



JAIVEL MOULDS FUTURE AROUND THE MIDLANDS

Jaivel was started in 1998 by Vipul Vachani. Based in India, Jaivel designs, develops and manufactures plastic and metal moulds for many industries across the globe.

As the company began to establish itself, feedback from their growing European client base was increasingly suggesting that a European office would not only increase their existing orders but also open up new opportunities.

In December 2004, Jaivel contacted UK Trade and Investment (UKTI). Discounting London in favour of England's East Midlands' manufacturing expertise and central location they formed a close working relationship with the East Midlands Development agency (emda). By June 2005 they had already moved into their new offices at the Loughborough Innovation Centre.

The move to Europe had been on the horizon for some time. Whilst India's manufacturing and engineering skills had never been in doubt, Jaivel felt that they needed to harness the design skills of a European workforce if they were to produce products that would truly appeal aesthetically to their growing European market.

Along with capturing the design flair of a European workforce, Jaivel would also be working within the same time zones as their European clients, a simple but crucial factor in establishing any working relationship.

Vipul Vachani explains: *"Simple things that people take for granted in business relationships are so much easier now. We work in the same time zone so we are in the office and online at the same time as our clients. We also have a greater insight into European working practices which has enabled us to understand our clients' needs and customs better."*

With the decision to set up the European office made, Jaivel contacted UK Trade and Industry and began to examine the feasibility of a London office. However, following a visit to London, it quickly became apparent that it was not a suitable location for Jaivel.

With a background in the aerospace industry, Vipul was well aware of the heritage and expertise of the East Midlands' manufacturing sector and its central location in the heart of the UK gave it a distinct advantage. UKTI put Vipul in touch with emda's representative in India and from then the project moved at a rapid pace.

Having worked hard to understand Jaivel's requirements, emda began to advise Jaivel about the variety of locations available in the region, giving a full brief on the local universities and research groups that they could work with for the latest in engineering design.

Vipul continues; *"We came over to the region and visited the innovation centres at De Montfort and Loughborough universities. Both had a great deal to offer but we decided on Loughborough as the university seemed to have a strong engineering base and excellent collaborations between researchers and industry."*



"In a twist of fate, whilst we were visiting, Loughborough was holding its 2005 Design Show. This gave us a real insight into the level of creativity and expertise available here and further confirmed our decision to set up in Loughborough."

"The team at emda has been indispensable ever since we first met. From finding the premises and providing information about labour availability and salary guidelines to the little things like helping me apply for a driving license. We don't have to call on emda so much now we are established here but they are always available for advice should we need it."

The office at Loughborough is currently a sales and marketing function but will expand further with plans to recruit a team of four people in design and engineering roles.

"We have already received a great deal of positive feedback from our European clients who are delighted that we now have a presence here," Vipul said. "Not only are we closer in terms of time zones, the excellent transport links available with the airport so close by means that we are able to meet face-to-face, a crucial factor in business."

David Wallace, International Director at emda said: *"Jaivel's investment in Leicestershire represents a significant step forward in the growth of the company, putting it in a strong position from which to establish its place in Europe. The investment also works to cement the already impressive links that exist between the East Midlands and India."*

"We hope that Jaivel's success will lead the way for yet more companies based in Asia to consider the region as a viable base for their European operations."

If you would like any more information about any of the issues raised in this article, please contact Paul Bhatia, International Investment Manager, on 0115 988 8522.