



29 January 2011

Phil Burkhard
Merthyr Tydfil County Borough Council
Civic Centre
Castle Street
Merthyr Tydfil
CF47 8AN

Dear Phil

Heads of the Valleys Innovation Programme (HOVIP)

I would like to take this opportunity to outline how DecTek has benefitted from the association with HOVIP over the past couple of years.

DecTek is a progressive niche manufacturer which continues to expand through constant innovation and investment with 99% of turnover traditionally coming from beyond the Welsh borders. The HOVIP programme has enabled us to not only take advantage of the various workshops, seminars and training courses on offer; it has also given us the opportunity to network on a local level which now forms a large part of our marketing strategy.

The awards system has helped raise our profile throughout the region whilst enabling us to enter wider national awards, these awards are crucial to the widening of our profile. We are currently utilizing the `SalesCo` project which has given us a fantastic opportunity to give experience to a post-graduate while enabling us to use our recent two day trade exhibition as an ideal format for the placement to use as a working project.

Through recessionary times and with manufacture in decline throughout Wales, it is vital for companies such as ourselves to take advantage of the many peripheral services offered by HOVIP which can lead to us having `that extra edge` in the market place and I sincerely hope that HOVIP is allowed give the same benefits to other Welsh companies as we have been fortunate to have received ourselves.

Yours sincerely

Dave Beese

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DecTek Ltd

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