

## BUSINESS TO MARKETS Ltd

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**BUSINESS TO MARKETS Ltd** specialises in helping technology companies grow faster in niche export markets, with a focus on the UK and Europe. We are passionate about helping our clients meet their goals for sales and market growth.

We work with exporters to help them select the best markets, devise the best ways to approach these markets, visit or exhibit at trade fairs, assess their value proposition and find the right partners. We strive to help companies achieve their goals, whilst making best use of limited resources.

We now offer a choice of three services:

- Hi-tech export coaching
- Facilitation
- Consulting: Business Planning, Marketing Strategies and Exporting

We assist start-ups, emerging and established exporters in the following sectors:

- ICT, including electronics & software for industrial & commercial applications;
- Other niche manufacturing, including rehab (products for disabled);
- Services, including professional technical services.

The company is a member of a number of industry associations including:

- [Auckland ICT](#)
- [British NZ Business Association](#)
- [Export New Zealand](#)
- [NZ German Business Association](#)

**BUSINESS TO MARKETS Ltd** is led by Simon Fawkes, who has extensive business experience in New Zealand, Germany and the UK across a broad range of sectors. Simon is a “reformed engineer” and a linguist with fluent German and French. His appointment as New Zealand Trade Commissioner in Hamburg in 1992 was the catalyst to a mid-career change to international marketing. He has worked in a number of marketing and business development roles for technology companies as marketing manager or consultant. With [Wellington Drive Technologies](#), [Aeroqual](#) and [Actronic Technologies](#) most of his efforts were devoted to investigating international markets and forming new business relationships in the industrial electronics sector in Europe. He also developed a staged process for [Truescape Visual Reality](#) to assess potential locations for its first international office.

Over the past few years Simon has worked closely with [Senztek](#) and [Multifit](#) to develop new export markets in the UK, Europe, Australia and North America.

As part-time Cluster Facilitator of [Auckland ICT](#) for the last five years, Simon has played a key role in the growth of the cluster from 20 to over 80 members.

Simon has an MA in Engineering and Modern Languages (German & French) from Cambridge University in England and an MBA from Otago University. He is a Member of the Institution of Professional Engineers, New Zealand (MIPENZ) and a member of the [Mindshop](#) Facilitator Network. Refer to [www.b2m.co.nz](http://www.b2m.co.nz) and Simon’s blog for further information.