

[Press release: DIT partners with retailer Newegg to promote British tech brands](#)

Just in time for Christmas, the Department for International Trade (DIT) has partnered with marketplace giant Newegg to launch its first B2C advertising campaign, showcasing the best of British tech goods to US consumers.

Newegg, the leading tech-focused e-retailer in North America, garners millions of avid tech enthusiasts and e-commerce shoppers annually. Founded in 2001, the tech-giant has 32 million registered users globally.

On 1 December, in collaboration with Newegg, DIT is launching a pilot campaign which promotes UK tech products on the e-commerce site. The campaign will target US tech consumers to increase their propensity to explore UK goods on the site.

Minister for Trade and Export Promotion, Baroness Rona Fairhead said:

Online marketplaces are making it much easier for small businesses to sell their goods and services to customers overseas.

At the Department for International Trade, we are committed to supporting businesses by opening doors for exciting British tech innovators to sell their products on new platforms. This partnership with Newegg and other e-retailers forms an important part of our E-Exporting programme.

I'd encourage small businesses to take a look.

DIT's [E-Exporting Programme](#) supports UK businesses by working with overseas marketplaces to deliver online promotions, raising awareness for British exporters selling their products on these platforms. The programme also provides access to the [Selling Online Overseas Tool](#), a free-to-use, online service that allows businesses to click, connect, prepare and sell on global marketplaces such as Amazon, eBay, Tmall and Newegg. The tool provides access to discounts and benefits, including waived commissions and special marketing packages.

More than 20 British businesses have already registered to participate in DIT's Newegg campaign, including innovative Hampshire-based company Blue Maestro.

Founded in 2013, Blue Maestro are pioneers in digital health and environment monitoring solutions. Specialising in the development and manufacture of Bluetooth sensor and time-stamping data logger technologies, the company has a range of products from baby monitors, consumer mini weather stations

through to iBeacons and tracking devices.

Already exporting to a number of markets across the world, Blue Maestro has their sights firmly fixed on establishing themselves in the US. Joining DIT's E-Exporting programme, the company have listed 3 of their products on the Newegg site, with the aim of increasing visibility and brand awareness to American consumers.

Kristin Hancock, Co-founder, Blue Maestro said:

Newegg is a platform which has been really easy to be involved with and we're excited at the prospect of expanding into the US market.

The support from DIT has made the process easy and we're already seeing more traction as a result of the advertising.

Last year, the company were the recipients of the Peer to Peer award at Innovate UK and were selected by Time magazine as a top 10 innovator at the Consumer Electronics Show 2015.

Another innovative tech company participating in the DIT's Newegg campaign is London-based drone company Extreme Fliers.

Extreme Fliers specialises in the creation of small, advanced, personal Micro Drones which can be flown by anyone – not just experienced pilots. Their latest product, the Micro Drone 3.0 (that raised \$3.5 million with crowdfunding on Indiegogo) includes a live streaming camera, giving the user an eye-in-sky perspective when combined with a virtual reality headset, for an immersive flying experience.

Vernon Kerswell founded the company in 2011 and now has a team of 10 inventors, designers and engineers. In 2016, Extreme Fliers were the recipients of the Queen's Award for Enterprise and Innovation. Looking to break into the US market, Extreme Fliers registered with the Department for International Trade's E-Exporting programme.

Vernon Kerswell, CEO, Extreme Fliers said:

Out of our small design studio in South London, we have built one of the UK's leading Drone technology companies. By combining the best high tech engineering with global supply chains, we are able to develop products and scale very fast.

With DIT's E-Exporting programme our products can quickly reach exciting new markets and customers around the world.

Sophia Tsao, Vice President, Global Marketplace Head at Newegg Inc., said:

We very much look forward to promoting innovative UK tech products

to our customers as part of the campaign, launching this December.

We have worked very closely with DIT to onboard new UK companies to our platform and ensure they can benefit from this additional marketing opportunity, helping them tap into the US and global markets. We are delighted to partner with the UK government on this initiative.

The Department for International Trade has a network of experienced international trade advisers across the country as well as staff based in UK embassies and other diplomatic offices around the world. They are ready to provide you with expert trade advice, market know-how and practical support to grow your business internationally.

If you'd like to apply to list your business on Newegg, or on another one of DIT's partner sites, visit www.great.gov.uk and find out more about [Selling Online Overseas](#). Arrange a free meeting through your [local DIT office](#) to get expert international trade advice and support, or email us at e-exporting@trade.gsi.gov.uk.