



Innovator

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is UK engineering improving the world



we're nice to rice - are you?



Current Technology



“ IN SOUTH EAST ASIAN COUNTRIES, LOSSES OF RICE CAN RANGE FROM 37–80% OF THE ENTIRE PRODUCTION.”

Source: Imeche Global Food: waste not, want not

Making a difference

To the Miller

- Rapid ROI
- Improved Profitability
- Corporate Social Responsibility

To the Consumer

- More food
- Higher quality food
- Improved quality of life for millions

To the World

- Sustainability
- Better use of scarce resources
- Changing a global industry



for 3.3 billion people rice is life

Chinese Joint Venture

Quzhou Koolmill

- China is all about long term
- **£2 million 9,000m² New Factory**
- We don't need 9,000 m² now
- Production will build to 1,500 machines a year
- £250,000 laser cutter installed
- £100,000 Government Grant
- The entire third floor is Alec's domain for future R & D



“China wants IP. They are investing heavily to move from a low cost copy culture to an IP driven value added culture”



Investment & Awards

- £5 million from private sources: no EU or UK support
- £100,000 Grant: Chinese Government support
- Patents & Trade Marks: £250,000
- Awarded Foreign Expert Status, 2009
- West Lake Friendship Award, 2010
- Recruitment Program of Global Expert, 2012
- West Midlands Innovator Award, 2013
- Goldman Sachs 10,000 Small Business Programme, October 2013 – March 2014
- Finalist Midlands Family Business Awards, November 2013
Business Innovation
- Finalist Midlands Business Awards, February 2014
Innovation of the Year

and better than all that.....





Challenges:

- £sssss
- Global, one man business
- Protecting IP
- UK support?
- Sales
- Languages
- Credibility
- Undermining

What next:

- Sales
- Paddy to white
- Other granular products
- Midlands factory
- Operation in Thailand
- Operation in India
- Operation in Brazil
- R&D

谢谢 - Thank You

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