



A land of many markets

INDIA may be a huge country, but it is made up of small and very different markets which should be tackled individually.

Peter Roxburgh of Wessex Chemical Factors, who has visited the sub-continent twice this year, believes many firms fail by treating it as one market.

The Wimborne-based chemical supplier, which employs 11 people, has targeted India as a high-growth market for a cleaning product developed by its founder Mike Borowski.

Wessex wants to secure distribution agreements for the liquid, which is a more effective way of cleaning filtration membranes used in water recycling than any product on the Indian market.

Mr Roxburgh, Wessex marketing coordinator, sees huge potential for the cleaner, which has already been exported to Thailand, France and Spain.

"It's an obvious product for the Indian market, where water filtration is big business" he said.

"We knew it would be a key country for us but there's a lot to learn before you do business."

He visited Mumbai (formerly Bombay) and Kolkata (formerly Calcutta) in January with a UK Trade & Investment (UKTI) trade mission to assess the potential.

"I noticed distinct differences between the two cities in the way they do business," he said.

"In meetings with potential clients in Mumbai no-one asked the price until right at the end of the discussion.

"But in Kolkata it was the first thing they wanted to know. It can't be treated as one big market."

The cleaner, which is pumped through the filters, has no real competitor in the Indian market.

Mr Roxburgh who is to return to

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India for further meetings, believes more firms should consider exporting there.

"There are already a lot of links through the language and the culture, and UKTI is very well established there which makes it a lot easier," he said.

Wessex, formed in 1986 by managing director Mr Borowski, will turn over £400,000 this year.

Exports count for around eight per cent of this but the firm expects overseas sales to grow rapidly over the next few years.

Filter king: Above, Mike Borowski shows off the West firm's water cleaning product. Picture: Steve Roberts

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