

business

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INNOVATION drives success  
A unique opportunity to  
become more profitable



HOVIP – a winning team



2010 HOVIP Marketplace is at Bryn Meadows Golf, Hotel &amp; Spa

# Flying High – in the Valleys, in the UK and beyond!

*Businesses across the Valleys are showing how innovation is helping them raise their game as well as raise the business profile of the region in Wales, the UK and beyond! FIND OUT MORE ON JUNE 24th!*

At the turn of the 20th century, the Heads of the Valleys had an enviable reputation around the world for entrepreneurial drive and ground-breaking innovation. Now at the beginning of the 21st century, that spirit of innovation is once more in evidence as more and more businesses across the region compete on the world stage.

One company that typifies the new breed of business is DecTek Ltd. Winner of the 2009 Heads of the Valleys Innovation Award for the Most Innovative Business with More Than 20 Employees, DecTek has developed a unique global asset tracking solution which can be used to track anything from luggage to livestock. With a significant percentage of their customer base in overseas markets and a subsidiary in Spain, the company is actively collaborating with customers and suppliers to create innovative partnerships.

Another example of innovation in action is Merthyr Tydfil based Shabby Chic Antiques, another winner of the 2009 Innovation Awards. This sole trader business recycles antique furniture with a French shabby chic look and sells across the UK as well as in the USA, China and Japan, proving that an innovative idea can create a sustainable business.

"It is encouraging to see businesses in the region look further afield and achieve success across the UK and in all parts of the world," says Phil Burkhard, HOVIP Manager. "Rhydney Brewery, SteriTouch and Royvon Dog Training Schools are notable examples of innovative businesses achieving UK and international success – and with DecTek, Shabby Chic Antiques and many others are making sure the South Wales Valleys are once again recognised for great innovation."

Indeed HOVIP itself is helping to raise the business profile of the South Wales Valleys. HOVIP has won a prestigious UK Enterprise

Support Award, organised by the UK Sector Skills Council for Enterprise (SFEDI) in recognition of the ground-breaking and innovative business support it provides and the exceptional results the programme has achieved for businesses in the South Wales Valleys.

Tony Robinson OBE, SFEDI Founder and Executive Director said "The Annual SFEDI Awards recognise best practice and we are delighted that HOVIP has won the UK 2010 Enterprise Support Initiative of the Year given its massive impact on the South Wales Valleys enterprise development."

Phil Burkhard takes up the story, "This tremendous accolade recognises the HOVIP team, and the support of the five local authority partners, private sector sponsors such as BT, HSBC, South Wales Chamber of Commerce, Capital Law and Equinox PR, and initiatives like the University of Wales Global Academy Prince of Wales Innovation Scholarships and Cardiff University."

"HOVIP has generated over £1million in financial benefits for 175 businesses and is safeguarding 539 jobs via a range of innovative business support services. SFEDI has asked HOVIP to become a UK Centre of Excellence, which dovetails neatly with raising the profile of the region via our 2010 Heads of the Valleys Innovation Awards.

The HOVIP Innovation Awards & Marketplace is our flagship event on 24 June at Bryn Meadows Golf, Hotel & Spa near Caerphilly. We will be showcasing innovative businesses from across the region along with providing novel opportunities to make new contacts, be inspired and win some great prizes kindly donated by the Hotel. Visitors are welcome to register online at [www.hovip.org.uk](http://www.hovip.org.uk)



If you would like to find out how you can benefit from HOVIP, contact Phil Burkhard on 01685 725469 or Email [phil.burkhard@merthyr.gov.uk](mailto:phil.burkhard@merthyr.gov.uk) or visit [www.hovip.org.uk](http://www.hovip.org.uk)