

“The information we received was excellent, just what we were looking for, and enabled us appoint a distributor in Portugal. This partnership is now up and running and is working very well”

Richard Franks, Sales & Marketing Director, Hyde Sails

Hyde Sails based in Swanwick near Southampton, has been making specialist sails for over 40 years. They supply all sizes, for small dinghies to ocean-going yachts, and manufacture any type of sail (from cruising to racing) from any type of material (dacron to kevlar). Their customers include builders and distributors of brand new boats, as well as private owners looking to upgrade or replace existing of sails. This company has built up a loyal client-base - plus a great deal of experience - mainly in Northern and Western Europe.

Richard Franks, Sales & Marketing Director of Hyde Sails, initially met with **John Goldsbrough, Trade & Investment Officer** based in **Lisbon, Portugal** at the METS exhibition in Amsterdam on November 2006, when they discussed Hyde’s products, their objectives in Portugal and the potential opportunities in the market. Following this meeting, the company decided to obtain more detailed information about the Portuguese sails and marine equipment market. Through the [South-East International Trade Team](#) they commissioned an [Overseas Market Introduction Service](#) (OMIS) from Portugal.

The **UK Trade & Investment team in Lisbon** through the OMIS platform, provided Hyde Sails with information on the marine sector and a list of potential stock-holding distributors, selected according to the profile and criteria specified by the company. Having contacted each of these companies, the UKTI team were also able to pinpoint those which were most keen to work with the Hyde range. Richard Franks attended the Lisbon Boat Show (Nauticampo), where he met with a short-list of potential partners. He also took this opportunity to gain a valuable overview of the market, to meet some of it’s players and to understand the key trends. Following these meetings Hyde Sails soon afterwards, in April 2007, appointed a distributor for the entire Portuguese market, and had stocks and service in place to supply some of the world’s best yachtsmen, taking part in the 2007 ISAF Sailing World Championship off Cascais in June.

Richard Franks, Sales & Marketing Director says "The information we received was excellent, just what we were looking for, and enabled us appoint a distributor in Portugal. This partnership is now up and running and is working very well."

"It’s a real pleasure to assist a company to get started in this market, and to witness their success. And now I can’t walk through the local marina without looking to see what brand of sails each yacht is using...!" says **John Goldsbrough**, UKTI Lisbon.