



UK Capability – Major Sports Projects

CASE STUDY

ES Group Ltd

A sound structure



London-based firm ES Group Ltd (ESG) is the oldest company in Europe dedicated to the design and installation of staging for the rock music and exhibition industry. It specialises in the design, specification, management, assembly and dismantling of demountable and re-locatable structures and buildings for events and industrial use.

With a client list that includes world-class music artists, multinational communication and exhibition companies, international building contractors and government agencies, ESG is a major force in the provision of staging and the installation of modular bespoke structures worldwide.

From simple platforms to the provision of large complex turnkey projects, its comprehensive service includes project management, design, manufacture, transportation and assembly.

Recent high-profile projects that ESG has been involved with include the opening of the new Louis Vuitton store in Hong Kong, the unveiling of the Fiat 500 at a VIP Party at the London Eye, the opening of the new international terminal at London's St Pancras station, and Madonna's 2008 Sticky and Sweet world tour.

Sporting stages

One of ESG's main focuses in the past few years has also been the provision of staging for large-scale sporting events. It provided the overlay delivery for the Manchester Commonwealth Games in 2002; was involved in the opening and closing ceremonies for the Sydney Olympic Games in 2000 and the Melbourne Commonwealth Games in 2006; erected the Samsung Pavilion at the Salt Lake City Winter Olympics in 2002; and supplied structures for football's 2007 Gulf Cup of Nations in Abu Dhabi.

In addition, the company is the main contractor for the David Beckham Football Academy; provides large format screen supports at all of the UK's Test cricket venues; and supplies screen support structures at Twickenham Stadium.



Fiat 500 VIP Party, London Eye

Sporting stages (continued)

ESG believes that its reliability is key to its success, particularly in the global sports and events arena.

“Having worked for 35 years in the music and event business, ES Group is completely date driven,” explains Director Jeff Burke. “Beyond anything else we cannot be late... there is always a show and the show will happen at a specific time on a specific day; this cannot be changed. This is ES Group’s USP ... we are never late!

“This ethos correlates very well with major sporting events, when there is a defined moment in time when the event has to open – an opening ceremony being a good example. Although the seven-year gestation period is a lot longer than that for other events, the same techniques and culture need to be adopted if you are going to be on time.

“The products that we have developed over the years allow us to build structures very quickly and cost effectively and then remove them after the Games or event are over. These can be anything from the stage for the opening ceremony, to a two-storey facility for one of the major sponsors,



David Beckham Academy, London

to a 12,000-seat basketball venue. The techniques and procedure are exactly the same – they are just scaled up and down to suit whatever the project demands.”

www.ess-uk.com

Global presence

As an expanding, internationally-oriented business, ESG is steadily building up its presence in overseas markets and has a close relationship with UK Trade & Investment (UKTI).

“As well as our headquarters in East London, from where we handle our UK and European business, we also have a wholly owned subsidiary in Australia that takes care of our Australasian and South-East Asian markets,” says Jeff. “Furthermore, we have a joint venture company, ESS Japan, based in Tokyo and with offices in Osaka, and we are currently in the process of opening an office in the Middle East.”

He continues: “We have had a relationship with UK Trade & Investment for many years. I personally sit on UKTI’s Major Sports Projects Sector Advisory Group, and we have been on trade missions to Athens and Delhi and a scoping mission to Vancouver. We also regularly

attend UKTI conferences and have signed up for the CompeteFor service. We have won business as a direct result of this [registration on CompeteFor], and so we have very high expectations for the future.

“We are committed to working with UKTI. The relationship is very solid and works both ways. UKTI provides information and support on overseas events, as well as access to local networks – sometimes at the highest level – and help with local partners. It can help us open the door – and it’s up to us how to proceed from there.”

Jeff concludes: “Our aim is to continue to grow a profitable international business across the music and event sectors, including sport and leisure. Being a local company, we particularly want to support the UK’s hosting of the Games in any way we can. The greatest show on earth is happening in our backyard and we want to be a part of it.”

The UK has expertise in all aspects of staging major international sporting events.

As the British Government’s organisation responsible for supporting UK companies trading internationally we represent UK expertise across the major sports projects sector.

If you are looking for UK partners, goods or services in the sports projects sector then speak to UK Trade & Investment today. Our global network assist overseas event organisers to identify UK suppliers – all of whom can deliver success to your major sports project.

A dedicated website www.sportspromote.uktradeinvest.gov.uk is also useful in identifying UK companies and their world-class capabilities.

Or, if you are a UK company looking to export your products or services in the global sports projects sector we can provide you with the tools to help you be competitive on the world stage.

UK Trade & Investment offers a series of inward and outward missions and seminars, and also access to its extensive network of specialists in the British embassies and other diplomatic offices around the world.

For further information please visit www.uktradeinvest.gov.uk or telephone +44 (0)20 7215 8000.