



Design and Manufacture of Satellite Earth Station RF equipment

Novella SatComs Limited

Visit to Beijing brings Chinese Export Order for Yorkshire Company

Chairman and CEO Dr Ventura Rufino, Sales Director Cecilia da Costa and Engineer Lijuan Zhou (a Mandarin speaker) from Novella SatComs Limited represented the Company at the China Satellite Conference and Exhibition in Beijing on 26 to 28 October 2011.

Within days of their return new orders from the Company's agent in China, worth £250,000 were confirmed.

Whilst the Novella deputation was in China, Engineers from the Beijing Electrical and Mechanical Engineering Institute paid a visit to Novella's factory at Kerry House in Horsforth, where they had technical discussions with Novella Engineers Bill Dransfield and Dr Chinhee Lee (also a Mandarin speaker) and were able to meet other members of staff and non-executive directors Chris Maslen and Colin Glass.

Novella has been exporting to China for 7 years. In 2005 a delegation from the Chinese Academy of Space Technology asked for the opportunity to visit the Company because they had seen examples of Novella products and were impressed by their operational quality and their unrivalled reputation for reliability. This visit resulted in orders from China and in recent years China has accounted for about 30% of sales with 2011 being the best year so far.

Novella was founded in 1997 by radio frequency (RF) Engineers Dr Ventura Rufino and Bill Dransfield. Both have many years of experience in the commissioning and operation of major satellite earth stations. Novella's products concentrate on the essential RF link between satellite and earth station, controlling signal power, accurate satellite tracking and signal conversion.

The customer list is a catalogue of blue chip system integrators and users of Novella equipment across the world include NASA, Sky TV, BT, SES Astra and Boeing.

Information

Dr V T Rufino
Mrs M C da Costa
Novella SatComs Limited
Kerry House
Kerry Garth
Horsforth
Leeds LS18 4TL

Tel: +44 (0) 113 258 0880
Email: novella@novella.co.uk
www.novella.co.uk