

# Speed of light

## EcoStar fast-track their way to market success in England's East Midlands

### VIP Treatment

When a Taiwanese LED Manufacturing company were looking for the quickest way to set up a UK operation, the VIP Global Fast-Track programme from England's East Midlands delivered a fast service tailored exactly to their requirements. Within just 14 days from the initial enquiry, the company was set up and ready to take advantage of fast-moving market opportunities.

For companies looking for the fast route to set up in the UK market, the VIP Global Fast-Track programme from England's East Midlands can provide a vital way in to develop their business at the speed needed to capitalise on gaps in the market.

Straight-forward, efficient, effective and conducted in a way that allows businesses to maximise their opportunities in the British and European markets, the programme is designed to give companies locating to the East Midlands a tailored support package, whatever their business needs may be.

### Hit the ground running

LED manufacturer E-Lighton Optronics Corporation found this out firsthand as one of the first companies to benefit from the special scheme designed to give incoming investors all the support and market information needed to hit the ground running.

The company were looking to establish a UK sales office to break into the British and European markets, and the East Midlands – with its fantastic transport links, central location, and cost-competitive prices, was ideally placed to satisfy this requirement. The company rapidly decided that this was the location to set up EcoStar, a new company with exclusive agreements to service the UK and European markets.

With a focus on LED lighting retail and maintenance, EcoStar will sell to both domestic and commercial customers. Based on specialised heat-dissipating technologies with a market leading intensity of illumination and temperature control, the products offered by EcoStar represent substantial

long-term savings both in running costs and through a reduction in carbon emissions.

High demand for both cost reductions and energy savings in the UK and European markets meant EcoStar wanted to move quickly to take advantage of the opportunity. After an initial enquiry in early May, the dedicated sector managers from the England's East Midlands International Investment team recognised that EcoStar would be perfect candidate for the Fast Track Global VIP Programme. The programme is designed to accelerate the process of establishing your company abroad and make it as trouble-free as possible to achieve market entry.



