

# FAIRFAX COUNTY

## ECONOMIC DEVELOPMENT AUTHORITY

### Fairfax County Benefits Spelt Out to UK Firms

Companies from one of the main technology regions in the UK, the Thames Valley, heard about the benefits of expanding into the US through Fairfax County at a major business event on April 28.

They were invited to join the 70 British companies already operating and growing through their bases in Fairfax County at the event organised by the Thames Valley Business magazine and sponsored by law firm Manches and the Fairfax County EDA.

Speakers including writer Allyson Stewart Allen, Director International Marketing Partners and UK Trade and Investment adviser Roope Aaltonen spelt out some of the pitfalls British companies expanding into the US could face and how to develop a business in the County.

David Wallen, of the Fairfax County EDA's London office, described some of the services and assistance offered by the EDA for companies moving into the County and chronicled the success stories of some of the UK companies who had chosen to make Fairfax their base.

Wallen said the County could not only provide opportunities for companies wanting to work directly or indirectly with the Federal Government but told the audience at the Reading Football Club's Madejski Stadium that 60% of the US population was within two hours flying time of Fairfax, making it an ideal base from which to develop American operations.

ends



8.00am: **Registration and breakfast**

8.45am: **Welcome**

8.55am: **Coming to America** - Market Entry Strategies

The USA is our number one export market, with significant opportunities in virtually every sector.

10.00am: **Coffee break**

10.15am: **Top tips for navigating the US business culture**

Allyson Stewart Allen, *Director, International Marketing Partners*

This presentation will look at the American business mindset: rules of the game of US business and top tips for succeeding in the US market. She will also include some lessons from British companies in the US.

10.45am: **Doing Business in Fairfax County**

David Wallen, The Fairfax County Economic Development Authority (FCEDA)

The FCEDA promotes Fairfax County, Virginia, as a world-class centre of commerce and trade and the technology hub of the US East Coast. David's presentation will look at what does a business require to succeed in the US and the opportunities that Fairfax County offers.

11.15am: **Closing comments and Q&A**

11.30am: **Finish**

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