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"Solid" partners are vital for international success

by Catherine Woods - Thursday, 28th August 2008 -



North America, South America, the Middle East, Asia and Europe may be very different parts of the world but Stuart Whitwell maintains there are common ways to grow your business in all of them.

Whitwell is the joint managing director of brand valuation consultancy Intangible Business, which has offices in countries such as the US, Brazil, China, Jordan and Germany.

He admits moving into a different jurisdiction is not the easiest thing to do. "You need to have good partners and they have to have a solid base," Whitwell says. "We work with established businesses with a good reputation in their market."

Whitwell identified the partners in question through a number of means. Some had been on training courses that Intangible Business had run while others were suggested to him by mutual contacts. "Or, we have hired people on big projects that we've had, realised they were good people to work with and have formed a collaboration with them," he adds.

Intangible Business was founded in 2001. The company analyses the value of intangible assets such as brand, a patent or intellectual property. It works for blue-chip businesses and prominent brands such as Dunkin Donuts, Malibu and Laura Ashley.

UK turnover is £750,000 but revenue is forecast to increase by 30 per cent in the next 12 months as the business strengthens its international presence.