



Funded by
UK Government

Accelerator Case Study

Fluency Business Group



Sector: Business Consultancy **Location:** Chesterfield **Size:** Micro **Turnover:** £791k

About the business

Established in 2017, The Fluency Business Group is an integrated business group, comprising Fluency Marketing, Fluency Events, Fluency People and Fluency Exchange. It supports high-growth engineering, advanced materials and manufacturing companies of all sizes to access new markets, secure investment, win major contracts and build international partnerships. Its team of eight, together with a number of associate professionals, work with clients across Europe, Asia, the Middle East and the USA on growth strategy, market development, events and event support, investor readiness, international marketing, and recruitment.

Challenges faced

Post-pandemic recovery and growth have been challenging, impacting on investing in recruitment, technology, and training for essential project management tools such as CRM. Scaling internationally while remaining capital efficient has also been a challenge. As Fluency supports complex, export-driven engineering and advanced materials companies, it must invest ahead of revenue in specialist staff, market intelligence, international marketing platforms and global travel. Volatile economic conditions, inflation and exchange rate fluctuations have also made it harder to commit to overseas expansion.



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Solution - Support Given

The Accelerator project has provided one-to-one Business Adviser support and fully funded webinars in leadership, HR and international trade. An Export Accelerator grant of £8,000 has supported exhibiting at CAMX 2025 in Florida, the leading composites and advanced materials trade show in North America. The funding was used to secure exhibition space, marketing materials, travel and participation in the CAMX hosted B2B matchmaking programme, enabling Fluency to enter the US market in a structured and commercially focused way.

Impact - The Difference it's Made

Attendance at CAMX enabled promotion, market research and intelligence gathering to refine the business's offer for the US and to build relationships. Two key outcomes have been achieved: acceleration of US market entry by at least 12 months, providing direct access to decision-makers, OEMs, Tier 1 suppliers and advanced materials innovators; and, through the CAMX matchmaking portal, the securing of one-to-one meetings with pre-qualified US companies, several of which are progressing towards contracted work with forecast export revenues of £1.3 million.

Support also enabled the design of new marketing and sales processes for international expansion and to lay the groundwork for new export-linked roles within the business, including in Export Accounts and Digital Marketing.

A word from the business:

"Export Accelerator support has been transformational for Fluency. It allowed us to enter the US market in a serious, commercial way, not just by attending a trade show, but by building relationships, securing meetings and creating a real pipeline of opportunities. For a Derbyshire-based business operating in global engineering and advanced materials markets, that kind of support directly boosts growth, job creation and long-term competitiveness."

Gemma Hardy, Managing Director

Accelerator has provided:

- 1 to 1 Advice
- Webinars
- Export Accelerator funding

Impact to business:

- Upskilling workforce
- Safeguarding jobs
- Increased turnover

This project is funded by the UK Government through the UK Shared Prosperity Fund and delivered by East Midlands Chamber.

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