



Eileen Williams

Managing Director ESTC Group


Company overview

- ▶ Set up October 2005
 - ▶ Training and consultancy in event safety management
 - ▶ Small business – April 2010 now employing 8 staff
 - ▶ 2009 Winners of two international trade awards
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Company Overview

- ▶ Overseas trade mission to South Africa Oct 2006
 - ▶ Secured work in Dubai Nov 2007
 - ▶ Secured work in Greece and Cyprus Jan 2008
 - ▶ Secured work in South Africa Jan 2009
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Current clients UK

- ▶ Premiership and League football clubs 13.5% of the market
 - ▶ Manchester City, Tottenham Hotspur, West Ham United
 - ▶ Test cricket grounds 85% of the market
 - ▶ Lords, The Oval, Edgbaston, Headingley
 - ▶ Rugby league 28% of the market
 - ▶ Other venues and events music and festivals
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South Africa

- Researched the culture of football in SA
 - Research into the FIFA World Cup general
 - Research into the FIFA World Cup 2010
 - Made use of the UKTI contacts and networks
 - Held meetings at the British Consulate in Johannesburg
 - Recruitment of local staff– employment law
 - Local partners – meeting of business cultures
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Points to consider

- ▶ Time to set up– set realistic expectations for commencement of your project
 - ▶ Is your work commercial or government sponsored
 - ▶ Be clear about your business objectives– why trade overseas
 - ▶ How will you be paid and in which currency?
 - ▶ Do you need to set up a company locally?
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Points to consider


- ▶ Will you need a local partner
 - ▶ Communication strategy
 - ▶ Website
 - ▶ Time difference for trading and communications
 - ▶ What is the local system for non payment
 - ▶ Legal system for writing Joint ventures and company set up
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Our Overseas Business Objective


To become a world leader in event safety and
security management




Changes to company infrastructure

- ▶ Director become re located to Johannesburg
 - ▶ Loss of key personnel out of the UK operation
 - ▶ Loss of earnings and market value of product or service
 - ▶ Recruitment of key man personnel
 - ▶ Capital set up costs – flights, accommodation etc
 - ▶ Research phase
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FIFA World Cup 2010

- ▶ ESTC Group have provided training to 40 stadium safety managers and Locally appointed operations managers
 - ▶ ESTC Group have provided training to 3500 stewards and supervisors who have worked during the FIFA Confederations Cup 2009 and FIFA World Cup 2010
 - ▶ Developing flexible workforce for post event
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Company Development

- South Africa 2009 accounted for 25% of company turnover
 - Working to maintain 25% on international sales
 - International Trade Strategy developed and reviewed
 - Employment of local workforce
 - International Recognition/profile of the company
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ESTC Group International Programme

- 2010 FIFA world Cup South Africa
 - 2010 Greek and Cypriot contract secured for 10 years
 - 2010 Formula 1 Korea
 - 2011 Cricket World Cup India
 - 2012 European Cup Poland and Ukraine
 - 2012 Olympic Games London
 - 2013 FIFA Confederation Cup Brazil
 - 2014 FIFA World Cup
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ESTC Group International Programme

- 2014 Winter Olympics Sochi
 - 2014 Commonwealth Games Glasgow
 - 2015 Rugby Union World Cup UK
 - 2016 Olympics Rio- Brazil
 - 2017 FIFA Confederation Cup TBC
 - 2018 FIFA world Cup TBC
 - 2019 Cricket World Cup – UK
 - 2022 FIFA World Cup – Qatar bidding
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Where is ESTC Group Now

- ▶ 23 days to go to the FIFA 2010 World Cup
 - ▶ Stewards are now employed with a number security companies
 - ▶ We are supplying consultancy to stadium
 - ▶ We are in discussions with City and Guilds, SSETA to move our work forward in South Africa
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