



<http://www.chinwag.com>



## Leading UK Firms Selected For Digital Mission to New York

FOR IMMEDIATE RELEASE

**LONDON - Tuesday, 26<sup>th</sup> October 2010** - 19 of the UK's top digital companies have been selected in a fiercely competitive process to join the third Digital Mission to New York from 1<sup>st</sup> – 5<sup>th</sup> November 2010, forging new business and showcasing British digital talent.

Organised by Chinwag (<http://chinwag.com>) and UK Trade & Investment (UKTI, <http://www.uktradeinvest.org.uk>), the Digital Mission to New York provides the ideal platform for the companies attending to make business connections, build international profile, understand the US market and discover the practicalities of setting up shop in the US.

The companies selected represent the top digital talent from across the UK's vibrant digital industry. The companies range from leading digital agencies, payment providers, mobile technologies and applications, video services through to eye tracking specialists and experts in advertising and media networks.

The Digital Mission companies are: Adversion, Amaze, BrightLemon, Casual Films, Cube, Eresponse Media, HuzuTech, Lingo24, Livestation, Nuji, Plancentric, Realeyes Data Services, Red Glasses, ShoutEm UK, Thrive Digital, ustwo, Videojuicer, Wasplit Ltd and We Are Social.

A full list of companies with descriptions and contact details is available on the Digital Mission website: <http://digital-mission.org/nyc10-companies>

Events during the trip include a Masterclass session, "Doing Business in the US", with expert advice from UKTI, key industry figures and legal experts, Winston & Strawn, a finance round-table, an exclusive evening reception held at the British Consulate amongst other events. Delegates will also attend ad:tech NYC, the city's largest marketing conference where the companies will be represented with the Digital Mission stand.

During the week's activities the 19 Digital Mission companies will have the chance to hear from established industry heavyweights including: American Express, Citibank, Deloitte, Mashable, New York Mayor's Office, Ogilvy, PepsiCo, Thomson Reuters and Turner Broadcasting to name but a few.

Chinwag CEO Sam Michel said, "This third Digital Mission to New York builds on the momentum of the previous trips with an incredibly strong group of UK firms representing the breadth of the country's digital industry. This packed week provides a unique opportunity for the companies to rapidly accelerate their expansion into the US market."

For more information, about this Digital Mission and others in the series, please visit:

<http://digital-mission.org>

Ends



<http://www.chinwag.com>



## NOTES FOR EDITORS:

Further information and contact details for each company can be found on the Digital Mission website: <http://digital-mission.org/nyc10-companies>

HTML and plain text formats of this list are available:  
<http://digital-mission.org/press#blog-resources>

## About UK Trade & Investment

UK Trade & Investment (UKTI) is the government organisation that helps UK-based companies succeed in the global economy. We also help overseas companies bring their high quality investment to the UK's economy - acknowledged as Europe's best place from which to succeed in global business. UKTI offers expertise and contacts through its extensive network of specialists in the UK, and in British embassies and other diplomatic offices around the world. We provide companies with the tools they require to be competitive on the world stage.

The UK's Information and Communication Technologies sector, (UK Technology) is a dynamic and connected industry delivering smart business value through its innovative applied technological solutions.

Visit <http://www.uktradeinvest.gov.uk>, or call + 44 (0)20 215 8000. You can also catch up with us on these social media channels:

YouTube: [www.youtube.com/UKTIweb](http://www.youtube.com/UKTIweb)  
Blog: <http://blog.ukti.gov.uk>  
Twitter: at [www.twitter.com/ukti](http://www.twitter.com/ukti)

Patricia Young  
[patricia.young@fco.gov.uk](mailto:patricia.young@fco.gov.uk)  
+1 (212) 745-0451

Niall Gordon  
[Niall.Gordon@fco.gov.uk](mailto:Niall.Gordon@fco.gov.uk)  
+1 (212) 745-0221

Carmen Ayo  
[Carmen.Ayo@uktispecialist.com](mailto:Carmen.Ayo@uktispecialist.com)  
+44 (0)7930 804 595

Come and meet us for a chat.

## About Chinwag

The Chinwag community is a focal point for digital media practitioners in the UK and beyond. Founded in 1996, it has grown into a community media company that publishes websites, discussion forums and blogs supporting the people and companies who work in the digital industry. In February 2007 the Chinwag Live events series launched, topical panel discussions that have also gone on tour around the UK.

Since July 2008, Chinwag have worked closely with UK Trade & Investment in organising the Digital Mission series, which help UK digital SME's to expand their businesses abroad, forge partnerships with US companies and seek investment from overseas. They also publish Chinwag Jobs, the leading recruitment website for digital marketing, media, technical and design positions.

<http://chinwag.com>  
<http://jobs.chinwag.com>  
<http://digital-mission.org>

Sam Michel  
CEO, Chinwag  
[sam@chinwag.com](mailto:sam@chinwag.com)  
+4 (0)7887 627 115