

# INVEST IN WORCESTERSHIRE

WORLD CLASS WORCESTERSHIRE  
A World of Opportunity

## Case Study – UK-NSI

UK-NSI, based in Worcestershire, is the European manufacturing centre of Nippon Seiki – a Japanese company that specializes in the supply of high technology instruments and displays for the automotive and motor-cycle markets. The company has been established in Redditch, Worcestershire since 1988 and now employs over 400 members of staff. Turnover for 2013/14 was £62.4 million.



At the site, covering some 24,000 square metres, operations centre around a large assembly factory. Here the environment is strictly controlled to ensure that products are not contaminated by dust or other alien particles. Workers carefully and precisely assemble parts and test products to ensure compliance with the exacting standards set by their customers who include Jaguar Land Rover, BMW/Mini, Honda, Peugeot and Triumph. In 2013/14 over a million units were produced.

## Why Worcestershire?

The company's location in Redditch means it is ideally placed at the heart of Britain's automotive industry. Jaguar Land Rover and BMW comprise more than half of the firm's sales, so being in close proximity ensures logistics are smooth and efficient.

Back in the 1980's the firm's investment in Worcestershire was influenced by a decision to move to the UK by Japanese car giant Honda. As a key supplier to Honda, Nippon Seiki was determined to set up its own facilities and European Headquarters in the UK. Also based in Redditch are PCB assembly and plastics molding operations and support functions including software development.

*"Our central location means we are close to important motorway networks. Within a few minutes we can be on the M42 with its onward links to the M40, M5 and M6." Roger Graham, Finance Director*

*"What's also important is that we're close to an established automotive industry. This means supply chains are extremely efficient and we can find staff with the right skills and experience." Roger Graham, Finance Director*

In the captions, UK-NSI's Finance Director and Company Secretary, Roger Graham, explains why the firm's choice of location in Worcestershire has been so good for business.

In the years ahead, UK-NSI is planning to expand sales with the introduction of additional products at the site. New technological advances mean that there is plenty of scope for innovations and product development in the company's core product markets.

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