

Link Microtek sets up dedicated export sales team



while Ed Yeap will concentrate on territories in the Far East, including Australia and New Zealand.

Picture caption: Chaxu Lad (left) and Ed Yeap.

Commenting on the move, Link Microtek's managing director Steve Cranstone said: "Since the formation of Link Microtek in 1995, our main focus has been UK sales and marketing for overseas manufacturers of RF and microwave products. While that will continue to be a key part of our business, we now have a large enough portfolio of Link Microtek products to justify a major export drive of our own."

The export team will be supported by product specialists from Link Microtek's Engineering Division, together with internal sales administration resources specifically focused on overseas business.

"In the long term," said Cranstone, "we want to see significant business growth from our own product range. With the decline of manufacturing in the UK, overseas markets offer the greatest potential, but we need dedicated, proactive sales professionals like Chaxu and Ed in order to make the most of the opportunities that are out there."

Link Microtek, the specialist in RF, microwave and infra-red technologies, has set up a dedicated export sales team as part of a long-term strategy to develop overseas business for the products the company designs and manufactures at its premises in the centre of Basingstoke.

Spearheaded by Chaxu Lad and Ed Yeap, the team aims to establish a network of representatives to handle sales of the company's Azdec infra-red mobile secure communications system and the extensive Link Microtek range of microwave subsystems and components.

Chaxu Lad's primary responsibility will be the emerging market of India,

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