

INTERNATIONAL TRACK 200

BRITAIN'S MID-MARKET PRIVATE COMPANIES WITH THE FASTEST-GROWING EXPORTS

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Sunday a day of rest? Not for our export stars

Long hours and calculated risks are all part of targeting success overseas for British firms, writes *Richard Tyler*

Nobody could ever accuse Britain's entrepreneurs of not putting in the hard work as they dedicate themselves to conquering overseas. James Watt, co-founder of BrewDog, is in China today to work on plans for a brewery in its largest export market. Meanwhile, Laura Tenison, founder of retailer Jojo Maman Bébé, and seven of her team, are flying to the US to open their next three stores in Connecticut and New Jersey.

Such is the pace being set by the leaders of the 9th annual Sunday Times HSBC International Track 200, ranking Britain's mid-market private companies with the fastest-growing exports.

Only those willing to make sacrifices and be brave can expect global success and their efforts are being rewarded. Annual rates of international sales growth are up significantly on last year. The minimum rate required to achieve a place on the league table has leapt from an average of 16% a year over two years in 2017, to 25% this year. The average rate of growth is 62%, and the number one company, coffee maker Lincoln & York, achieved a staggering 265% increase, with its international sales steaming up from £541,000 to £7.2m.

In total, the companies made a significant contribution to UK GDP, with sales in their latest year of trading of £22.8bn, of which £10.1bn were overseas. They also employ 106,000 people.

The vast majority (86%) trade with continental Europe, but a significant proportion (36%) are also targeting Asia, including sports car maker Aston Martin (No 166), which in January launched a £620m trade and investment drive in China.

The number one market is the US, where 118 of the companies are already active. It is also the top priority for the future – cited by 107 of the companies – highlighting the potential impact on UK exports of any trade war.

Expectations of trade benefits from Brexit have already been tempered. Of the 148 companies that responded to our annual poll on the impact of the vote, the percentage citing a positive impact fell from 17% last year to 9%. However, there has been little change in those seeing a negative effect, leaving 71% either neutral or positive – a level of resilience that Amanda Murphy from HSBC explores below.

In another sign of confidence, some 60 companies have chosen to acquire overseas businesses to help accelerate their growth, up from the 46 firms doing so last year. For instance, online retailer The Hut Group (No 45) spent £164m last year acquiring new beauty brands.

There are 34 other companies, such as The Hut Group, reaching customers via e-commerce, as Ian Wilson from DHL Express notes on page IV. Some are self-funding the investment required in these platforms, while others have turned to external sources, whether bank debt or equity capital.

Private equity firms have invested in 53 companies, and own majority stakes in 37 of them, including events organiser Clarion (No 110), acquired by Blackstone for £600m last year.

While still in the minority, there has been a rise in the number of women holding senior management positions. Only 28 of the companies last year had a female founder, chief executive or chairwoman – this year, there are 37, including retailer Mint Velvet (No 100), and Baxters (No 172). The entrepreneurial journeys of two female founders are highlighted by Jane Gable from HSBC on page III. Many of the 200 companies continue to forecast good growth, and with the UK's departure from the EU looming, Britain will be ever more reliant on them going the extra mile – and giving up their weekends to grab deals in distant lands.



Top of the pile: Lincoln & York co-founder, James Sweeting, has seen overseas sales at the Lincolnshire-based coffee maker grow to £7.2m last year

1 Lincoln & York 265.08% Coffee manufacturer
The high street looked very different in 1994, when a coffee trader and a buyer joined forces in a garden shed to hand-roast beans and create their own blends.

Starbucks was yet to enter the UK, Costa Coffee had fewer than 40 stores and Caffè Nero did not even exist. Lincoln & York, which sources, roasts and packs 8,000 tons of coffee a year, has helped fuel the extraordinary growth in coffee shops across the UK

and Northern Europe. Founded by Simon Herring, 53, and James Sweeting, 48, it supplies hundreds of private-label coffee blends across Europe, and claims that its coffee is sold in at least one shop on every British high street. Customers include coffee-shop chains, independent outlets and specialist retailers.

Its 50,000 sq ft headquarters in Lincolnshire houses the UK's largest coffee roaster – a 600kg custom-built machine from Italy – which has helped support its expansion overseas. It

opened a sales office in Poland last year, its first outside the UK, and its other big markets include Holland, Ireland, France and Denmark.

Sourcing beans from 40 locations across the world, including Brazil, Colombia and Kenya, has allowed it to develop custom blends for its customers at competitive prices. This, as well as following its UK customers into new European markets and regularly attending trade fairs, helped boost exports to £7.2m in 2017.

Sweeting, the managing director,

plans to increase overseas sales, which currently account for 20% of revenue, to 50% by 2023, by continuing to target Poland and Northern Europe.

With the speciality coffee market booming, and quality more important than ever, the company has employed four in-house coffee tasters, each trained for three years, who taste a combined 20 coffees a day.

In April, it launched a cold brew coffee called Black Eye, which it hopes will become a staple for bars, restaurants and cafes across Europe.

FAST TRACK

International Track 200 ranks Britain's mid-market private companies with the fastest-growing overseas sales. The league table is produced by Fast Track, the Oxford firm that researches and ranks Britain's top-performing private companies and organises invitation-only dinners for their directors to network and meet its sponsors.

For full ranking criteria, see page 11

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Dive into global trade and the world is your oyster

It takes bravery to expand your business overseas, but take the leap and you could reap big benefits

AMANDA MURPHY, HSBC UK

To see the huge rewards on offer to those companies courageous, committed and resilient enough to brave the world of international trade, you need look no further than the export stars on this year's International Track 200 league table.

These companies have increased international sales in the past two years, trading from £4.6bn to £10.1bn, seeing total operating profits

double to £1.6bn – and the benefits of such success extend beyond shareholders. The 200 companies employ 106,000 people, a rise of 24,000 in two years.

Some of the success stories are astonishing. Take cycling clothing maker Rapha (No 155). Its exports of £48.1m last year represented 72% of total sales – and that's even more impressive when you consider that 10 years ago, the business had only just broken the £1m turnover mark.

More broadly, UK companies are telling us a similar story of confidence and growth. Our latest report on global trade – titled Navigator – found that 72% of UK-based companies plan to increase cross-border sales over the next 12 months. They identify priority markets as the US, Germany and France, echoing the top markets in this year's league table.

With the global economy continuing to grow strongly,

opportunities abound. Our trade forecast predicts that, despite wider uncertainties, the value of UK goods and services exports will rise by 10% in 2018 – the fastest growth since 2011.

Taking both our research findings and the significant growth opportunities abroad, this is where we have an important role to play. As a global bank, our commercial banking network covers 54 international markets, giving us access to about 90% of world trade flows, which means we're uniquely positioned to help businesses leverage these opportunities. This is evident in the fact that more than a quarter of the companies listed in this year's table are our customers.

Our footprint means that we can do more than provide the capital required. We have



On a roll: Simon Mottram's Rapha (No 155) enjoyed exports of £48.1m for its cycling clothing last year

a deep understanding of how doing business differs in different markets, which we can share with customers to help them confidently begin, or increase, their international offering. For example, earlier this year, we took 42 British businesses to Hong Kong as part of our support for the GREAT Festival of Innovation. The trip included travelling to Shenzhen, where customers met potential buyers and suppliers, as well as gaining in-depth insight into the local market.

The feedback we get from these trips always proves their value. One attendee, the Midlands car maker and our customer the Morgan Motor Company, told us that the visit helped gain new contacts and focus its efforts on increasing exports to China.

It is not alone in recognising the potential of the Chinese market. Fellow car maker Aston Martin, No 166 on this year's table,

opened its second dealership in Beijing in April after China became its fastest-growing market in 2017.

Closer to home, on Tuesday, we will help launch the International Business Festival in Liverpool, which attracts up to 27,000 people from ambitious firms looking for new orders, new contacts and new ways to succeed overseas.

We also see a bright future for this country's services industry, with exports of services expected to equal those of goods by 2030 – up from 40% today.

Services exports are already the best-performing sector on the league table, with 89 companies. Teneo, for instance, the Reading IT specialist at No 53, is growing strongly in the US, France and Australia, as it supports its corporate customers in adopting new technology.

One of Teneo's specialisms

is integrating the latest "wide area network" technology, which enables clients to transmit data over long distances. In doing this, it is tapping into the growth of the global digital economy, in turn enabling services businesses to find new customers overseas.

Overall, it is good to see entrepreneurial spirits remaining high, with ambitions to grow not dampened by the uncertainties surrounding Brexit – and we don't see this changing over the next year. In fact, the Navigator report shows that 62% of companies expect Brexit will have either a neutral or positive impact on their business.

So we will continue to support our customers as they navigate these challenges and opportunities – and look forward to seeing more of them climb up the list. *Amanda Murphy is head of commercial banking, HSBC UK*



BRITAIN'S MID-MARKET PRIVATE COMPANIES WITH THE FASTEST-GROWING OVERSEAS SALES

Rank 2018/2017	Company	Activity	Location	Financial year end	% annual int'l sales growth	Latest int'l sales £000	Total sales £000	Staff	Rank 2018/2017	Company	Activity	Location	Financial year end	% annual int'l sales growth	Latest int'l sales £000	Total sales £000	Staff
1	Lincoln & York	Coffee manufacturer	Lincolnshire	Jan 17	265.08%	7,205	32,243	100	101	Natures Menu	Pet food manufacturer	Norfolk	Mar 17	47.27%	2,461	30,856	189
2	OCSL	IT services provider	West Sussex	Mar 17	229.72%	8,296	85,852	217	102	Financial Express	Financial data provider	Central London	Sep 17	47.18%	4,096	31,129	470
3	Cult Beauty	Online beauty retailer	Central London	May 17	213.18%	16,621	37,641	65	103	IT Lovershop	Sex toy retailer	Bath	Mar 17	47.14%	26,203	76,340	251
4	19 Ceuta	Sales and marketing agency	Bournemouth	Mar 17	200.99%	32,750	88,068	358	104	166 Marris & Company	Conglomerate	Shrewsbury	Mar 17	46.86%	4,197	52,027	708
5	159 Gtech	Appliance manufacturer	Worcester	Nov 17	200.83%	117,991	121,449	206	105	E-Clarke	Eco-friendly materials developer	Peterborough	Apr 17	46.21%	26,444	29,435	161
6	White Light	Entertainment production supplier	Southwest London	Mar 17	194.94%	6,823	28,926	205	106	White Leather	Finance software developer	Milton Keynes	Dec 16	46.19%	42,273	51,619	450
7	Salt	Recruitment agency	Central London	Dec 16	180.05%	7,058	30,856	92	107	130 The Media	Media agency	Central London	Dec 17	45.99%	41,481	85,000	123
8	iPulse	Hair removal technology	Swansea	Dec 17	167.13%	53,014	32,843	39	108	49 iFestivals	Media agency	Central London	Mar 17	45.73%	59,569	245,489	141
9	7 Carrs Foods International	Baked good provider	Manchester	Dec 17	163.80%	19,744	49,139	24	109	Wasabi	Sushi bar chain	Northwest London	Dec 16	45.59%	6,107	98,097	176
10	4 MIQ	Digital marketing agency	Central London	Dec 16	156.93%	53,949	91,880	308	110	Claron Events	Events organiser	West London	Jan 17	45.44%	52,111	146,021	775
11	10 ITG	Marketing technology provider	Birmingham	Aug 17	148.39%	12,100	94,669	549	111	101 Options	Financial technology provider	Central London	Dec 17	45.26%	34,443	50,402	172
12	1 AerFin	Aircraft and spares services	Caerphilly	Dec 17	146.81%	58,589	70,221	87	112	MMR Research Worldwide	Consumer research agency	Oxfordshire	Mar 17	45.12%	31,129	44,538	366
13	Pottermore	Digital publisher	Central London	Mar 17	141.55%	37,693	40,303	51	113	88 Xenc	Reward programme administrator	Northwest London	Nov 17	44.76%	16,184	33,476	48
14	Opus Talent Solutions	Recruitment consultancy	Bristol	Dec 17	138.77%	23,500	78,000	241	114	Aardman	Animated film producer	Bristol	Dec 16	44.44%	19,748	26,783	256
15	The&Partnership	Advertising agency	Central London	Dec 17	134.5%	187,891	469,892	700	115	119 MVF	Customer generation services	North London	Dec 17	43.63%	28,540	54,257	319
16	Gymshark	Online sportswear retailer	Solihull	Jul 17	128.51%	30,832	40,525	100	116	106 Jones Knowles Ritchie	Brand design agency	Central London	Dec 16	43.53%	13,721	25,152	213
17	Jupiter Group	Fruit distributor	Shropshire	Sep 17	127.52%	9,429	58,779	76	117	117 STR	Recruitment consultancy	Portsmouth	Dec 16	43.40%	15,740	56,673	159
18	Gray & Adams	Vehicle manufacturer	Aberdeenshire	Apr 17	126.42%	12,449	148,307	731	118	118 Whitworth	Flour mill	Northamptonshire	Mar 17	43.22%	15,661	253,780	520
19	200 Bamboo Distribution	Handset supplier and recycler	Hertfordshire	Jun 17	119.31%	37,064	69,171	106	119	154 Boss Design	Office furniture manufacturer	Dudley	Mar 17	42.09%	13,765	41,396	265
20	14 Austin Fraser	Recruitment consultancy	Reading	Feb 17	115.86%	10,862	40,383	122	120	121 Microsil	Vehicle tracking developer	Nottingham	Jun 17	41.70%	4,516	48,432	430
21	15 Missguided	Fashion retailer	Manchester	Mar 17	114.13%	87,523	205,825	436	121	121 Core Assets	Foster care agency	Worcestershire	Dec 16	41.40%	52,301	178,586	1,616
22	25 Endava	IT services provider	Central London	Jan 17	106.17%	79,430	159,368	3,471	122	107 DR Wakefield	Coffee merchant	Central London	Jan 17	41.15%	13,182	31,673	17
23	23 CashFlows	Payment services provider	Cambridge	Dec 17	103.94%	38,900	50,520	152	123	126 Cemox	Banking automation services	Surrey	Dec 17	40.30%	36,257	760,370	682
24	24 Mountain Warehouse	Outdoor clothing retailer	Central London	Feb 17	102.19%	48,404	184,781	1,418	124	124 165 The Little Group	Media wholesaler	Eastbourne	Feb 17	39.98%	14,005	306,073	1,207
25	25 Anglia Maltings	Malt producer	Norfolk	Dec 16	101.59%	62,934	155,632	340	125	125 48 John Adams	Toy wholesaler	Cambridge	Dec 17	39.75%	5,738	34,609	40
26	Wilson James	Security and facilities manager	Essex	Jul 17	101.26%	8,741	133,481	3,031	126	153 Les Caves de Pyrene	Wine merchant	Surrey	Mar 17	39.26%	6,523	34,080	128
27	91 Sahara Presentation Systems	Audiovisual equipment supplier	Kent	Dec 17	98.74%	25,673	59,947	87	127	117 TWMA	Environment services provider	Aberdeen	Dec 16	38.99%	32,552	49,245	312
28	28 Seasalt	Clothing retailer	Corwall	Jan 17	97.67%	2,214	41,478	613	128	128 136 Winning Mops	Games maker	Central London	Mar 17	38.81%	20,852	35,267	142
29	18 Reward Gateway	Employee engagement services	Central London	Jan 17	97.35%	61,654	304,370	326	129	153 BrewDog	Brewery	Aberdeenshire	Dec 17	38.26%	21,628	111,551	777
30	42 Jellyfish	Digital marketing agency	Central London	Mar 17	97.03%	38,323	66,205	131	130	130 CDB Global	Processing equipment manufacturer	County Tyrone	Dec 17	38.23%	47,439	165,043	253
31	92 Matchroom Sport	Sporting events promoter	Essex	Jan 17	93.41%	30,397	100,247	174	131	151 Mind Gym	Corporate learning provider	Central London	Mar 17	38.01%	21,842	30,613	195
32	Trutch	School uniforms supplier	Lancashire	Jan 17	93.23%	1,949	27,738	257	132	132 117 The Change Organisation	IT distributor	Kent	Mar 17	37.86%	5,995	28,642	38
33	29 Paymentsense	Payment services provider	West London	Mar 17	91.76%	4,850	57,507	238	133	133 89 EnerMec	Engineering services provider	Aberdeen	Dec 17	37.86%	2,950,900	365,269	2,900
34	24 Touch Associates	Event communications agency	Surrey	Dec 16	89.05%	19,381	27,724	69	134	134 6 NCMT	Engineer	Surrey	Feb 17	37.80%	14,742	40,330	111
35	76 Oakfield	Meat importer and wholesaler	North London	Dec 16	88.71%	37,010	127,587	50	135	135 28 Dennon Tewkes	Motorparts retailer	Wrexham	Dec 16	37.62%	10,874	48,418	174
36	36 Cinecise	Visual effects and animation	Central London	Apr 17	88.33%	36,064	43,888	699	136	142 152 Osprey Europe	Backpack distributor	Poole	Jul 17	37.50%	26,656	36,122	47
37	37 Kerridge Commercial Systems	Software provider	Hungerford	Sep 17	86.39%	24,017	57,099	560	137	142 152 Osborne Publishing	Children's book publisher	Central London	Jan 17	37.33%	55,499	78,857	244
38	blu-3	Infrastructure provider	Kent	Mar 17	83.84%	43,982	93,461	127	138	138 The Collinson Group	Loyalty and benefits provider	Central London	Apr 17	37.25%	52,429	625,833	2,009
39	39 Cuk Wines	Wine merchant	West London	Aug 17	81.99%	16,347	33,706	22	139	139 85 Childrensland	Childrenswear retailer	Trunbridge Wells	Dec 17	36.79%	17,526	78,519	286
40	40 AC Group	Interior and exterior contractor	Bedfordshire	Mar 17	81.49%	17,229	32,048	66	140	140 139 Decora	Blind manufacturer	Northem Ireland	Dec 16	36.49%	5,042	58,827	61
41	41 Thermosol	Insulated glass parts supplier	Birmingham	Dec 16	79.46%	2,761	26,020	132	141	139 139 Amoria Bond	Recruitment consultancy	Manchester	Nov 17	36.46%	33,637	51,223	129
42	71 Viades	IT reseller	Surrey	Jan 17	78.27%	25,372	49,411	57	142	142 142 BPD Holdings	Building product manufacturer	Cheshire	Mar 17	36.44%	17,786	29,835	284
43	37 Tian Airways	Airline	Stansted	Mar 17	78.04%	23,281	89,469	277	143	143 143 F&I Automotive	Automotive parts supplier	Leighton Buzzard	Dec 17	35.79%	13,726	20,123	108
44	44 Oliver James Associates	Recruitment consultancy	Central London	Dec 17	75.29%	39,373	91,186	289	144	144 144 USTC	Digital design studio	Central London	Dec 16	35.02%	15,542	29,236	249
45	58 The Hut Group	Online retailer	Manchester	Dec 17	75.04%	52,400	736,000	3,222	145	145 145 GFC Underwriting	Insurance intermediary	Central London	Sep 17	34.85%	34,310	45,489	215
46	93 DOMU Brands	Homeware manufacturer	Manchester	Jun 17	74.65%	21,974	57,396	104	146	146 146 White Stuff	Fashion retailer	Surrey	Apr 17	34.82%	8,178	153,602	2,084
47	47 Oncia	Payment services provider	Central London	Dec 17	73.43%	177,653	177,653	60	147	147 147 Niftylift	Lift manufacturer	South London	Dec 16	34.69%	37,924	87,100	443
48	50 Monica Vinader	Jewellery designer	Norfolk	Jul 17	73.23%	15,875	35,767	184	148	148 148 TheCh21	Device impact protection maker	Southwest London	May 17	34.67%	11,273	12,576	81
49	49 MNC	Media agency	Central London	Dec 16	71.85%	15,831	17,337	18	149	149 149 WiggleCRC	Online sports goods retailer	Portsmouth	Jan 17	34.52%	148,398	282,946	751
50	50 Pelsis	Pest control	North Yorkshire	Dec 16	71.59%	54,108	66,420	267	150	150 150 Leo Group	Recycler	Halifax	Apr 17	34.18%	50,814	79,544	408
51	51 Fundamental Media	Media agency	Central London	Dec 16	69.81%	34,781	59,773	60	151	151 151 Titan Entertainment	Publisher	Central London	Dec 16	34.10%	16,526	43,544	276
52	52 Pureprint	Printing services provider	East Sussex	Dec 17	69.66%	16,817	58,005	431	152	152 152 Fayrefield Foods	Dairy services provider	Crewe	Dec 16	33.86%	87,778	207,638	193
53	131 Temo	IT services consultancy	Reading	Jan 17	69.39%	33,447	46,963	79	153	153 153 Orbital Education	International schools operator	Cheshire	Aug 17	33.84%	27,467	27,767	446
54	148 CVI	Audiovisual equipment supplier	West London	May 17	68.86%	20,772	84,306	120	154	154 89 Avon	Entertainment producer & manager	West London	Jan 17	33.68%	68,178	131,612	613
55	55 VSP	Localisation services provider	Central London	Dec 16	68.39%	18,291	30,360	109	155	155 128 Ralpa	Cycling clothing retailer	North London	Jun 17	33.47%	48,100	67,076	344
56	56 Delta Group	Marketing services provider	Northwest London	Dec 17	68.06%	9,524	94,975	851	156	156 75 Hyperion Insurance	Insurance broker and underwriter	Central London	Sep 17	33.11%	42,197	541,659	3,794
57	57 Paladone	Gift wholesaler	West Sussex	Jan 17	67.95%	14,240	32,064	85	157	157 157 Reiss	Fashion retailer	Central London	Jan 17	32.71%	41,932	164,540	1,374
58	58 Origin	Bifold door manufacturer	High Wycombe	Dec 17	67.93%	2,220	34,767	295	158	158 158 Nisbets	Catering equipment supplier	Bristol	Dec 17	32.68%	88,426	380,533	1,754
59	82 A-Safe	Safety barrier manufacturer	Halifax	Dec 17	67.57%	36,304	44,613	335	159	159 84 Proseal	Sealing equipment manufacturer	Cheshire	Jan 17	32.67%	24,930	51,713	292
60	67 MatchesFashion	Luxury fashion retailer	Central London	Jan 18	66.94%	22,812	292,791	574	160	160 160 Gravity Media	Broadcast services provider	Watford	Dec 16	32.42%	54,239	75,187	207
61	61 Bulk Powders	Sports nutrition brand	Colchester	Dec 17	66.38%	16,519	32,201	150	161	161 68 George Progn	Fine jewellery retailer	Stratford-upon-Avon	May 17	32.08%	18,647	36,765	70
62	62 END.	Online menswear retailer	Newcastle upon Tyne	Mar 17	66.24%	45,761	69,627	192	162	162 145 Supremia	Marketing services provider	Northwest London	Mar 17	31.98%	49,307	51,843	114
63	69 Westcoast	Technology distributor	Reading	Dec 17	65.32%	437,054	2,227,220	1,301	163	163 163 B0FA International	Food extractor manufacturer	Pool	May 17	31			

INTERNATIONAL TRACK 200



6 White Light 194.94%
Entertainment production supplier
 Co-founded by chairman John Simpson, 75, in 1971, this company supplied lighting for the first production of cult musical *The Rocky Horror Show*. The London business has diversified into audiovisual services and staging for the theatre, concerts and other events – in 2015 it bought video and lighting specialist Shock Solutions for an undisclosed sum. In 2016, White Light won a large deal with a theme park in the Middle East, which boosted overseas sales to £6.8m last year.

7 Sall 180.05%
Recruitment agency
 Founded in 2009 by Paul Gardiner, 42, and Marco Schiavo, 37, this company serves global customers such as IBM, Adidas and PayPal. The group has expanded into Sydney, New York and Dubai in the past four years, and merged with a New Zealand recruitment business in 2016. It now operates in eight locations around the world. Overseas sales hit £7.1m in 2016 under chief executive Elliot Dell, 39.

8 iPulse 167.13%
Hair removal technology
 The devices created by this Swansea manufacturer use high intensity pulses of light to stop the growth of unwanted hair. iPulse opened its first overseas office in Spain last year, and now sells its SmoothSkin products in 12 other countries through retailers such as Shaver Shop. Backed by BGF chairman Sir Nigel Rudd, 71, and early Betail investor Richard Koch, 68, it increased international sales to £30.9m in 2017. Cites Davies, 50, is chief executive.

9 Carrs Foods International 163.80%
Baked products
 This Manchester firm supplies European bakery products to more than 10,000 stores around the world, with brands including Paul Hollywood ready-to-bake rolls, and the St Pierre range of brioche, croissants and crêpes. It entered the US market in 2014, where strong growth boosted exports to £19.7m last year. Managing director Jeremy Gilbey, 59, and international director Paul Baker, 49, led a buyout of Carrs in 2014.

10 MIO 156.93%
Digital marketing agency
 Founded in 2014 by CEO and co-founder Puri, 44, founded this digital marketing agency in 2010 to help clients use data to target their marketing. Its proprietary software provides directed advertising campaigns for brands such as Mastercard, Google and Sony. Expansion into Germany, North America, India and Australia helped overseas sales reach £53.9m in 2016. Last year, private equity firm ECI Partners bought a minority stake to support overseas expansion and product development.

11 ITG 148.39%
Marketing technology provider
 Set up by 50-year-old Simon Ward in 2009, ITG offers data-driven marketing services in 120 countries for brands such as Heineken, Puma and Renault. In 2016, the Birmingham company expanded acquiring data management specialist Creator for an undisclosed sum. In 2017, international sales hit £12.1m, and Equistone bought the business from fellow private equity house Brevinpoint to support growth in the US and Europe.

12 AerFin 146.81%
Aircraft and spares services
 Founded in 2010 by industry veteran Ben James, 54, this Caerphilly firm has spent more than £100m buying aircraft, engines and spares worldwide, which it recycles and sells or leases to the likes of British and Philippine Airlines. It bought an aircraft components specialist in Gatwick in 2015, and in 2016 it opened a distribution centre in Singapore. Exporting to 60 countries lifted international sales to £58.6m last year. The business is backed by American fund manager CarVal Investors.

13 Pottermore 141.55%
Digital publisher
 Pottermore is the global digital publisher of the Harry Potter and Fantastic Beasts series, as well as other audio and ebooks. It is also the entertainment and news channel for JK Rowling's Wizarding World. Its publications are sold worldwide by retailers such as Amazon,



Study in success: Lancashire company Trutex (No 32) was established in 1865, and now exports its school uniforms as far afield as Dubai and Abu Dhabi

Apple, Barnes & Noble, and Google. Under chairman Neil Blair, 51, international sales were £37.7m in 2017.

14 Opus Talent Solutions 138.77%
Recruitment consultancy
 Founded in 2008 by Darren Ryemill, 41, this Bristol recruitment consultancy operates across the engineering, IT, architecture and medical technology sectors through divisions including four divisions. Under CEO and founder JD Ross Energy, Hinton Spencer and Vedra Med Tech. A quarter of its employees are based in Australia, Asia, America and Holland, helping overseas sales hit £23.5m in 2017. Amy Golding, 32, became chief executive in January.

15 The&Partnership 134.45%
Advertising agency
 This communications and advertising group manages campaigns for clients such as Toyota, Lexus and The Wall Street Journal. It was co-founded in 2001 by chairman Johnny Hornby, 51, and is backed by giant WPP. Spanning four continents, with regional hubs in New York, London and Toronto, it expanded across 17 new European markets and doubled in size last year by embedding agencies within clients' offices. Overseas turnover reached £187.9m in 2017, lifted by winning Toyota's European contract.

16 Gymshark 128.51%
Online sportswear retailer
 Ben Francis, 26, started this fitness clothing brand in 2012 at the age of just 20. Since then its range of vests, hoodies, T-shirts and leggings has gone global. The Solihull firm has nurtured a style-conscious fan base by sponsoring popular YouTubeers, Instagrammers and bloggers with a combined following of 30m. It sells to 177 countries, including the US, where it makes about 40% of its sales. Exports hit £30.8m last year under chief executive Steve Hewitt, 45.

17 Jupiter Group 127.52%
Fruit distributor
 Managing director Mark Tweedle, 40, started this Shropshire firm in 2003. An agriculture student with a background in livestock, he turned his attention to produce after working on a lettuce farm as a holiday job. Jupiter grows, buys and distributes fruit, and has overseas sales and procurement offices in locations such as Argentina and South Africa. It also has 500 acres of vineyards across Chile, Greece and India, growing new grape varieties. Exports hit £9.4m in 2017.

18 Bray & Adams 126.42%
Vehicle manufacturer
 This Aberdeenshire firm makes refrigerated trailers for the likes of

Sainsbury's, Waitrose and Tesco, from five sites in England, Scotland and Northern Ireland. Founded in 1957 as a car repair body business, it has since diversified into home delivery vans, cold storage game larders, and vehicles for transporting high security prisoners. The family-owned company is led by managing directors James and Peter Gray, 62 and 60, sons of one of the co-founders. Sales to Ireland, Holland and the UAE reached £12.4m in 2017.

19 Bamboo Distribution 119.31%
Handset supplier and recycler
 Peter Hart, 38, and Derek Simpson, 41, started this recruitment consultancy in a mobile phone sector. Working predominantly with insurance companies and mobile operators, Bamboo oversees the collection, refurbishment and redistribution of its products to 22 countries. International sales rose to £37.1m last year.

20 Austin Fraser 115.86%
Recruitment consultancy
 Peter Hart, 38, and Derek Simpson, 41, started this recruitment consultancy in a mobile phone sector. Working predominantly with insurance companies and mobile operators, Bamboo oversees the collection, refurbishment and redistribution of its products to 22 countries. International sales rose to £37.1m last year.

21 Missguided 114.13%
Fashion retailer
 Founded in 2009 by Nitin Passi, 35, this multi-channel retailer sells celebrity and trend-inspired women's fashion with the help of brand ambassadors such as supermodel Jourdan Dunn and singer Nicole Scherzinger. It releases up to 1,000 new styles a week on its eight international websites, and sales across France, Germany and America helped international turnover hit £87.5m in 2017. It announced plans to cut 50 of its 800 staff in February, and in March struck a deal with retail group Azzadea to launch franchise stores and an online shopping in the Middle East.

22 Endava 106.17%
IT services provider
 Endava designs, builds and manages IT platforms for telecoms, insurance, retail, finance and media companies. Founded in 2000, the London firm has 23 offices in Britain, Europe and the Americas. It is expanding through acquisitions, including software firm Velocity Partners in December, which added six

software development centres across Latin America. Under founder and chief executive John Cotterell, 57, international sales hit £79.4m in 2017.

23 CashFlows 103.94%
Payment services provider
 More than 1,500 business across Europe use this company's platform to take credit and debit card payments online. Founded in 2003, the Cambridge business has partnerships with Visa and Mastercard and is backed by majority investor Pollen Street Capital. In 2016, CashFlows acquired online payment provider iCheque for an undisclosed sum, helping overseas sales – chiefly comprising fees – to hit £38.9m in 2017. Chief executive and chairman Martin Belsham, 58, leads the business.

24 Mountain Warehouse 102.19%
Outdoor clothing retailer
 This outdoor clothing chain has more than 285 shops across Britain, Europe and North America, and its online business ships to 100 countries. It doubled international sales to £46.4m in 2017, boosted by store openings and strong growth online. The retailer is run by founder Mark Neale, 50, who took control of the business in 2013 after an £85m buyout from private equity firm LDC. The company plans to open outlets in Holland and the Czech Republic this year and expand its presence in the US.

25 Anglia Maltings 101.59%
Malt producer
 Founded almost 150 years ago, this Norfolk group supplies malted ingredients to customers around the world, from whisky distillers and food producers to craft brewers and big beer brands such as Budweiser. The company has five UK production sites, and chief executive David Thompson, 63, bought a German and Polish operation for an undisclosed sum in 2016, bringing the group's annual malt output to more than 400,000 tons. Overseas sales reached £62.9m the same year.

26 Wilson James 101.26%
Security and facilities manager
 From passenger screening at airports to managing visitors at museums, Wilson James has been supplying security staff and services since 1988. The Essex business – which also provides CCTV technology and logistics services for construction projects – was founded by chief executive Mark Dolson, 47, and chairman Gary Sullivan, 58. Overseas sales reached £8.7m in 2017, boosted by work in Ireland.

27 Sahara 98.74%

Audiovisual equipment supplier
 Founded in 1924, Kent-based Sahara Presentation Systems began life selling typewriters. Now led by Kevin Barley, 63, and his brother Nigel, 60, it supplies audiovisual products from brands including Google and Panasonic. It also designs and makes the Clevertouch range of interactive touchscreens, which are distributed worldwide for use in education. In 2017 it acquired Seda, a digital signage company, and saw international sales rise to £25.7m.

28 Seacall 97.67%
Clothing retailer
 America and New Zealand are among the countries where this retailer's Cornish-inspired clothing has proved a hit. Brothers Neil, 52, Leigh, 60, and David Chadwick, 59, took over the business from their father, who had a store in Penzance, in 2001. They now sell to 56 countries through an ecommerce site and wholesale businesses in Germany, its largest overseas market, and Ireland. Chief executive Paul Hayes, 47, joined in 2013 and oversaw international sales of £2.2m in 2017.

29 Reward Gateway 97.35%
Employee engagement services
 More than 1,800 customers in 23 countries use this company's software to initiate, engage and retain staff through benefits, rewards and improved communication. Private equity firm Great Hill bought a majority stake for £140m in 2015, backing the acquisition of competitors Periz and LogBuy the following year. Overseas sales – which represent gross transactions – hit £61.7m in 2017. In September, Doug Butler, 53, took over as chief executive from founder Glenn Elliott, 45.

30 Jollyfish 97.03%
Digital marketing agency
 Based in the Shard, central London, Jollyfish provides advertising, paid search and data analytics, including Google Analytics and DoubleClick, to clients such as Skype, Under Armour and Samsung. Run by chief executive Rob Pierre, 44, its fast-growing US division now has four offices, and it also has operations in South Africa. It opened in Barcelona last year to service fashion and fragrances business Parfums who's brands include Nici Ricci, Parfums. International sales were £38.3m in 2017.

31 Matchroom Sport 93.41%
Spotting events promoter
 Every year, this Essex company stages, promotes and televises more than 2,000

hours of original sports footage, from darts and snooker, to table tennis, boxing and golf. Chairman Barry Hearn, 69, founded the company in 1982 – his son Eddie, 39, is now managing director. The company promotes world heavyweight boxing champion Anthony Joshua and has launched Matchroom Boxing USA. Overseas sales reached £30.4m in 2017, boosted by the popularity of darts and snooker in China, Germany and Holland.

32 Trutex 93.23%
School uniform supplier
 The Qatar Foundation is just one of the Middle Eastern schools that use school uniforms are supplied by this Lancashire company. Established in 1865 as the Clitheroe Shirtmaking Company, it is now owned by the management team, which bought the business from private equity firm Endless in 2014. A demand for bespoke, British-style school uniforms in Dubai and Abu Dhabi helped overseas sales hit £1.9m in the year to January 2017. Trutex is led by managing director Matthew Easter, 42.

33 Paymentsense 91.76%
Payment services provider
 Businesses can process card payments in-store, online, over the phone and on the move thanks to this firm, which says it is Europe's largest merchant services provider. Serial entrepreneur George Keady, 43, and Alan Farnham, 41, founded the company in 2009 and have overseen its expansion into Ireland, which accounted for all its £4.9m overseas sales in 2017.

34 Touch Associates 89.05%
Event communications agency
 Employing hi-tech digital content to encourage audience interaction, this Surrey business runs corporate events for global giants such as Ford and Merck. Co-founder Patrick Collins, 52, launched the company in 2012, and by 2016 had increased international sales to £19.4m. In March last year, Touch merged with Milton Keynes agency DBMT and opened a second US office.

35 Oakfield 88.71%
Meat importer and wholesaler
 Led by founder and managing director Miles Levy, 62, Oakfield imports 60,000 tons of meat products a year from countries including Argentina, Australia and Thailand. The North London company supplies leading British retailers and manufacturers, such as Morrisons, and has been increasing exports to Europe, Africa and China. International sales hit £37m in 2016.

36 CineSite 88.33%
Visual effects and animation
 The James Bond and Harry Potter film franchises are just two of the projects this Emmy award-winning company's work. CineSite produces visual effects and feature animations for the likes of Disney, 20th Century Fox and Sony Pictures Animation. It was founded in 1991 as a division of Kodak before chief executive Anthony Hunt, 56, led a management buyout in 2012. It bought two Canadian companies, Image Engine and Nitrogen Studios, in 2015 and 2017, for undisclosed sums, helping overseas sales reach £36.1m last year.

37 Kerridge 86.39%
Software provider
 Hungerford company Kerridge Commercial Systems supplies business management software to more than 14,900 customers. Chief executive Ian Bendelow, 51, led a management buyout from the US parent company in 2010, backed by a £9m investment from private equity firm NVM. In 2015, he led a secondary buyout backed by tech franchisee investment firm, which provided funding for six acquisitions in Europe, the US and South Africa. International sales reached £24m in 2017.

38 Blu-3 83.84%
Infrastructure provider
 This Kent company is providing the infrastructure for a £225m (£19m) data centre in Dublin, powered entirely by renewable energy. The construction and utilities contractor was founded in 2004 by chairman Danny Chaney, 41, and has since worked on London developments such as Battersea Power Station, the Shard, and Chelsea Barrage. Clients in Ireland, Scandinavia and Holland helped lift international sales to £44m in 2017.

Overseas success is a battle – so know your territory

Be clear about local regulations and tastes before you jump into doing business in other countries



British firms pursuing expansion overseas face numerous challenges – from understanding differences in local culture and customs, to managing communications, and adapting to local regulations, consumer tastes and demands. For founders of the highly entrepreneurial businesses featured on this year's

International Track 200 league table have tackled these issues head-on – each in their own distinctive way. Take Rabinder Buttar, founder, chief executive and chairman of Clintec (No 84). The Glasgow-based clinical research firm develops medicines for seven of the ten largest pharmaceutical companies in the world. It works with biotech and medical device firms in oncology, rare diseases and other areas. Almost all of its sales in 2017 were overseas, and the company now operates in more than 50 developed and emerging markets. Buttar's business is a leader in many ways. While 60 of this year's league table companies have gained access to new markets, products and services through acquisitions – an increase of 30% compared with last year – Clintec has

taken a different path. Instead, it has consciously focused on organic growth directed by the needs of its clients. As with many expanding companies, the challenges faced by the business have changed as it has grown. Earlier in its international journey, as a relatively unknown brand, it had to work hard to build trust and recognition from medical device and pharmaceutical companies, but once this trust had been established, the company grew, and quickly. However, the "growing pains" of becoming a much bigger company meant that it had to plough more energy into finding the best managers, with both the industry knowledge and the local expertise to successfully run new sites in different parts of the world. Clintec is also part of a

welcome increase in the number of companies on the table that have a woman founder, chief executive, chairwoman or managing director. In 2017, such companies numbered 28 – this year, there are 37. The jewellery business Monica Vinader (No 48) is another company that has expanded in its own particular way. Founded by sisters Monica and Gabriela Vinader, it established demand for its "affordable luxury" brand in the UK during the 2008 recession, funding the business by taking out a loan against the family home in Norfolk. This year, the company paid off, and it now has 15 international boutiques, as well as four in London, and an ecommerce operation. Piper Private Equity and Winona Capital invested £20m in 2016, helping to



Leading the way: Rabinder Buttar, founder of Clintec (No 84) fund its expansion drive in America. In 2015, the company noticed a significant increase in the number of US-based customers buying its jewellery online and in its British stores, so decided demand was strong enough to launch in America. The company initially sold its jewellery through retail partners, including Nordstrom and Saks Fifth Avenue, but it was clear that in order for the business to offer US customers the full brand experience they would

have to open a boutique of their own. Monica says: "It was just a matter of finding the right location and making sure we had the right team in place to support and represent the brand in a new market." The range in its New York boutique is the same as in the UK and on its website. The interior of the Manhattan store reflects the brand's design philosophy of using high-quality materials and craftsmanship, while also referencing the industrial heritage of its SoHo location. Monica says she has learnt a lot from her international journey so far. Flagship stores provide a focal point, but the company has also been expanding with department store chain Nordstrom into new areas, such as Vancouver in Canada and California's San Jose. To make this successful it

has been exploring ways to raise awareness of its brand. "It's not the most interesting thing to get right is to understand the customer in each market, and that takes time," she says. When asked for one recommendation for new exporters, her response is: "Pace yourself. We are very responsible about the way we manage our cashflow, and reduce our costs, which can stop you opening more stores." "We opened in Hong Kong in 2014 only once we felt we had a strong base in the UK, our home market, and we had a strong team to support the expansion." Sound advice. We're recommending a number of companies as customers, and we look forward to celebrating the successes of all this year's International Track 200 companies. Jane Galvin is head of corporate banking, HSBC UK



Sky writer: Titan Airways (No 43) rebranded one of its planes for a promotional tour by pop star Pixie Lott. The airline provides charter flights for anyone from football teams to government agencies

39 Cult Wines 81.99%
Wine merchant
This London company manages more than £65m of fine wine investments for 2,000 clients in 71 countries, providing online tools and guides to help collectors track the value of their investments. It was set up in 2007 by former investment banker Phil Gearing, 61, and son Tom, 30, who was a runner-up on the TV show The Apprentice. It opened its first overseas office in Hong Kong in 2016, followed by Shanghai last year, helping international sales to hit £16.3m in 2017.

40 AC Group 81.43%
Interior and exterior contractor
Andrew Laing, 49, set up this Bedfordshire construction firm in 1987. It now comprises six divisions operating in Europe and the UK. Recent projects include cladding and roofing installed on a state-of-the-art data centre, and specialist contracting roles in nine European cities. These helped international sales hit £17.2m in 2017.

41 Thermoseal 79.46%
Insulated glass panels supplier
The father of managing director Gwain Paterson, 55, started this business in 1979 in a small Birmingham factory. It now has three UK manufacturing sites producing components for insulated glass, such as spacer bars, decorative film and adhesive lead, which it exports to 27 countries. A focus on the Far East helped overseas sales hit £2.8m in 2016.

42 Viadex 78.27%
IT reseller
Founded in 2001, this company provides IT infrastructure to businesses with offices in multiple regions, enabling them to manage technology roll-outs centrally while maintaining consistency and improving efficiency. Co-founders Dino Cooper, 47, and Elliott Read, 49, lead the Surrey firm, which has offices in South Africa, the US and Singapore. Overseas sales hit £25.4m last year.

43 Titan Airways 78.04%
Airline
Passengers on Titan's fleet of 12 charter Airbus and Boeing aircraft have included Premier League football teams, rock groups and government agencies. It also provides planes to other airlines and has at least two aircraft and crew on standby at Stansted ready to launch within one

hour. Servicing European carriers, such as Aer Lingus and Eurowings, helped overseas sales hit £23.3m in 2017. In December, Alastair Willson, 32, took over as managing director from his father Gene Willson, 67, now chairman, who founded the business in 1988.

44 Oliver James Associates 75.29%
Recruitment consultancy
Some of the world's largest financial and professional services firms, such as Munich Re and Deloitte, use this London recruitment agency. Founded in 2002 by three friends, James Rogers, 43, Oliver Castle, 42, and Nick Godson, 41, it now operates from 12 locations around the world. New office openings in Belgium, Ireland and Singapore boosted international sales to £39.2m in 2017.

45 The Hut Group 75.04%
Online retailer
This online retailer sells premium health and beauty goods via 166 websites. A string of acquisitions, including Berlin-based beauty subscription service Glossybox, helped overseas sales to hit £512.4m in 2017. It is valued at £3.25bn following recent share sales by private investors, and it is backed by KKR and BlackRock. Founder Matt Moulding, 46, leads the Manchester firm.

46 Domu Brands 74.65%
Homeware manufacturer
School Friends Mark Januszewski and Craig Foster, both 36, started this Manchester firm in 2009. Its 1,000-strong product range includes home and garden, kitchen, DIY and fitness goods, sold under brands such as VonShef, VonShef and Beauty. It sells via retailers including Amazon and eBay, and has its own online store, launched in 2015. The US accounted for more than 90% of its £22m international sales last year.

47 Optal 73.43%
Payment services provider
Optal specialises in single-virtual payment account numbers used for travel, insurance, education and procurement firms to make fast, secure payments to suppliers. A growing online travel market and expansion in the range of currencies in which it offers payments saw international sales rise to £177.7m last year. In March 2017, managing director Rob Bishop, 62, led the acquisition of payment technology company Inpayva.

48 Monica Vinader 73.23%
Jewellery designer
Celebrities across the world including the Duchess of Cambridge, Olivia Palermo and Rita Ora, are fans of this Norfolk company's jewellery. Monica Vinader, 49, founded her company in 2008, and it now has 15 international boutiques, as well as four in London and an e-commerce operation. Piper Private Equity and Winona Capital invested £20m in 2016, helping fund expansion in America. Doubling US revenues boosted international sales to £15.9m in 2017.

49 MNC 71.85%
Media agency
This media agency turns fast-growing brands, such as Moonpig and Oak Furniture Land, into household names. MNC plans and buys advertising, and also shapes its clients' marketing strategies. Founded in 1997 by Andrew McCutcheon, 53, the London firm set up an employee trust in 2016, which now owns 51% of the group. International sales hit £15.8m in 2016, boosted by contracts with European brands such as Shpock, the boot sale app.

50 Pelsis 71.59%
Pest control
Headquartered in Knaresborough, North Yorkshire, this company was founded in 1984 as a fly-killer brand. It now manufactures a range of pest control and garden care products after acquiring nine companies, including Insect-O-Cutor and Pest-Stop. Pelsis supplies customers such as Brico, Screwfix and Retokill in more than 80 countries, lifting international sales to £54.1m in 2016. Last year, chief executive Peter Mangion, 57, led a buyout backed by private equity firm LDC.

51 Fundamental Media 69.81%
Media agency
Fundamental Media advises global fund management companies on how to market their funds to investors. It plans and buys media, and its services are backed by proprietary technology that provides fund marketing intelligence across more than 20 countries. Chief executive Angus MacLaine, 43, founded the London agency in 2003 and has since opened offices in Dubai, Hong Kong and Boston. International sales hit £34.8m in 2016 and the company now plans to expand to Sydney and Tokyo.

52 Pireprint 69.66%
Printing services provider
This East Sussex firm prints annual reports for 34 of the FTSE 100 companies. It also produces marketing material and packaging for the likes of Jack Wills, Office and Toyota, as well as fine art books for Sotheby's and the Gagosian gallery. Pireprint was founded in 1926 by the grandfather of current chief executive Mark Handford, 53. The business is backed by BGF, which invested £5.3m in 2014. International sales hit £6.8m in 2017, boosted by growth in the US and Europe.

53 Teneo 69.39%
IT services consultancy
Teneo helps 1,500 companies, including Mott MacDonald and Schneider Electric, to optimise IT networks. The firm, based in Reading, Berkshire, was founded in 2000 by chief executive Piers Carey, 48. It opened a US operation in 2006 and has since set up offices in France and Australia. Acquisitions in America lifted overseas sales to £33.4m last year.

54 CVP 68.86%
Audiovisual equipment supplier
This business grew out of a wedding

video venture set up by cameraman Phil Baxter in 1986. Today, it supplies professional video, broadcast and photography equipment to private production companies and national broadcasters, such as the BBC, across Europe, America, and the Far East. Last year, exports hit £20.8m, and managing director Mark Forth, 49, led a buyout from former chairman Alison Baxter, 59.

55 VSI 68.39%
Localisation services provider
VSI translates, dubs and subtitles TV shows and films, including 19 US drama Fear the Walking Dead into 19 languages, and providing German subtitles for the musical film La La Land. Clients include broadcasters such as NBCUniversal and the BBC. Managing director Norman Dawood, 60, founded VSI in 1989, and has opened 22 studios in Europe, the Middle East and Africa. Overseas sales hit £18.3m in 2016.

56 Delta Group 68.06%
Marketing services provider
Some of the world's biggest brands, including Adidas and Disney, use Delta's print and digital technology to create eye-catching displays and marketing campaigns. Founded by Mike Phillips, 55, and Jason Aulak, 53, in 1992, it now has over 100 countries. Overseas revenue hit £9.5m in 2017.

57 Paladone 67.95%
Gift wholesaler
From Harry Potter collectables and Batman mugs to novelty bath plugs, this firm designs and supplies gifts to high-street retailers across Europe, North America and Australasia. It has offices in America and Hong Kong and clients in 80 countries. Strong demand for its licensed and own-brand ranges helped overseas sales hit £14.2m last year, under managing director Graeme Carr, 52. In April this year, private equity firm LDC invested £13m to help growth.

58 Origin 67.93%
Bifold door manufacturer
This family-owned company was founded in 2002 when cousins Neil Ginger, 44, and Victoria Brockleby, 38, spotted a gap in the market for high-quality, bespoke bi-folding aluminium doors. The business, based in High Wycombe, Buckinghamshire, began selling its products internationally five years ago, when it opened a showroom in Dubai. Origin makes its doors and windows in Britain and America. Its exports reached £2.2m last year.

THE 10 FASTEST-GROWING MID-MARKET ECOMMERCE EXPORTERS

The increasing importance of ecommerce has seen the number of retailers that qualify for the league table increase since its launch in 2010. This year, 35 ecommerce firms feature. Showcased below are the 10 with the fastest-growing exports.*

Company	Rank	Activity / Comment	Year end	% annual intl sales growth	Latest intl sales £m	Total sales £m
cut BEAUTY	3	Online beauty retailer Has more than 750,000 social media followers and its website attracts more than 50m global visitors a year	May 17	213.18%	15.6	37.6
ipulse	8	Hair removal technology Sells through 13 multilingual websites and on marketplaces such as Tmall in China	Dec 17	167.13%	30.9*	32.8*
GYMSHARK	16	Online sportswear retailer Sells to 177 countries through its 11 online stores, with exports representing 36% of total sales	Jul 17	128.5%	70.8	40.5
MISSGUIDED	21	Fashion retailer Releases up to 1,000 new styles a week on its eight international websites	Mar 17	114.13%	87.5	205.8
MOUNTAIN WAREHOUSE	24	Outdoor clothing retailer Its nine multilingual websites, which account for 20% of total sales, ship to 100 countries	Feb 17	102.19%	46.4	184.8
SEASALT THRG	28	Clothing retailer Sales from its website, which ships to 56 countries, account for more than 40% of exports	Jan 17	97.67%	2.2	41.5
THG	45	Online retailer Its 166 websites are available in 35 languages and ship to 193 locations	Dec 17	75.04%	512.4*	736.0*
DOMU BRANDS	46	Homeware manufacturer Fulfills more than 2m orders a year through online channels, with 90% of exports to the US	Jun 17	74.65%	22.0	57.4
MONICA VINADER	48	Jewellery designer 30% of exports are through its website, which ships to 71 countries	Jul 17	73.23%	15.9	35.8
cvp	54	Audiovisual equipment supplier Its multi-currency website stocks 50,000 products and ships to more than 100 countries	May 17	68.86%	20.8	84.3

* Supplied by company * Companies with at least 10% of exports generated from ecommerce

Want to conquer the world? Just be online and be on time

A straightforward, efficient website and fast delivery are two ways you can give overseas sales a huge boost



The unparalleled reach of the internet has shrunk the world – and is helping ecommerce exporters sell British goods, from jewellery to cycling gear, to customers in every corner of the globe. This year, a record 35 ecommerce businesses feature among the International Track 200, up from 25 last year. However, it's not just the retailers that are trading online. We are seeing a far greater number of businesses using ecommerce

to reach other businesses, in sectors as diverse as homewares, healthcare and engineering. A study we published earlier this year, in partnership with Cranfield School of Management, shows how these companies are increasingly using digital tools and behaving in the same way as retailers. For anyone seeking to increase sales to other businesses overseas, this strategy is worth exploring – the value of cross-border business-to-business e-commerce transactions is predicted to reach \$1.2 trillion by 2021. Trading online is allowing Britain to access new markets at relatively low cost, and helping us diversify beyond Europe in the face of an uncertain trading environment. One company that has reaped the rewards of this approach is children's fashion retailer Childrensalon No 139 on this year's league table. It sells more than 280 designer childrenswear

brands online, including Armani, Gucci, and Stella McCartney Kids. Founded in 1982, the business is now led by the founder's daughter, Michele Harriman-Smith and her husband, George. The two launched a website in 1999 and started offering international express shipping the following year. This was a shrewd move – our research shows that online retailers who offer premium shipping grow an average 1.6 times faster than rivals. Michele, who is chief executive, credits the company's success to its online presence: "We are an ecommerce company. We love technology and are always pushing its boundaries," she says. Last year, it launched childrensalonoutlet.com, for out-of-season childrenswear, and started shipping to the Middle East using DHL Express. Childrensalon now ships to more than 160 countries, helping exports reach £68m in 2017. Another retailer making

strides in the Middle East is jewellery designer Monica Vinader. In May, it partnered with retail giant Azadas to open 15 franchised stores in the Middle East. Missguided releases up to 1,000 styles a week that are promoted to its millions of social media followers, and had overseas sales of £88m last year. It is still led by its founder, chief executive Nitin Passi. Business-to-business exporters are also using ecommerce and social media to access new markets. Take Bearmach (No 183), which supplies parts for Land Rovers. It launched a website last January and has been steadily increasing its Facebook, Instagram and Twitter following. "While Bearmach's core business is as a B2B distributor, we've also been raising brand awareness. Since launching the site, we've seen significant growth



Fitting success: Childrensalon's Michele Harriman-Smith

in B2C trade," says sales director Stuart Trickett. Bearmach, based in Wales, is celebrating its 60th anniversary this year and has used its significant experience in serving trade clients to meet the demands of its new customers. "Speed is immensely important to us, so DHL Express is a vital partner," says Trickett. "Our customers want to get parts as soon as possible so they can get their vehicles back on the road – or in the mud." User experience has been an important consideration in developing its website. "Ease of use was key. The fewer clicks to buy the part, the better," says Trickett. Customers can search by category and vehicle model. Launching the ecommerce site while continuing to serve core trade customers placed extra demands on the team at Bearmach, but it's paid dividends – the project has increased the company's engagement with end users and also helped it reach new markets.

"As well as the business-to-commerce trade, the site has helped improve our visibility with smaller business-to-business customers in the US. It's useful that we have a logistics partner that knows what it says on the tin," says Trickett. At DHL Express, we are always supporting exporters undergoing rapid growth – they are an important part of what a company offers, consistently meeting customer expectations and adapting to changing delivery preferences is key to building trust across borders. We are immensely proud of all the International Track 200 businesses and their role in increasing the country's prosperity by exporting British goods and services around the world. We need them now more than ever. Ian Wilson is chief executive of DHL Express UK & Ireland

INTERNATIONAL TRACK 200



59 A-Safe 67.57%
Safety barrier manufacturer
 This Halifax firm's flexible polymer safety barriers are used in factories by the likes of Nestlé and Heineken to protect staff and machinery. Its bright yellow products are also found in car parks and airports. A-Safe has offices in 14 countries, and it also sells through distributors in a further 22 countries. In 2017, joint managing directors Luke Smith, 38, and brother James, 40, oversaw exports of £36.3m.

60 Matchefashion.com 66.94%
Luxury fashion retailer
 Husband and wife team Tom and Ruth Chapman, 55 and 56 respectively, began with a single boutique in Wimbledon, southwest London, in 1987. They now sell more than 450 luxury fashion brands online and in six London stores. Its website, which draws 3m visits a month, delivers to 176 countries, helping exports hit £227.8m in 2018. Last year, private equity firm Apax Partners bought the firm, valuing the company at £1.2bn – led by chief executive Ulric Jerome, 40 – at a reported £800m.

61 Bulk Powders 66.38%
Sports nutrition provider
 Superfood powders, nut butters and whey proteins are among the health and performance products made by Bulk Powders. Fitness enthusiasts Elliot Dawter and Adam Rosser, both 35, started the Colchester firm in 2006, and it now exports more than 1,000 food supplements to customers in Europe, after launching a female range earlier this year. International sales hit £15.5m in 2017, with expansion to the increasingly health-aware US and Chinese markets on the horizon.

62 END 68.24%
Online menswear retailer
 Founded in 2005 by university friends John Parker, 36, and Christian Ashworth, 35, END has grown from a shop in Newcastle to a global online retailer trading in 10 currencies. It ships up to 6,000 products a day worldwide, from menswear brands such as Comme des Garçons and Barbour, and had exports of £45.8m in 2017. The firm is backed by private equity firm Index Ventures, which bought a minority stake for an undisclosed sum in 2014.

63 Westcoast 65.32%
Technology distributor
 Founded in 1984 by chairman Joe Hemani, 71, Westcoast distributes IT products and services to more than 10,000 customers in the UK and Europe. In 2016, the company, based in Reading, Berkshire, bought a division of Adevo, which supplies ink and toners to businesses across France. This helped international sales hit £437.1m last year.

64 Millennium 62.83%
Food and drink distributor
 This family business supplies branded groceries and drinks to 500 customers a week in countries including Cyprus, Spain and Holland. The Essex firm comprises a cash-and-carry division and a wholesale branch operating from a 120,000 sq ft warehouse. Under the Lakhani brothers, Rishi and Shyam, 36 and 32, exports rose to £59.9m in 2017, helped by a multilingual sales team.

65 Mac-group 60.89%
Construction and fit-out
 This firm has benefited from the influx of US firms to Ireland. Working mainly in Dublin, the construction contractor provides clients such as Oracle and IBM with upgrades to their office buildings. It claims to have 93% repeat business, helping international sales hit £94.7m in 2017. Mac is led by founder and managing director Paul McEenna, 50, and is based in Newry, Northern Ireland.

66 City Facilities Management 60.62%
Facilities maintenance provider
 Lord Haughey, 61, a former director of Celtic FC, and his wife Susan, 65, set up this Glasgow business in 1985. It installs and maintains air conditioning and refrigeration equipment and provides facilities management to supermarkets such as Asda. Growth in Australia and southeast Asia. In 2016 and 2017 international sales hit £13.6m and £14.1m respectively.

of US firm Baltic Trail, boosted overseas turnover to £266m that year. In 2017, City bought French firm AME, which it hopes will provide a gateway to Europe.

67 Highway Care 59.92%
Road safety product manufacturer
 John Talbot, 75, founded this Kent firm in 1976 to suppress roadside weeds with mechanised spraying. It has evolved to offer a range of road safety products, such as temporary steel barriers and crash "cushions" designed to withstand a 70mph impact. The launch of an Australian subsidiary in 2016 boosted overseas sales to £17.6m that year.

68 Peninsula 59.72%
Employment law consultancy
 Peninsula provides employment, HR, and health and safety consultancy services for 75,000 companies around the world. The Manchester consultancy was started in 1983 by Bedford co-founders and brothers Fred and Peter Done, 75 and 71. It now has operations in Ireland, Australia and New Zealand, and opened a Canadian office in 2017, when international sales hit £56.1m.

69 Claranet 59.52%
IT services provider
 Founded in 1996 by Charles Nasser, 48, this firm sells IT hosting, networking and communications services to more than 6,500 businesses, including Airbus and Peugeot. It has 43 data centres and 23 offices in seven European countries and one in Brazil, after making 19 acquisitions since 2014 with backing from Goldman Sachs, Ares and RBS. In 2017, international sales hit £15.4m, and private equity firm Tikehau invested £80m for a minority stake.

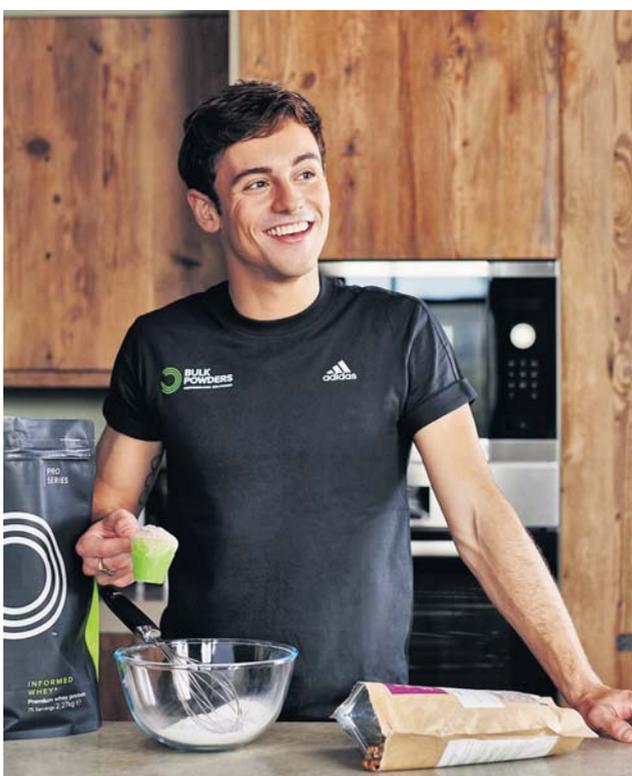
70 CloserStill 58.83%
Exhibition organiser
 This London firm was founded in 2008 and produces trade shows for the technology, medical and healthcare sectors. Led by chairman Phil Soar, 70, its 27 annual events include Cloud World Asia and New York Vet. In 2015, private equity firm Inflection bought a minority stake for an undisclosed sum, helping fund the acquisition of French events organiser Learning Forum and Online Educa Berlin last year. International sales hit £13.9m in 2017.

71 CAE Technology Services 58.78%
IT reseller
 This IT reseller has installed wi-fi in Mulberry's luxury handbag shops worldwide. CAE also designs, implements and supports IT systems, such as networks and data centres. Its global retail, media and finance brands, including ViaCom International Media Networks and Merlin Entertainments. In 2017, international sales hit £5.1m and the company was named Cisco's commercial partner of the year for Europe, the Middle East, Africa and Russia. Managing director Justin Harling, 44, heads the Watford firm.

72 VHR 58.63%
Recruitment consultancy
 When chief executive Danny Brooks, 44, founded this recruitment consultancy in 2003, his first customer was Air Mauritius. Overseas sales, which hit £27.5m in 2017, now account for more than three quarters of VHR's total sales. The company specialises in placing staff in the aerospace, aviation and motorsport industries and has won contracts with the likes of Etihad Airways and Formula One team Toro Rosso.

73 Capital Hair and Beauty 58.22%
Hair products wholesaler
 Founded by Michael Vans Agnew in 1954 as a scissor-sharpening company, this family firm is now run by his sons, Peter, 57, and Hamish, 60. The Brighton business sells hair and beauty products to trade buyers across its 50 stores and online. In 2016, it acquired Essential Salon Supplies in Ireland, boosting international sales to £2.3m. Last year, it bought M&S Hair & Beauty Supplies' eight British superstores.

74 Optima Contracting 57.68%
Partitioning systems manufacturer
 This business based in High Wycombe, Buckinghamshire, designs, makes and



Making a splash: Olympic diver Tom Daley is an ambassador for Bulk Powders (No 61), which makes superfood supplements

installs glazed partitioning systems for UK and international clients. It has manufacturing sites in Bath and Kuala Lumpur, and international operations in the Middle East, Asia and Australia. Chief executive Nick Caley, 55, oversaw international sales of £12.6m in 2017.

75 DR Collin 57.31%
Seafood supplier
 This Berkshire firm supplies fish and shellfish, such as lobster and langoustines, sourced from local Scottish waters and around the UK. It built its own cooking plant 10 years ago, and has since added eight factories and three fish shops. It supplies high-end restaurants in Europe, helping exports to reach £31.8m in 2017, under managing director James Cook, 62.

76 Evolution Foods 56.86%
Health foods retailer
 Evolution, founded in 2006, provides dried fruit, nuts and healthy snacks to the UK and continental Europe. Its factory in Shrewsbury, Shropshire, supplies supermarkets, including Lidl and the Co-op, with private-label goods and also its Natural Selection brand. International sales hit £4.6m last year, under chief executive David Cooper, 49.

77 Aurore 56.74%
Jewellery retailer
 This Leicester jewellery group says it is one of the world's largest distributors of luxury watches. It owns Goldsmiths, Mappin & Webb, Watches of Switzerland and Watch Shop in the UK, and is expanding across America with the backing of private equity firm Apollo. Last year, it bought US chain Mayors Jewelers for \$16m (£7.8m). It is also opening Watches of Switzerland outlets in the US, including a flagship

store in Hudson Yards, New York. Overseas sales hit £39.8m in 2017, under chief executive Brian Duffy, 63.

78 Loch Duart 56.59%
Salmon farmer
 Loch Duart has been farming Atlantic salmon in Scotland's Backall Bay since 1959, when it was co-founded by sales director Andy Bing, 57. The fish has graced the tables of top restaurants worldwide, including Michelin-starred The French Laundry in California, and Japanese eatery Nobi in New York. Loch Duart sells to 20 countries, and exports hit £34.5m in 2017, under managing director Alban Denton, 54.

79 Freuds 55.86%
Public relations agency
 Chairman Matthew Freud, 54, sold a majority stake in this public relations firm to Publicis Groupe in 2005, valuing it at £56m, but bought it back in 2011 for an undisclosed sum. Its clients include Dubai's Department of Tourism, and it has worked with Olympic gold medalist Sir Mo Farah to promote the city as a tourist destination. In 2016, it bought American PR firm Brew Media Relations, helping international sales hit £20m. Arlo Brady, 40, became chief executive last year.

80 Vision Support Services 55.76%
Textile distributor
 This Blackburn firm has a long history. It supplies linens to some of the world's most famous hotels, including the Burj Al Arab in Dubai, as well as to retailers such as John Lewis, and one of its brands made linen for the Titanic. Chairman Daniel Wright, 46, bought out his family's textile business in 2005 and has built the group through acquisitions. Overseas sales climbed to £12.3m last

year, boosted by increased distribution in America and an office in Dubai.

81 AVMI 55.53%
Audiovisual systems integrator
 This Surrey company supplied flipcharts and overhead projectors when it was founded in 1990. It now helps more than 800 businesses integrate hi-tech audiovisual and video collaboration systems used in meeting rooms and event spaces as well as shops and courtyards. Offices in the US and Hong Kong boosted international sales to £3.4m in 2017. AVMI is led by chief executive Edward Cook, 51, and backed by private equity firm Alcuin Capital.

82 Contecks 55.51%
Design and engineering consultancy
 Ford, Jaguar Land Rover and Bentley are among the clients of this company. It acquired a German engineering services firm in 2014, and the following year it announced a £3m investment to expand its facilities in Basildon, Essex, Warwick and in Germany. In 2016, it launched its second German office, helping international sales hit £12.6m. Managing director Peter Jarvis, 53, heads the business.

83 Eurostar Global 54.82%
Electronics distributor
 Peter Carnall, 40, and Brett Watmough, 50, founded Eurostar in 2007 after spotting an opportunity to export surplus electronics. The Staffordshire company buys end-of-line and excess stock from large retailers, focusing on consumer electronics, such as phones and tablets. It sells them to businesses and wholesalers and has a small retail division. Demand from Europe boosted

exports to £47.1m in 2017. In March this year, it signed a deal to become the sole UK distributor of Energizer's long-life mobile phones.

84 Clintec 54.65%
Clinical research
 Founded 21 years ago by immunologist Rabinder Buttar, 54, this Glasgow company provides clinical research services to the pharmaceutical, biotechnology and medical device industries. It specialises in clinical trials for cancer and rare disease therapies and has a presence in more than 50 countries worldwide. International sales account for more than 99% of total revenue, and reached £51.7m in 2017.

85 Bullitt 54.52%
Consumer electronics designer
 This Reading company designs and makes branded consumer electronics under licence from the likes of Kodak, Caterpillar and Land Rover. Last year, it sold a majority stake to private equity firm Exponent for an undisclosed sum. As part of the deal, former Microsoft executive Pieter Knook, 59, joined as chairman to work alongside chief executive Peter Stephens, 51. Overseas sales hit £48.8m in 2017, representing 95% of total revenues.

86 Frank Recruitment 53.19%
IT recruitment consultancy
 This niche recruitment business operates in more than 70 countries, placing candidates who specialise in enterprise software such as Microsoft Dynamics and Salesforce. In 2016, chief executive James Lloyd-Townshend, 45, led a buyout backed by private equity firm TPG, which acquired a majority stake in the Newcastle company for an undisclosed sum. Last year it opened an office in Dallas, helping overseas sales to hit £134.1m.

87 The Instant Group 52.98%
Outsourced office supplier
 This company helps businesses including American Express, Worldpay and Hootsuite to cut costs and increase flexibility by organising managed office space worldwide. It also runs a listings website for flexible office space and serviced offices in 2,280 cities across 153 countries. Private equity firm MML Capital invested £16m in 2012, and since executive Tim Rodber, 48, an ex-England rugby international, has opened three offices in the US as well as five in Europe and Australasia. Overseas turnover, which includes some rental income, reached £7.7m in 2017.

88 John Morley 52.65%
Dried fruit importer
 American almonds, Turkish hazelnuts and Philippine banana chips are just some of the products supplied by this Cheshire-based importer. John Morley sources dried fruit and nuts from 20 countries and also supplies ingredients such as mince meat and fruit fillings. Customers include bakers and food manufacturers, and exports hit £10.7m in 2016. Chairman Paul Roberts, 61, heads the family-owned business.

89 Solent 52.02%
Consumer goods supplier
 This Dorset-based business has production facilities in the UK, China and Vietnam that make branded and own-label goods, including health and beauty products, household cleaners and snack foods. Solent also supplies reusable bags to Tesco, M&S and Aldi. Its main overseas markets include South Africa and Australia, and it has seen exports grow to £5.5m in 2016, under chief executive Richard Porter, 50.

90 Macphie 51.86%
Food ingredients producer
 Founded 90 years ago as a bakery, this company now produces a variety of food ingredients, such as cake mixes, icing and sauces. Its two Scottish sites supply bakeries, commercial kitchens and food manufacturers around the world. International sales hit £13.6m in 2017, with the Middle East its fastest-growing market. The business is led by managing director Andrew Underwood, 54, and chairman Alastair Macphie, 57, a descendant of the founder.

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VI INTERNATIONAL TRACK 200

91 Simms International 51.76%
IT distributor
 This cent distributor of computer memory cards and storage devices ships more than 3m products a year all over the world. The business was founded in 1990 by chief executive Andrew Henderson, 56, and its biggest overseas market is Europe, where it supplies resellers and retailers such as Amazon. Exports hit £5.4m in 2016.

92 Cambridge Commodities 51.14%
Nutritional supplement wholesaler
 This family-owned firm was founded 20 years ago by chief executive James Stevens, 42. It manufactures, imports and distributes more than 2,000 ingredients, used by sports nutrition, health and pet food companies. Key markets for its products – from cocoa powder to Devil's Claw extract – include Belgium and Germany. The firm, based in Ely, Cambridgeshire, is targeting growth in America and South Africa after annualised exports of £10.4m last year.

93 Qualtec 50.75%
Spare parts distributor
 This Manchester firm supplies spare parts for domestic appliances, including vacuum cleaners, cookers and washing machines. Its products are either sold directly to customers or through other retailers, such as Walmart in the US. The business was founded in 1961, and is now being backhanded to wife and partner Phillip and Caroline Hulme, both 52. In 2017 international sales reached £8.1m.

94 Comtee 50.53%
Telecoms production distributor
 This business supplies the likes of Sky, Virgin and BT with fibre-optic and copper network installation materials. As well as an operation in Hong Kong, the Cambridge-based firm has offices in Qatar and Dubai supplying local operators Ooredoo and Batelco, and Emirates telecoms group Etisalat. Exports grew to £3.2m in 2016, under John Burt, 56. Comtee expanded into Oman this year to support Ooredoo's roll-out of a superfast fibre network.

95 Principle 50.38%
Brand implementation agency
 Companies such as BMW, HSBC and Accenture use this Huddersfield agency to ensure their branding is consistent across global markets. Last year, the company appointed Victoria Woodings, 34, group chief executive, and also acquired Italian agency Underline for an undisclosed sum. This – together with adding another 15 offices worldwide – helped overseas sales hit £106m in 2017.

96 Mark Allen Group 50.37%
Publisher and events organiser
 Mark Allen, 73, founded this group with his partner in 1981. It now organises more than 70 publications, runs 200 events a year and offers data management and marketing services. In 2016, it acquired a series of conferences, including the British Water and Network Summit from Industry Dynamics. Chief executive Ben Allen, 43, oversees international sales of £5.8m last year.

97 Efficio 50.21%
Procurement consultancy
 This firm improves internal processes and delivers savings for businesses on a global scale. Clients include HSBC, British Water and Network Summit and it also works with private equity firms to reduce costs across their portfolio companies. In 2016, it opened an office in Germany, its fastest-growing market, before overseas sales hit £32.1m in 2017. Co-founder and chief executive Jens Pedersen, 54, heads the business.

98 Recycling Lines 49.45%
Waste management provider
 British Gas, BT and Selfield use this company's waste management services – the Preston firm recycles metals and other materials at its 15 canteen plants and exports them to India, Pakistan and the Middle East. Founded in 2008 by Steven Jackson, 52, it aims to create social value greater than 10% of annual sales for its company, to combat unemployment and homelessness. International sales were £20.5m in 2017, under managing director William Fletcher, 38.

99 Gamma Healthcare 49.02%
Antimicrobial product distributor
 Searching for a way to combat hospital-acquired infections, doctors Guy Braverman, 39, and Allen Hanouk, 44, developed wipes that clean and disinfect surfaces, instruments and all areas of the body. Their Watford company now supplies products to every NHS hospital and exports to 60 countries. Australasia is its biggest overseas market, and it says its after-sales training and support apps helped exports reach £5.5m in 2017.

100 Mint Velvet 47.33%
Womenswear retailer
 Mint Velvet's range of women's clothing, accessories and footwear is available online and at its 38 shops in the UK and 96 concessions. It also has 12 stores in Switzerland, eight in Ireland, and its franchise outlets in Dubai. Co-founders Liz Houghton, 53, Lisa Agar-Rea, 49, Stuart Grant, 43, and Jane Rawlings, 51, set up the retailer in 2009. Investment business The Lewis Trust Group, owned by the founders of River Island, bought a stake in the company in 2015 to support its expansion, helping exports rise to £4.9m in 2017.

101 Natures Menu 47.27%
Pet food manufacturer
 Customers in 26 countries buy this Norfolk firm's dog and cat food, made from locally sourced ingredients and is healthier – and sourced in the UK. Its biggest overseas market is Germany. In 2017, Spanish pet care company Affinity increased its shareholding to a non-controlling 50%, with managing director Craig Taylor, 51, retaining the other 50%. Exports hit £2.5m that year.



Cheers: Jenny Biggam, founder of The7stars (No 108), who named her flourishing food agency after a London pub

102 Financial Express 47.18%
Financial data provider
 Serial entrepreneurs Michael Holland, 64, and Craig Wilson, 63, founded Financial Express in 1996 to provide investment data, software tools and analysis to financial advisers, asset managers and institutions. Last year, it acquired Global Funds Registration and Kii Hub to help international clients meet regulatory requirements, and bought financial publication Money Management in Australia. New chief executive Neil Bradford, 45, joined in September and plans to further increase international sales, which reached £4.1m in 2017, boosted by growth in Asia.

103 Lovehoney 47.14%
Sex toy retailer
 Richard Longhurst, 48, and Neal Slaterford, 54, set up this ecommerce business in 2002 and it claims to sell one in three sex toys bought online in Britain. It has exclusive rights to make Fifty Shades of Grey adult toys, has launched six international websites, and supplies distributors and retailers worldwide. New sites in Brisbane and Atlanta boosted exports to £26.2m in 2017.

104 Morris & Company 46.86%
Conglomerate
 Founded in 1869 as a local grocer, this Shrewsbury group has diversified into property, engineering and the care industry. Exports of £4.2m in 2017 were generated by its engineering division, Morris Site Machinery, which makes industrial lighting, generators and other construction equipment. A key market is Australia, where it supplies the country's largest equipment hire firm. Robin Morris, 50, is chairman of the fifth generation family business, and Chris Morris, 46, is chief executive of Morris Site Machinery.

105 E-Leather 46.21%
Eco-friendly materials developer
 Airlines, trains and bus seats use this consultancy to 250 customers, such as hedge funds and asset managers, in more than 20 countries. Options says its growth is underpinned by a global trend in outsourcing financial services technology, helping international sales hit £4.4m in 2017 under chief executive Nigel Kneafsey, 42. Last August, it secured £100m (£74m in US private equity firm Bregal Sagemount).

112 MMR Research Worldwide 45.12%
Consumer research agency
 David Thomson, 63, a visiting professor in sensory and consumer science at Reading University, founded this market research agency in 1989 with his wife, Teresa Church, 58. Based in Oxfordshire and with offices in six countries, it helps the likes of GSK, Unilever and Heinz to develop new products in response to consumer tastes. International sales hit £31.1m in 2017, boosted by US growth.

113 Xecox 44.76%
Reward programme administrator
 Xecox runs staff benefits and customer reward programmes for firms including the AA and PwC. As well as bespoke discount schemes, its concierge service provides hard-to-get event tickets, hotel rooms and restaurant bookings. Former investment banker Jackie Benjamin, 45, and management consultant Sui Meyer, 43, founded the business in 2000. International sales, which represent gross transactions, rose to £6.2m in 2017.

108 The 7stars 45.73%
Media agency
 Founded in 2005 by Jenny Biggam, 51, this firm takes its name from a London pub. It plans and buys advertising across media channels in Europe and America for clients including gaming firm Supercell, responsible for mobile phone games such as Clash of Clans. It is also a member of a network of media buyers that shares work across Europe. Overseas sales hit £59.6m in 2017.

109 Wasabi 45.59%
Sushi bar chain
 Dong Hyun Kim, 45, set up this takeaway business in 2002 with one outlet on London's Embankment, and now runs 55 branches nationwide and five in New York. The chain serves sushi and hot dishes under the Wasabi and Bento brands. It also operates Korean restaurant brand Kimchee, the Asian-inspired Soboro Bakery, and has opened sushi counters in five M&S stores. New sites in New York helped international sales reach £6.1m in 2016.

110 Clarion Events 45.44%
Events organiser
 This company organises more than 240 conferences and exhibitions around the world. In 2017, private equity firm Blackstone acquired the group from Providence Equity Partners in a £600m deal and has backed the latest two acquisitions – Hong Kong's Global Sources for an undisclosed sum, and the PennWell Corporation in Oklahoma for £222m, both this year. Clarion has 15 offices worldwide and had international turnover of £53.1m in 2017 under chairman Simon Kimble, 54.

111 Options 45.36%
Financial technology provider
 This company says it was the first to provide private cloud computing services to the financial sector. It now offers infrastructure and technology consultancy to 250 customers, such as hedge funds and asset managers, in more than 20 countries. Options says its growth is underpinned by a global trend in outsourcing financial services technology, helping international sales hit £4.4m in 2017 under chief executive Nigel Kneafsey, 42. Last August, it secured £100m (£74m in US private equity firm Bregal Sagemount).

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114 Aardman 44.44%
Animated film producer
 This Bristol animation studio, famous for hits such as Wallace & Gromit, was founded in 1976 by Peter Lord and David Sproton, both 64. Overseas sales are three quarters of revenue. Licensing deals have led to a Shaun the Sheep cafe and theme park in China and its own channel in Indonesia. The acquisition of US animation firm Nathan Love for an undisclosed sum in 2015 also boosted international sales to £19.7m in 2016.

115 MVF 43.63%
Customer generation services
 Founded in 2009 by five friends in Borough Market, south London, this firm uses its in-house technology and marketing expertise to help clients generate more customers. It operates in 120 countries, and in 2015 opened an office in Texas, after private equity firm Bridgepoint acquired a 40% stake. Under chief executive Michael Teixeira, 45, overseas sales hit £28.5m in 2017.

116 Jones Knowles Ritchie 43.53%
Brand design agency
 This design agency temporarily changed the name of Budweiser beer to America when it looked to re-establish the brand in 2016. JKR specialises in brand identity, packaging and campaigns for customers such as Unilever and Mars. It was set up in 1990 by its eponymous founders George Jones, Andrew Knowles, 60, and Ian Ritchie, 58, and now has offices in New York, London, Singapore and Shanghai. In 2016 overseas sales hit £3.7m under chief executive Guy Lambert, 52.

117 STR 43.40%
Recruitment consultancy
 Although this firm's Portsmouth office comprises six niche recruitment branches that place candidates in the science, technology, engineering and professional sectors, its brand Talos

milling centres in Cumbria, Essex and Fife. It exports to food manufacturers and bakeries in Ireland and the rest of Europe, taking international sales to an annualised £15.7m in 2017.

119 Boss Design 42.09%
Office furniture manufacturer
 This business based in Dudley, West Midlands, makes furniture for clients including Rogo, the rollercoaster-inspired restaurant in Abu Dhabi, and Gulf airline Etihad's airport lounges. The company, best known for its seating, manufactures on four continents and has showrooms in Chicago and Dubai. International sales grew to £13.8m in 2017, under chairman Brian Murray, 71.

120 Microlise 41.70%
Vehicle tracking developer
 Microlise develops systems to help lorry users and manufacturers maximise fleet efficiency, using telematics to monitor driving style, location and the health of the vehicle. The Nottingham company works with manufacturers and retailers across Europe, including M&M, DAF and Tesco. Overseas sales reached £4.5m last year, and chief executive Nadeem Raaz, 51, is seeking growth in India and Dubai.

121 Core Assets 41.40%
Foster care agency
 Jim Cockburn, 68, a social worker, and Jan Rees, 77, a foster carer, founded Core Assets in 1994 to provide foster care for children in Britain. The Worcestershire firm has since expanded into other areas of social care and now operates in 10 countries across four continents. International sales hit £52.3m in 2016.

122 DR Wakefield 41.15%
Coffee merchant
 Founded in 1970, this family-run coffee merchant supplies 22 countries including Australia, Sweden and America. It offers 350 coffees, sourced directly from growers in 25 countries. With a focus on fair trade, traceability and sustainability, chairman Simon Wakefield, 53, led the company to exports of £13.2m in 2017.

123 Cennox 40.30%
Banking automation services
 Former travel director Clive Nation, 62, founded this Surrey firm in 2004. It provides servicing as well as anti-fraud and security devices for cash machines. It bought two companies last year, which helped overseas sales hit £36.3m. In January this year it bought Essex cash machine installation firm Ackett. Cennox is backed by BGF, which has invested a total of £13m since 2012.

124 The Little Group 39.98%
Media wholesaler
 Chairman Jonathan Little, 53, heads this family-owned holding company of Gardners Books, which says it is Britain's largest independent wholesaler of books, music and DVDs. International sales, which reached £14m in 2017, have been aided by its American business, based in Florida. This year, it is doubling the capacity of its Eastbourne warehouse to stock 8m products.

125 John Adams 39.75%
Toy wholesaler
 John Adams started out in 1967 making craft and science toys. In 2009, it merged with Toy Brokers after managing director Simon Pilkington, 51, led a buyout. The Cambridge-based group now exports toy brands, such as Mr Bucket and Soggy Doggy, to 30 countries, boosting international sales to £5.7m in 2017. Next month, it will launch the first Strictly Come Dancing board game in partnership with the BBC.

126 Les Caves de Pyrene 39.26%
Wine merchant
 Les Caves supplies wine from small wineries to restaurants, retailers, wholesalers and private customers. The Surrey firm is led by founder Eric Nario, 55, and his operations in Spain, Italy, and Australia. It runs the Real Wine Fair in the UK and has restaurants in London, Melbourne, and Logroño, Spain. International sales hit £6.5m in 2017.

this London company has the licensing rights to develop and supply special editions of Hasbro games. It also owns the worldwide rights to the Top Trumps card game. It has offices across Europe, Australia and the US, and saw overseas sales reach £20.9m last year under chief executive Tom Liddell, 45.

129 BrewDog 38.26%
Brewery
 Founded in 2007 by James Watt and Martin Dickie, both 35, this Scottish brewer exports its craft beer to more than 60 countries and has opened 50 bars as far afield as Brazil and Japan. In 2017, it was valued at £1bn when US private equity firm TSG Consumer Partners bought a 22% stake for £213m. Overseas sales hit £21.6m that year. BrewDog's latest crowdfunding campaign aims to raise up to £50m, which will help finance a £17m Australian brewery, set to open in 2019.

130 CDE Global 38.23%
Processing equipment manufacturer
 Applications of this firm's industrial machinery range from gold mining to water recycling. Founded in 1992 by chairman Tony Convery, 57, its systems help customers in 70 countries to recover materials, such as sand and gravel, from industrial waste. Exports hit £47.4m in 2017, thanks to demand for recyclers in Britain and across Europe, the Middle East and Australia.

131 Mind Gym 38.01%
Corporate learning provider
 This London firm, founded in 2000 by Octavius Black, 50, and Sebastian Bailey, 43, uses psychology and behavioural science to help employees and leaders improve performance and deal effectively with change. The company says 59% of the FTSE and S&P 100 have been customers, including Glaxo Smith Kline, Microsoft and Unilever. It works in more than 30 countries, and in 2017, its US sales grew 7% to £16m, helping total overseas turnover to reach £21.8m.

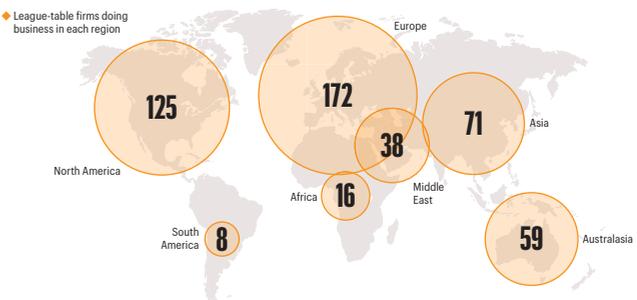
132 The Change Organisation 37.86%
IT
 Founded by Graham Burns, 62, in 1992, this company distributes computer hardware from vendors such as HP, Cisco, IBM and Toshiba. It supplies chain seed capital of £20m from Europe from its warehouse in Kent. Exports, driven by trade shows and its direct sales team, hit £5.6m in 2017.

133 EnerMech 37.86%
Engineering services provider
 Chief executive Doug Duguid, 56, and five colleagues launched this Aberdeen engineering group in 2008. It raised seed capital of £20m from management and private equity group Lime Rock Partners, EnerMech acquired two British businesses. A string of follow-on acquisitions has helped the business expand its presence to 23 countries. Exports hit £295.9m last year.

134 NEMET 37.80%
Engineer
 Founded in 1964, this company serves the aerospace and gas turbine sectors, modifying and distributing Makino machine tools. Rolls-Royce, GE and French engine manufacturer are among its customers. Led by managing director David Burley, 58, the business exports across Europe and has also worked in Mexico, Russia and China. International sales hit £14.7m last year.

135 Demon Tweaks 37.62%
Motorsports retailer
 Demon Tweaks was founded in 1971 by racing driver and motor trade salesman Alan Minshaw to supply products for racing drivers, before expanding into car modification and the motorcycling market. Alan's son Jon, 55, is now managing director and the firm remains family-owned. Its website attracts overseas customers, supplied from its Wrexham warehouse,

MAIN MARKETS OF THE INTERNATIONAL TRACK 200 COMPANIES



Regions of the world and the number of league-table firms doing their main business there. Many firms export to more than one foreign market.

Automation opened an office in Ireland in 2015, and its Blackfield Associates and Navis Consulting brands opened in New York this year. Co-founders Richard Crawford, 41, and Clive Hutchings, 45, saw international sales hit £15.7m in 2016.

118 Whitworth 43.22%
Flour miller
 Although this family firm has been making flour since 1886, it is a pioneer of new milling and heat-treatment systems and in 2014 opened an £1.2m quality and innovation centre at its base in Northamptonshire. Led by chairman Martin George, 75, it acquired Carr's Flour Mills in 2016 in a £36m deal, adding

127 TWMA 38.99%
Environmental services provider
 Drilling for oil and gas creates waste that requires careful handling, treatment and processing – the speciality of Aberdeen-based 127 TWMA. Private equity firm Buckthorn Partners bought the company. Founded by the deal founder Ronnie Garrick, 54, became partner, with Tony Branch, 49, taking over as chief executive. Operations in Abu Dhabi and West Africa helped overseas turnover hit £32.6m in 2016.

128 Winning Moves 38.81%
Games
 With bestsellers that include Game of Thrones Monopoly and Pass the Pigs,

and international sales doubled in 2016 to £10.9m.

136 Osprey Europe 37.50%
Backpack distributor
 British entrepreneur Alan Wylie, 48, set up this business in 2003 with his own savings to sell the high-end backpacks designed by US brand Osprey Packs in Europe. The company, which is based in Poole, Dorset, helps to design Osprey's products and exports them to large chains and independent stores, including German outdoor retailer Globetrotter. It also sells through its website, releasing its best year, helping international sales hit £26.7m in 2017.

INTERNATIONAL TRACK 200



137 Usborne Publishing 37.33%
Children's book publisher
 Founded by chairman Peter Usborne, 80, in 1973, Usborne specialises in children's literature and has 2,500 titles for audiences ranging from babies to young adults. Its books have been translated into more than 100 languages. In 2017, the business generated exports of £55.5m and launched an imprint to publish Usborne titles in China.

138 The Collinson Group 37.25%
Loyalty and benefits provider
 The group delivers employee benefits, reward programmes and loyalty initiatives to help companies attract, retain and increase customers. Its brands include Priority Pass, which gives members access to more than 1,200 airport lounges. It also owns online travel insurance provider Columbus Direct. Founder and chairman Colin Evans, 71, has overseen its expansion to 21 offices around the world. His sons Christopher, 43, and David, 41 – joint chief executives – led international sales to £52.4m in 2017.

139 Childrensalon 36.79%
Childrenswear retailer
 Started in 1952 by Sybil Harriman with a shop in Tunbridge Wells, Childrensalon is now a global online retailer, stocking 280 brands of children's clothes, such as Gucci and Dolce & Gabbana. A surge in sales of traditional styles, after the births of Prince George and Princess Charlotte, helped exports hit £67.5m last year. The company is led by Harriman's daughter, Michèle Harriman-Smith, 66, and her husband George, 70.

140 Decora 36.49%
Blinds manufacturer
 Husband-and-wife team Michael and Lynda Dickson, 72 and 69, set up the business in 1979 to set up savings to the local trade. The company, based in Lishill in northern Warwickshire, is manufacturing internal blinds two years later, and now makes 30,000 a week. Exports, mainly to the EU, hit £5m in 2016, under managing director Stuart Dickson, 44, son of the founders.

141 Amorita Bond 36.46%
Recruitment consultancy
 Founded in 2007, the idea for this business came when co-founders Gareth Lloyd, 40, Daniel Daw, 40, and Nick Barrow, 43, were trekking in the Andes. The Manchester firm specialises in placing technical personnel in sectors such as life science, finance, IT and engineering. Offices in Amsterdam, Cologne and Singapore, together with international clients such as Pfizer and ABB AMRO, helped overseas sales hit £33.6m in 2017.

142 BPD Holdings 36.44%
Building product manufacturer
 This Cheshire firm makes ventilation and air conditioning building products, such as protective membranes used in roofing. Led by joint managing directors Graham Driffield, 54, and Neil Rideout, 56, the business has manufacturing sites in Wales, Nottinghamshire and South Africa. Expansion in Africa helped international sales hit £6.8m last year.

143 FAI Automotive 35.70%
Automotive parts supplier
 This company has its roots in a 1950s motor racing team whose drivers included Graham Hill and Jackie Stewart. When the team closed, the father of current managing director, Sean Walker, 60, turned to supplying automotive parts. It now distributes more than 25,000 products under the FAI brand to 60 countries from its 68,000 sq ft warehouse in Leighton Buzzard, Bedfordshire. Growth in Europe helped international sales hit £13.7m in 2017.

144 Ustwo 35.02%
Digital design studio
 Founded in 2004 by Matt Miller, 39 and John Sinclair, 40, this London company builds mobile and desktop applications for companies such as Google, Ford and Nike. It also produces digital games, including Monument Valley, and invests in its staff's projects, such as music. Marketing app developer Ustwo, based in New York, Sydney and Malmö, Sweden, international sales hit £15.5m in 2016. New chief executive Carsten Wierwille is tasked with driving further growth.

145 CFC Underwriting 34.85%
Insurance intermediary
 Chief executive David Walsh, 49, founded this specialist underwriting firm in 2000 using funding from his former employer, Hyperion Insurance. CFC provides insurance to more than 50,000 businesses in 60 countries. The popularity of cyber insurance in America helped the firm's international sales to hit £34.3m last year. Private equity firm Vitruvian Partners backed a management buyout in 2017, valuing CFC at a reported £220m.

146 White Stuff 34.82%
Fashion retailer
 Selling casual clothes and accessories through 182 stores and concessions in Britain and Europe, as well as online and wholesale, White Stuff has come a long way since Sean Thomas and George Lewis, both 54, began selling T-shirts in Val d'Isère in 1985. New store openings in Germany, where it has 19 outlets, helped international sales reach £3m in 2017. Jo Jenkins, former M&S clothing and beauty director, took over as chief executive this spring.

147 Niftylift 34.69%
Lift manufacturer
 Engineer and Niftylift chairman Roger Bowden, 70, founded this company in Milton Keynes, Buckinghamshire, from



his garden shed in 1985. It designs and makes mobile hydraulic platforms, such as cherry pickers and access lifts, for construction and maintenance. Its dealers span 40 countries and international sales hit £37.1m in 2016, under managing director John Keely, 57.

148 Tech21 34.67%
Device impact protection maker
 Founded in 2008 when founder Jason Roberts, 48, spotted a gap in the market for protective smartphone cases. The firm, based in Twickenham, southwest London, now develops cases and screen shields for a range of mobile devices, including phones, tablets and laptops. Its products are sold across six continents, and last year's international sales were £111.3m, boosted by strong growth in the US, its largest market.

149 Wiggle CRC 34.52%
Online sports goods retailer
 Wiggle CRC was formed in 2016 when online sports retailer Wiggle, backed by private equity firm Bridgepoint, bought its Belfast rival Chain Reaction Cycles for £43.5m. It says it is the largest online retailer in its sector, and has customers in 100 countries, with overseas sales of £148.4m in the year to January 2017. Last October, it bought German competitor Bike24. Chief executive Will Kernan, 48, heads the group.

150 Leo Group 34.18%
Recycler
 This Halifax firm recycles animal waste and by-products, processing more than 1.25m tons a year for use in a range of industries, including biofuels, pet food and cosmetics. In 2017, it bought BioPower, a Belgian renewable energy company, and last year acquired South African business B&K Ingredients. International sales hit £50.8m in 2017, under owner Danny Sawjri, 48.

151 Titan Entertainment 34.10%
Publisher
 Nick Landau, 64, and Vivian Cheung, 61, opened their first bookshop in the 1970s selling cult literature and science fiction. Titan Entertainment now comprises four divisions: the Forbidden Planet bookshop chain, Titan Books, Titan Comics and Titan Merchandise. Distributors in the US, Ireland and Australia, and partnerships with global brands such as Marvel, helped international sales hit £16.5m in 2016.

152 Fayrefield Foods 33.86%
Dairy services provider
 Founded in 1982 by chairman John Kerr, 72, this company, based in Crewe, Cheshire, now counts ready-made and sandwich manufacturers as well as big UK retailers among its customers. With bulk trades dairy products and provides distribution, marketing and brand management to the dairy industry. The group's seven businesses include sites in Denmark, Spain, Germany, and drove exports to £87.8m in 2016.

153 Orbital Education 33.84%
International schools operator
 This Cheshire operator of international schools has capitalised on the demand for a British education in countries such as Russia, China and Spain. Founded by chairman Kevin McNeary, 75, in 2005, it runs 10 schools in seven countries for students aged three to 18. Chief executive David Pottinger, 57, oversaw international sales of £27.5m last year.

154 Avalon 33.68%
Entertainment producer and manager
 Founded in 1988 by Jonathan Thoday, 57, and Richard Allen-Turner, 52, Avalon manages talent such as Daniel Radcliffe and Russell Howard, promotes live comedy, and produces TV shows. Its programmes include Last Week Tonight with John Oliver, hit comedy Catastrophe and entertainment shows Taskmaster and The Button. With offices in New York and Los Angeles, it works with global broadcasters and streaming services. International sales increased to £68.2m in 2017.

155 Rapha 33.47%
Cycling clothing maker
 Founded in 2004 by Simon Mottram, 52, Rapha's premium cycling clothing and accessories have been worn by the likes of Sir Bradley Wiggins. Cycling enthusiasts can buy its products online or at one of its 22 "clubhouse" stores, in locations from Osaka to Copenhagen and Chicago. Its other offerings include a global cycling club, cycling holidays and a skincare range. International sales

hit £48.1m in 2017. US private equity firm RCZ Investments bought the company for £200m last August.

156 Hyperion Insurance 33.11%
Insurance broker and underwriter
 This insurance broker and underwriter formed in 1994 when chief executive David Howden, 54, led a buyout from Lloyd's broker SBJ. In 2017, it bought Spanish and Singaporean brokers and launched a subsidiary in Abu Dhabi, boosting international sales to £422m. In December, Canadian pension fund CDPQ agreed to acquire a minority stake in the business, investing £295m.

157 Reiss 32.71%
Fashion retailer
 This fashion retailer was valued at £230m in 2016 when founder David Reiss, 75, sold a majority stake to private equity firm Warburg Pincus. Reiss has used the investment to continue its international expansion, opening outlets in the US, Canada, Australia and, most recently, South Korea. The brand's popularity soared after the Duchess of Cambridge wore a Reiss dress for her engagement in 2011, and the company now has 181 stores in 18 countries. Last year, overseas sales hit £42.1m and Christos Angelides, 55, was appointed chief executive.

158 Nisbets 32.68%
Catering equipment supplier
 Chairman Andrew Nisbet, 57, started this business 35 years ago from the boot of his car. Today, Nisbets claims to be the UK's largest independent supplier of catering equipment, selling its products to more than 500,000 customers in 100 countries. In 2016, it acquired linen manufacturer Mite Linen – which has held a Royal Warrant since 1955. Exports hit £88.4m in 2017.



Buoyant: Fashion retailer White Stuff (No 146) has 182 stores in Britain and Europe

159 Proseal 32.67%
Sealing equipment manufacturer
 The Cheshire-headquartered Proseal manufactures and distributes machinery used to seal food packaging. Its specialist equipment can seal up to 320 packs a minute of anything from fresh produce to snack foods and desserts. Operations in the US and Australia helped international sales hit £24.9m in 2017, under co-founders Sieve Malone, 58, and Rob Hargreaves, 54.

160 Gravity Media 32.42%
Broadcast services provider
 Gravity Media provides complex live broadcast facilities and production services through its Gearhouse Broadcast. Hyperactive Broadcast and Input Media brands. Located in Britain, Austria, the US, France, Germany and Qatar, its projects include the French Open tennis and Formula One racing. Founded in 2000 following a management buyout from Genhouse, it has expanded through acquisitions, buying Hyperactive in 2015, Input in 2017, and Genesis Broadcast Services this year. Headed by John Newton, 54, and backed by private equity firm TowerBrook, the business generated international sales of £54.2m in 2016.

161 George Pragnell 32.08%
Fine jewellery retailer
 Founded in 1954 by George Pragnell, this family firm is now run by his grandson, managing director Charlie Pragnell, 29. Its Stratford-upon-Avon and Mayfair showrooms house a diverse collection of new and antique jewellery and rare Swiss timepieces, and the business has a wide range of wealthy customers, from international entrepreneurs to European royalty. Overseas sales reached £18.6m last year.

162 Supremia 31.98%
Marketing services provider
 Founded in 1981 by chairman Sedat Kahya, 75, this firm creates promotional gifts and packaging for multinational companies. Sourcing products in China, it works in 32 countries across five continents for companies that include Unilever, Diageo and Coty. Large contracts in the North American drinks industry helped international turnover reach £49.3m in 2017, under managing director Richard Thomson, 52.

163 Bofa International 31.72%
Fume extractor manufacturer
 This company's extraction systems remove hazardous dust and fumes from the workplace. Its technology is used to make consumer goods, as well as in electronics manufacturing, pharmaceuticals, dentistry and printing. In 2015, managing director Tony Lockwood, 57, led a £23m buyout backed by private equity firm LDC. Bofa has four manufacturing sites in Poole, a US facility, and a German office, which opened in January last year. Increasing health and safety regulation helped international sales reach £21.1m in 2017.

164 Hadley Group 31.71%
Metal product manufacturer
 A billion metres of this group's patented cold-rolled steel are produced every year from nine global manufacturing plants. Its steel frames, which it says are stronger, lighter, and made with fewer raw materials than traditional products, are used in construction. It also works with car manufacturers such as Jaguar Land Rover and Porsche to engineer new applications. The West Midlands business is led by father-and-son team Stewart and Ben Towe, 66 and 38. Exports to Europe and the Middle East Far East hit £45.8m last year.

165 Horizon International Cargo 31.70%
Freight forwarder
 Founded by chairman Nigel Davies, 56, in 1991 as a small air-freight business at Heathrow Airport, this logistics expert has grown to 21 offices across Europe, America and Asia. It specialises in air and sea freight and processes more than 100,000 transactions a year. International sales hit £37.8m in 2016.

166 Aston Martin 31.33%
Sports car maker
 Global demand for Aston Martin's DB11 – particularly across America and China – drove sales of its luxury sports cars to more than 5,000 last year. This pushed

overseas turnover to £683m in 2017, under chief executive Andy Palmer, 54, with total profits rising to £148.8m, the highest on the league table. The Warwickshire business is developing a second site in Wales, launching further models of the Vantage, DBS Superleggera and its first SUV, and expanding in China and Japan. The brand's investors – Adept, Tejara and Italy's Investindustrial – are reportedly considering a stock market listing.

167 The Knowledge Academy 31.15%
Training provider
 This firm, based in Bracknell, Berkshire, has trained more than 100,000 people since it was started by husband-and-wife team Dilshad and Barinder Hothi, 42 and 40 respectively, in 2009. It now offers more than 50,000 courses – from IT security to finance and project management – to people as far afield as Malaysia and Argentina. Clients include Rolls-Royce, Disney and PwC, and the business saw exports hit £8m last year.

168 HH Global 31.04%
Marketing services provider
 This Surrey-based company trades in 43 countries and counts the likes of Google and Bayer as customers. In 2016, it opened eight offices in Latin America to support a contract with Unilever, helping overseas sales hit £205.9m in 2017. Chief executive Robert MacMillan, 46, oversaw the acquisition of a Dutch print management company in November last year.

169 Connect Distribution 31.03%
Appliance parts distributor
 This Birmingham business grew out of a small shop that Michael Depper, 77, established in 1969. It now supplies more than 100,000 spare parts and accessories, from oven bulbs to remote controls, to consumers and retailers across Europe. Its e-commerce platform helps brands, such as Whirlpool and Hoover, to run websites for consumers to order spare parts. Overseas sales hit £8.3m in 2017. Managing director Andrew Sharp, 51, heads the company.

170 BeautyBarry.com 30.84%
Online cosmetics retailer
 Customers in 101 countries can buy from this Manchester retailer's range of more than 10,000 make-up, skincare and haircare items from cult beauty brands, such as Anastasia Beverly Hills, Jeffree Star Cosmetics and The Ordinary. Founded in 1999 by brothers David, 36, and Aron Gabbie, 39, it has led to 50 countries, with key followers on social media. In 2016, it moved to a 60,000 sq ft warehouse in Manchester to cope with increased demand, and exports doubled to £7m.

171 MPM Products 30.62%
Pet food producer
 This upmarket pet food manufacturer was set up in 2002 and now exports to more than 50 countries, with key markets including Europe, the US and Asia Pacific. Its brands, Applaws, Encore and Nature's Calling – cat litter made from walnut shells – generated international sales of £36.2m in 2017, under chief executive Julian Brambridge, 46. Private equity firm ECI acquired a majority stake in the business in 2016.

172 Baxters 30.62%
Food producer
 Executive chairman Audrey Baxter, 57, is the fourth generation of her family to run the business. The West Midlands business is led by father-and-son team Stewart and Ben Towe, 66 and 38. Exports to Europe and the Middle East Far East hit £45.8m last year.

173 Shiner 30.57%
Sports goods distributor
 Shiner began as a builders' merchant in 1936 but now distributes skateboards, sports equipment and clothing across Europe. The Bristol family business has a licensing agreement with skateboarder Tony Hawk to manufacture and distribute his Birthouse and Signature series skateboards. Under managing director Charles Allen, 45, exports to 35 countries totalled £17.8m in 2017.

174 Proceche 30.06%
Wine producer
 Brother-and-sister team Mark Lythe, 50, and Deborah Harrison, 48, run this

family firm founded by their parents 40 years ago. The Sheffield firm supplies brands such as Air Wick and Gillette to wholesalers, discount stores and pharmacies in more than 75 countries. Overseas sales hit £22.3m in 2017, and it aims to double total revenues to £100m by 2020, with half from exports.

175 iKas 29.34%
Recruitment consultancy
 This London recruitment company specialises in IT, digital and financial services. Founded in 2004 by Ian Southern, 40, Sarah Curtis, 38, and Karen Higgins, 55, it now works with 170 clients worldwide. Overseas growth has been driven by its presence in Asia and Australia, where it has offices in Hong Kong, Singapore and Sydney. International sales hit £13m in 2016, although profit margins were slim.

176 IM Group 29.31%
Car distributor
 Car sales, property and car financing make up this Warwickshire business, founded in 1976 by chairman Lord Edmonstone, 71. It owns franchises for Subaru, Isuzu and China's Great Wall Motor brands. Managing director Andrew Edmonstone, 48, has expanded the group's property portfolio across Germany, France and America, where its largest development – a 750,000 sq ft retail site in Wisconsin – opened last year. Overseas sales hit £28.6m in 2016.

177 Caffè Nero 29.07%
Coffee house operator
 Chairman Gerry Ford, 60, founded Caffè Nero in 1997 to recreate the European coffee bars he discovered while studying abroad. It now has more than 850 outlets selling coffee and food, with nearly 150 of these overseas. The London business opened its first Italian-styled cafe in Poland five years ago and the country – one of its biggest overseas markets – now has 58 stores. Overseas turnover reached £57.8m in 2017.

178 Brigade Electronics 28.97%
Safety device manufacturer
 Brigade has been championing vehicle safety since 1976, when its founder, Chris Hanson-Abbott, 84, introduced the first reversing alarm to Europe. Its product range now includes ultrasonic detection sensors and 360-degree camera systems. The firm, based in Dartford, Kent, has operations in Europe and North America, a South African joint venture, and partnerships with 50 distributors worldwide. International sales reached £21.5m in 2017, under managing director Philip Hanson-Abbott, 58, son of the founder.

179 Conline Auto Parts 28.90%
Automotive parts supplier
 Managing director Divyesh Kamdar, 57, leads this Luton firm, which supplies car parts to more than 40 countries. It has a joint venture manufacturing plant in India, and last year acquired a majority stake in its Irish distributor, Car Parts Distribution. It also owns subsidiaries in Greece and Spain, and last year saw its exports rise to £30.3m.

180 M2M Direct 28.81%
IT distributor
 Founded in 1998 by Ged Mitchell, 59, M2M distributes memory and storage products, such as solid-state drives and server storage appliances for data centres and cloud applications. The Kent-based company works with suppliers such as Samsung, Intel, Dell EMC and Micron. Exports to America, Asia and Europe rose to £23.9m in 2016.

181 John Cotton 28.58%
Textiles manufacturer
 This family business, which celebrated its centenary in 2016, makes 20m pillows and 10m duvets a year under its Slumberdown, Snuggledown and John Cotton brands. Last year, it bought Australian pillow and duvet maker Tontine for £7.8m. Increased demand in Poland helped overseas sales reach £31.1m in 2017. The West Yorkshire company is led by third-generation managing director Mark Cotton, 42.

182 NPW 28.44%
Gift maker
 The manufacturer and sources giftware, stationery and beauty products, ranging from gold-dust face masks to pocket microscopes. Exports reached £23m in 2018, mainly to America, where it supplies such as Samsung, Intel, Dell EMC and Micron. Exports to America, Asia and Europe rose to £23.9m in 2016.

On pole: Aston Martin (No 166) made £148.8m profit last year, the highest on the league table

INTERNATIONAL TRACK 200

**183 Bearmach 28.36%**

Vehicle parts supplier
Bearmach has been supplying parts and accessories for Land Rover vehicles since 1958. The Welsh company introduces 750 new products a year to its range of more than 16,000 items, sold to 140 countries worldwide. Last year, it set up franchises in Lebanon and South Korea, which pushed international sales to £29.3m. Chairman Andrew Garner, 54, heads the business.

184 Result Clothing 28.25%

Clothing wholesaler
Waterproof jackets, trousers and high-vis vests are some of the items made by this company. It supplies corporate clothing and customises products with logos and branding. Founded in 1994 by David Sanders-Smith, 70, the firm, based in Colchester, Essex, sells to 39 distributors across Europe. Exports hit £14.6m in 2017.

185 Jojo Maman Bébé 28.19%

Maternity and babywear retailer
Managing director Laura Tenison, 51, set up this maternity and babywear brand in 1993 with £50,000 from the sale of her first business. It now runs 88 stores in the UK and Ireland. The firm, based in Newport, southeast Wales, also exports to trade customers in 60 countries. It has been investing in its e-commerce sites and opened its first three shops in the US this spring. International sales hit £6m in 2017.

186 Panesar Foods 28.15%

Sauce manufacturer
Founded in 1992, this West Midlands manufacturer produces 12,000 tons of sauces a year. The family-run business uses more than 2,500 internationally-sourced ingredients to create speciality foods, including curry pastes for Finnish brand Pirikka, and its own label, Mexi-Grande Mexican sauce. Panesar Foods is led by the founder's sons, Bill and Jas Panesar, 69 and 60 respectively. Exports to Europe hit £3m last year.

187 Swan Mill Holdings 27.88%

Paper tableware manufacturer
Led by managing director David Byk, 50, this Kent firm makes 5bn napkins, 30m Christmas crackers and 30m metres of gift wrap each year at its factories in Kent and Wales. It has a distribution and manufacturing hub in Hong Kong, and customers include Walmart in the US and retailers in South Africa, Australia, Canada and Europe. Overseas sales reached £11.8m in 2017.

188 Travel Counsellors 27.88%

Travel services provider
This Manchester business has 1,800 self-employed "travel counsellors"



Flag bearer: Brand Machine Group (No 194) designs and distributes childrenswear for big brands around the world, including the US Polo Association

offering tailor-made holidays and business trips. It operates in seven countries, including Ireland, South Africa and Australia, and international sales hit £47.3m last year under chief executive Steve Byrne, 52. This month Vitruvian Partners bought the company from fellow private equity firm Equispan.

189 Study Group 27.44%

Education service provider
This London firm delivers programmes to international students from 150 countries as well as domestic students in Australia. It prepares international students for university, teaches high school education, and runs English language courses. It also owns and operates colleges, and partners with universities across Europe, North America and Australasia, helping overseas sales hit £168.5m in 2016. It is led by chief executive David Leigh, 47.

190 Apricot 27.38%

Fashion retailer
Founded in 2007 by Philip Chaimo, 57, and Sophia Clampa, 38, Apricot sells

affordable women's fashion ranging from wardrobe staples to limited edition and trend-led pieces. The London firm has 12 of its own stores and a further 400 concessions in department stores across the UK and Ireland. It also has 800 concessions and stockists in mainland Europe, America and Canada. International sales rose to £12.2m in 2017.

191 Charles Faram 27.22%

Brewery raw materials supplier
Founded in 1865, this business exports more than 140 varieties of hop and related products to breweries in 50 countries. The Worcestershire firm has offices in America and Canada, which helped push exports to £15.5m last year. It also supplies other raw materials such as malt and yeast, and creates new varieties of hops. Paul Corbett, 54, is managing director.

192 Wyke Farms 26.84%

Cheesemaker
This family-owned business has produced cheddar at its Somerset farm

for more than 150 years. It started exporting in the late 1990s and now sells 15,000 tons of cheese a year to more than 160 countries. Managing director Richard Clothier, 48, oversaw exports of £11.5m in 2017. Wyke plans to increase sales in the US and Europe after partnering with the Organic Milk Suppliers Cooperative last year.

193 Sapphire Systems 26.65%

Systems integrator
Sapphire provides financial and business management software to more than 1,000 clients worldwide – including bookmaker Paddy Power Betfair, which uses its cloud hosting service across America and Italy. The London firm has overseas offices in the US, Australia, Latin America and Asia, and raised international sales to £8.8m in 2017 under chief executive Ian Caswell, 56.

194 The Brand Machine Group 26.60%

Branded childrenswear designer
Some of the biggest names in European retailing – including Zalando and De

Bijenkorf – buy designer childrenswear from this Hertfordshire company. Founded in 1990 as the Flyers Group by chief executive Boo Jaill, 52, The Brand Machine Group now designs and distributes children's clothing under licence from brands such as the US Polo Association and Converse. Four showrooms in Europe, its largest international market, helped overseas sales to reach £7.5m in 2017.

195 Ahmad Tea 26.51%

Tea maker
Chairman Rahim Afshar, 68, and his two brothers founded this Hampshire firm in 1986 with support from their late father, Ahmad. A household name in the Middle East and Russia, it now sells to customers in 80 countries and uses historical paintings of London in its marketing to boost global appeal. International sales expanded to £54.2m in 2016, helped by strong demand for healthier teas and growth in America and Eastern Europe.

196 Tangerine 26.35%

Animal nutrition manufacturer
Natural pet supplements to prevent joint problems and epilepsy are manufactured by this Lancashire-based company, which sells to vets worldwide through a network of distributors. The group also makes equine care products, and has Royal Warrants dating back to 1765. Exports rose to £11.6m in 2017, under chairman David Haythornthwaite, 64.

197 World of Books 26.34%

Books and media reseller
Every year this online retailer sells more than 9m used books, CDs, DVDs and games to consumers in more than 190 countries. It trades via its own websites and through Amazon and eBay. In 2016, chief executive Stephen Bodyer, 55, led a buyout backed by private equity firm Bridges Fund Management. Wholesaling books to China helped exports at the West Sussex firm to hit £18.7m in 2017.

198 Ptarmigan Media 26.13%

Financial media agency
Financial institutions Nomura and JP Morgan are among this London firm's blue-chip customers. Named after the rare Ptarmigan bird, the business was founded in 1993 by David Wiggins, 58, and specialises in media planning and buying for the financial sector. Growth in Asia and new offices in Australia and Taiwan boosted overseas sales to £44.6m in 2017.

199 Whittemeadow Furniture 25.71%

Furniture manufacturer
This upholstery specialist has been designing and making handcrafted sofas, chairs and beds since 1994, and now has six sites on the outskirts of Nottingham. It supplies British and Irish retailers, such as Fenwick and Sofa Workshop. Under managing director Ian Oscrift, 58, international sales reached £2.3m in 2016. Whittemeadow has partnered with Sir Terence Conran to produce a 1960s-inspired furniture collection.

200 Kinapse 25.48%

Pharmaceutical regulations consultant
GSK, Pfizer and Bayer are among the many companies that work with Kinapse, which provides operational and advisory services to the life sciences sector. The business was founded in 2005 by Andy Black, 51 – private-equity firm HgCapital acquired a majority stake in 2016. Executive chairman Dawn Marriott-Sims, 46, oversaw international sales of £24.5m in 2017. It has more than 700 staff located in offices in Europe, India and the US.

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