

EXPORTING IS GREAT

BRITAIN



Market Visit to the United States Boston and New York City, 9-13 February 2015

Application Deadline: Wednesday 14 January 2015

Technology Sectors: FinTech, EnterpriseTech (B2B solutions for businesses)

The Market Visit to the United States, organised by the Mayor's Export Programme, in partnership with UK Trade & Investment (UKTI) offers London businesses the opportunity to explore the US market.

The USA is expected to continue to be the innovation centre and the largest market for technology and Venture Capital (VC) in the world.

With a stable regulatory environment, strong intellectual property rights and reliable judicial system the US financial/professional services industry has a great appetite for new technologies.

The world's major international corporations with headquarters in NY and Boston have increasing demand for enterprise technologies.

The US cloud computing industry has grown to \$150bn in 2014 with nearly 50% of worldwide cloud computing revenue coming from the USA. Gartner forecasts worldwide SaaS revenues at \$21.3bn, \$22bn for PaaS and enterprise software revenues of \$347bn in 2015.

Financial technology has grown significantly over the past 5 years. It generates \$5.2 billion in revenue. Annual growth of 3.3 per cent is predicted. Computerised US trading is offering opportunities for UK companies that specialise in this area.

What is provided?

- Accommodation costs will be covered by the Mayor's Export Programme
- Flight costs will be covered by delegates
- Pre-arranged Market Visit programme in Boston and New York City
- VIP networking receptions, in-market briefing, group visits and B2B meetings
- Panel presentation pitching day with the select US investors
- Pitching training and advice at the pre-mission briefing 26 January 2015
- Company profile features in mission brochure circulated to US companies

In partnership with:

SUPPORTED BY
MAYOR OF LONDON





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Benefits of Attending

- Benefit from PR opportunities by being part of a high profile mission led by a VIP
- Present your company to a target audience of investors
- Participate in the VIP Networking Reception with potential commercial clients/partners
- Pitching training at the pre-mission briefing Monday 26 January 2015
- Receive support from an experienced group leader and in-market team before, during and after the visit

Market Visit Programme (subject to change)

Sunday, 8 February - Arrive in Boston
Networking Reception

Monday, 9 February - In-Market Briefing
Visit to MIT Media Lab

Tuesday, 10 February - Group Visits and B2B Meetings
Travel to New York City

Wednesday, 11 February - GREAT Tech Event
US Orientation
British American Business
(BAB) Tech Networking Event

Thursday, 12 February - Securing Funding
Fin Tech buyers and premises
Presenting to the Investors' Panel
(VC pitching)
Fin Tech Networking Event

Friday, 13 February - Group Meetings and Individual
Meetings
Travel back to London

Mayor's Export Programme

The Mayor's Export Programme delivered in partnership with UKTI and co-funded by the European Regional Development fund (ERDF), seeks to increase the number of London's SMEs trading internationally by providing them with the requisite expertise, support and funding to start trading in new markets.

Eligibility Criteria

Small or medium sized enterprises (SMEs), in Technology Sector – FinTech and EnterpriseTech (B2B solutions for businesses), based within one of London's 33 boroughs.

Applications are also welcomed from SMEs based nationally, with adjusted support provided. For further information call +44 (0)207 215 2182.

An SME company is defined as having an annual turnover of less than £40 million and fewer than 250 employees.

Deadline for Applications

The deadline for submitting Applications Forms is Midnight on Wednesday, 14 January 2015

To download an Application Form, please [click here](#) or visit - <http://opentoexport.com/events/market-visit-to-the-united-states/>

To request and submit an application, email: missions@uktilondon.org.uk

If you have any questions or would like further information, please email missions@uktilondon.org.uk or call +44 (0)20 7089 2327

No applications will be considered after the deadline

Administration Fee

Companies are required to pay an administration fee of £250 +VAT to attend this Market Visit