



ALOK SHARMA MP

Member of Parliament for Reading West

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ECG and Prospect Chinese Services join exports seminar line up

10th January 2014

Alok Sharma, the Member of Parliament for Reading West, has confirmed that local music composer Robert Hartshorne, founder of ECG Ltd and Lily Yuan Li, Director of Prospect Chinese Services will be joining the line up of speakers at the “Boosting Exports, Unlocking Growth” seminar being held on 31st January 2014.

Ex Cantibus Gaudium Ltd (ECG) is a music production company based in Caversham, providing music for TV, corporate productions, television commercials and live events. ECG’s wide portfolio includes composing music for Thomas the Tank Engine and Andrew Marr’s History of the World and several other major TV series. Robert Hartshorne of ECG has won over 30 international awards for music and last year composed the Official Commonwealth Diamond Jubilee song “Stronger As One” – and UK number 1 hit in 2012.

ECG enlisted the help of Prospect Chinese Services to help expand into the Chinese market and the two businesses have been working together for three years. Prospect Chinese Services, also based in Reading, have provided ECG with translation and interpreter support as well as the major task of sourcing Chinese business partners.

ECG was also the first company to successfully secure a business loan from the TVB LEP’s business expansion loan scheme. The funding has enabled ECG to seek new opportunities for partnerships in China.

Robert and Lily will be speaking to attendees at the event about their experiences of breaking into the Chinese market and how they went about securing the support available to them in the UK.

Alok Sharma said: “I am very pleased that ECG and Prospect Chinese Services will be joining the lineup of local companies speaking at this exports seminar. I know that they have a very interesting story to tell about the success of their businesses in the international market and how they secured the help of Thames Valley Berkshire Local Enterprise Partnership.”

Alok continued: “The event will be an excellent opportunity to network with other local businesses and to learn about the support available to help businesses to export. Places are limited and filling up fast, so anyone interested in attending should email alok.sharma.mp@parliament.uk for further information.”

Lily Yuan Li, Director of Prospect Chinese Services, said: “Since last year’s seminar, we have seen a rise in interest in exporting to China. China remains a large potential market for the UK. The Chinese are looking to the UK for expertise, innovation and high quality products. I have been working with Alok in promoting UK companies in China. It is good for businesses to have an MP who actively helps companies export, and because of seminars like these we have successfully helped many companies do so.”

Robert Hartshorne, Composer and Producer at ECG said: “Any kind of growth for business is a long term commitment and particularly so when looking overseas. Local Enterprise Partnerships and similar associated ventures that avoid the “head in the sand” banks is a great way forward for the UK.”

The seminar, which will be free to all attendees, will be held on Friday 31st January 2014 between 07.30am – 10.00am at The Conference Centre, 100 Longwater Avenue, Green Park, Reading, RG2 6GP.

The event is being sponsored by Thames Valley Berkshire Local Enterprise Partnership (LEP) and UK Trade & Investment (UKTI), a government organisation who can provide expert trade advice and practical support to UK-based companies wishing to grow their business overseas.

In addition to speakers from UKTI and Thames Valley Berkshire LEP, the event will feature first hand case studies from local businesses who successfully export, talking about their practical experience of what works in different markets. There will also be a keynote speech from special guest Tim Clark, President of Emirates Airline focusing on the need to expand airport capacity in the South East of England.

Photo: Alok Sharma with, Robert Hartshorne, Composer and Producer at ECG; Lily Yuan Li, Director of Prospect Chinese Services; and ECG sound engineer Jack Buckner



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