

# Flying high in the Valleys

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

**At the beginning of the 21st century,** the spirit of innovation is once more in evidence as more and more businesses across the Heads of the Valleys compete on the world stage.

One company that typifies the new breed of business is DecTek Ltd. DecTek has developed a unique global asset tracking solution to track anything from luggage to livestock. With a significant 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 is Merthyr Tydfil based Shabby Chic Antiques. 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.

"HOVIP has generated over £1m, mainly in new orders, for 175 businesses and is helping to safeguard 539 jobs via a range of innovative business support services. 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. "The 2010 HOVIP Innovation Awards and Marketplace on 24 June showcases even more innovative businesses from across the region. Register online at [www.hovip.org.uk](http://www.hovip.org.uk)"

Indeed HOVIP itself is helping to raise the business profile of the South Wales Valleys, winning a prestigious UK Enterprise Support Award. Tony Robinson OBE, Founder of the UK Sector Skills Council for Enterprise (SFEDI) 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. This is in recognition of the ground-breaking and innovative business support it provides and its massive impact on the South Wales Valleys enterprise development." ■

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For more about HOVIP and winners of the 2010 Innovation Awards, visit [www.hovip.org.uk](http://www.hovip.org.uk) or Phil Burkhard, HOVIP manager on 01685 725469 or email [phil.burkhard@merthyr.gov.uk](mailto:phil.burkhard@merthyr.gov.uk)

