and the Middle East, enabling their customers to get the most from their investments.

Chairman of Judges, Ian Campbell OBE said: "Innoval's global growth has depended on a clear international strategy, the skills and expertise of its multi-disciplinary teams, the development of niche, and often unique, training courses and a focus on specific marketing channels and tools. With 71% of its business derived from overseas markets and its agility as an SME, Innoval Technology is a worthy winner of the South East International Trade Award."

David Cook, International Commercial Manager, HSBC Bank Plc adds: "Innoval has achieved a great deal since its inception in developing global recognition for its expertise in the field of aluminium technology and HSBC is truly delighted to reward this success. Businesses are navigating difficult and challenging times in the marketplace and, for HSBC, it is imperative that we continue to support companies such as Innoval, which has fully embraced its international opportunities. It is companies like this that will help drive the economic recovery in the UK."

Dr Tom Farley, Managing Director of Innoval Technology, says: "We are very honoured to be announced as South East Regional Winners of this well-known and important award. We have worked hard since our start-up and are proud of our achievements in new business growth and export sales. Our expertise is now sought by aluminium companies worldwide. Over the last six years, Innoval's engineers have helped our clients to improve the quality of their aluminium products and the performance of their aluminium processing equipment the world over."

He continues: "Our goal is to become the leading, internationally recognised provider of independent technical expertise to the global downstream aluminium industry and its customers, suppliers and investors. Receiving this award will help us on our way to achieving this, and we would like to express our thanks to International Trade and HSBC."

Innoval Technology will now join 11 other regional winners at the UK final – which will take place at the House of Lords, London, in March - where each business will have the chance to win one of three national awards: Small to Medium Sized Business Category; Award for Excellence in Innovation; and the International Trade Company of the Year 2009.

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Caption:

**South East Winners of the International Trade Awards 2009, sponsored by HSBC, celebrate their regional success.** *In attendance (L-R): Dr Tom Farley, Managing Director, Innoval; Dr Gary Mahon, Director, Innoval; Helen Forrest, Communications Manager, Innoval; Dr Nigel Davies, Non-Executive Director, Innoval Technology; Lesley Barratt, Commercial Manager, HSBC; David Cook, International Business Manager, HSBC; Andrew Brattesani, Area Commercial Director, HSBC.*

**Notes to editors:**

**Innoval Technology Ltd**

Innoval Technology Ltd provides high quality consultancy and technical support to investors, manufacturers and end-users of aluminium, and other selected engineering materials, across a broad range of industry sectors. The company, based in Banbury and employing 25 people, holds ISO9001: 2000 certification and ISO17025 accreditation.

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**HSBC Holdings plc**

HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. The Group serves customers worldwide from around 8,500 offices in 86 countries and territories in Europe, the Asia-Pacific region, the Americas, the Middle East and Africa. With assets of US\$2,422 billion at 30 June 2009, HSBC is one of the world's largest banking and financial services organisations. HSBC is marketed worldwide as 'the world's local bank'.

Further details and images can be obtained from:

**Helen Forrest**  
**Communications Manager**  
**Innoval Technology Ltd**  
**Tel: +44 (0) 1295 702844**  
**Mobile: +44 (0) 7793 632986**  
**Email: [helen.forrest@innovaltec.com](mailto:helen.forrest@innovaltec.com)**  
**Web site: [www.innovaltec.com](http://www.innovaltec.com)**