



Department for
Business & Trade

SOUTHERN ENGLAND EXPORT CHAMPIONS 2024/2025



Universal Simulation (UNI SIM)



James Markey

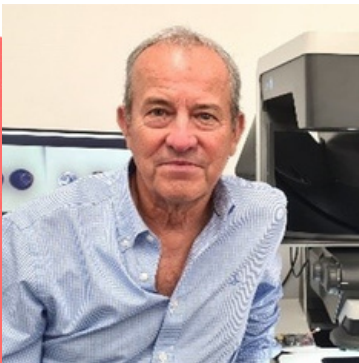
Founder

James Markey is the founder of UNI SIM and invented the world's first portable training simulator combining both haptics (virtual touch) and virtual reality (VR) for use with training simulations from around the world.

Since 2020, the Model-L (portable simulator) has been exported to countries such as Spain, Chile, Peru and Japan already and is set to revolutionise university training for generations to come.

Using free resources from the DBT (Department for Business and Trade) and FCDO (Foreign Commonwealth and Development Office) is available to any UK company to stand the best chance of being noticed on the world stage and UNI SIM has benefited greatly from both Departments.

Vision Engineering



Mark Curtis

Group CEO

Mark joined Vision Engineering as Technical Export Sales Engineer 1990 and worked his way through various Sales and Marketing roles, becoming Managing Director in 2005 and Group CEO in 2023. Established in 1958, Vision Engineering is a designer and manufacturer of instrumentation used primarily by other manufacturers for Quality Control, with a separate division, which provides OEM design, machining, anodising and assembly to other brands.

Mark has set up wholly owned export subsidiaries in Japan, China, India, Malaysia and expanded existing subsidiaries in USA, Germany, France and Italy, with a manufacturing site in the USA. Vision Engineering has circa 280 employees, with 90% exported to most manufacturing economies. Largest markets are (in order) North America, German speaking Central Europe, the rest of the EU, UK, China, Japan. Vision Engineering's fastest growing export market is India and its fastest growing vertical market is MedTech.

Mark's exporting tips are Go local, either with good capable local distribution or, if you can afford it, your own staff. Do not use commission agents and ensure that margins are locally attractive to resellers, and that will vary by country.



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