



11 January 2012

For Immediate Release

## **Midlands Manufacturer Leads the Way in Export Markets**

The government's Trade Strategy export drive ignores the fact that many British manufacturers are already operating successfully in emerging economies, says a Worcester-based business.

John Harris, CEO of engine testing systems company Froude Hofmann, believes UK manufacturers – including many in the Midlands – should be given the credit they deserve for boosting the national economy.

Mr Harris insists the government is overlooking current successes by talking about how British manufacturers and exporters should raise their game. Ministers have highlighted the BRIC countries (Brazil, Russia, India and China) and other countries with large populations, claiming the UK is exporting less than it should be to these locations.

“Our ongoing success demonstrates that UK manufacturers can help to improve this country's economy. There are export opportunities out there, but we all need to take advantage of these and work with the rest of the world.”

“At Froude Hofmann we are already excelling in the areas the government is championing with its Trade Strategy. We should be proud of the achievements of our UK manufacturers and recognise that local companies really can help to get ‘UK plc.’ back on track.”

John Harris has hit back, saying: “We are already in these places – and have been for some time. We regularly export to China, India and Brazil, and our export market in Russia is so successful that we are opening up a Russian office in 2012. In December, we secured a multi-million pound contract from Russia to design and build a special heavy duty chassis dynamometer test cell for trucks, which will be one of the largest such projects ever produced anywhere in the world.”

Froude Hofmann designs, manufactures and supplies an extensive range of engine testing systems in the automotive, aerospace, marine and industrial markets. To strengthen its drive for growth, the group operates a highly successful graduate recruitment scheme, and many of its employees have come through its apprenticeship scheme.

John Harris added: “Our test systems consist of engine and chassis dynamometers with high technology control and data acquisition software, along with test stands and ancillary equipment for the test cell. We are a UK manufacturer that is still growing, still recruiting and still succeeding.”

Froude Hofmann, which was originally founded in 1871, has been based in Worcester since 1903 and traded for a long time as Heenan & Froude, is now part of the privately owned, HWH Investments Group.

Ends

--

## Press Release: Stratique PR

[www.stratique.com](http://www.stratique.com)  
Tel: 0845 226 3095



For media inquiries please contact Melanie Kamdar

Tel: 0845 226 3095

Email: [melanie@stratique.com](mailto:melanie@stratique.com)