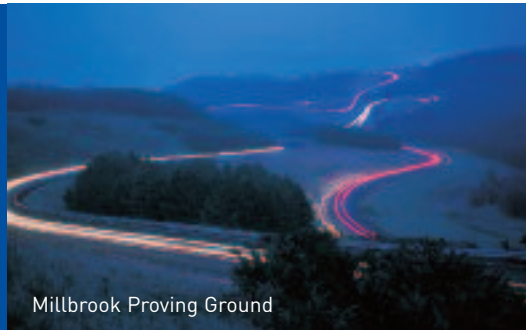


The East of England

Be at the heart of the fastest-growing UK region

The UK's No 1 location for commercial R&D spend – 25% of the national total



Millbrook Proving Ground

The largest and most successful biotech cluster in Europe



Microsoft Research, Cambridge

The largest R&D ICT cluster in Europe, at BT Adastral Park, Ipswich



London Stansted

EEI can give you:

- Professional and impartial advice
- In-depth knowledge of target markets
- Sector specific expertise
- Introductions to new partners, opening doors to new opportunities

- Ten universities including **Cambridge, Cranfield, Essex, Hertfordshire** and **University of East Anglia (UEA)** – all with close business ties
- Over 30 major research centres across multiple sectors
- A thriving regional economy, creating 10% of the UK's GDP
- The largest venture capital funding base in the UK outside London, backed by specialist business service providers
- A supportive environment with 19 specialist incubators, many of which are linked to the region's universities
- Fast links to Europe: London Stansted serves more European destinations than any other airport worldwide
- Excellent logistics: our seaports include Felixstowe, the UK's largest container port
- Easy access to London without the high costs of a base in the capital



Business support funded by the East of England Development Agency

East of England International provides international business support. Our professional teams offer specialist advice and practical assistance to companies expanding into the UK and to those planning to execute export programmes.

Looking to expand into the UK and Europe?

Meet with EEI in the UK or overseas for free and confidential advice

Let us supply comparative data on:

- Local and regional economies;
- Personnel availability and salary levels;
- Cities and towns;
- Quality of life;
- Customers, supply chain and competitors.

Visit the East of England and view potential properties.

We will introduce you to the essential networks & services:

- World-leading universities;
- Commercial research and development;
- Centres of Excellence;
- Industry and business networks;
- Banks;
- Accountants;
- Solicitors.

Working with our partners, we can help with company formation.

We can also provide assistance with:

- Recruitment;
- Public Relations.

We continue to support your company through our coordinated Investor Development Programme involving:

- Economic Development partners;
- The local authorities;
- The Learning and Skills Councils;
- Business Link East;
- East of England Development Agency;
- Global network of consulates and embassies.

Assistance from UK Trade & Investment advisers around the world

Trade Show Access Programme
Exhibit at trade shows, either independently or as part of a delegation.

Market Visit Support
Receive UKTI support and advice for overseas travel.

www.uktradeinvest.gov.uk
Gain access to market and sector analysis, contacts and events.

Business Opportunities
Register at www.uktradeinvest.gov.uk to match your interests with qualified international opportunities via email.

Overseas Market Introduction Service (OMIS)
Access UKTI expertise worldwide to:

- Research your market;
- Identify routes to market;
- Meet qualified prospects.

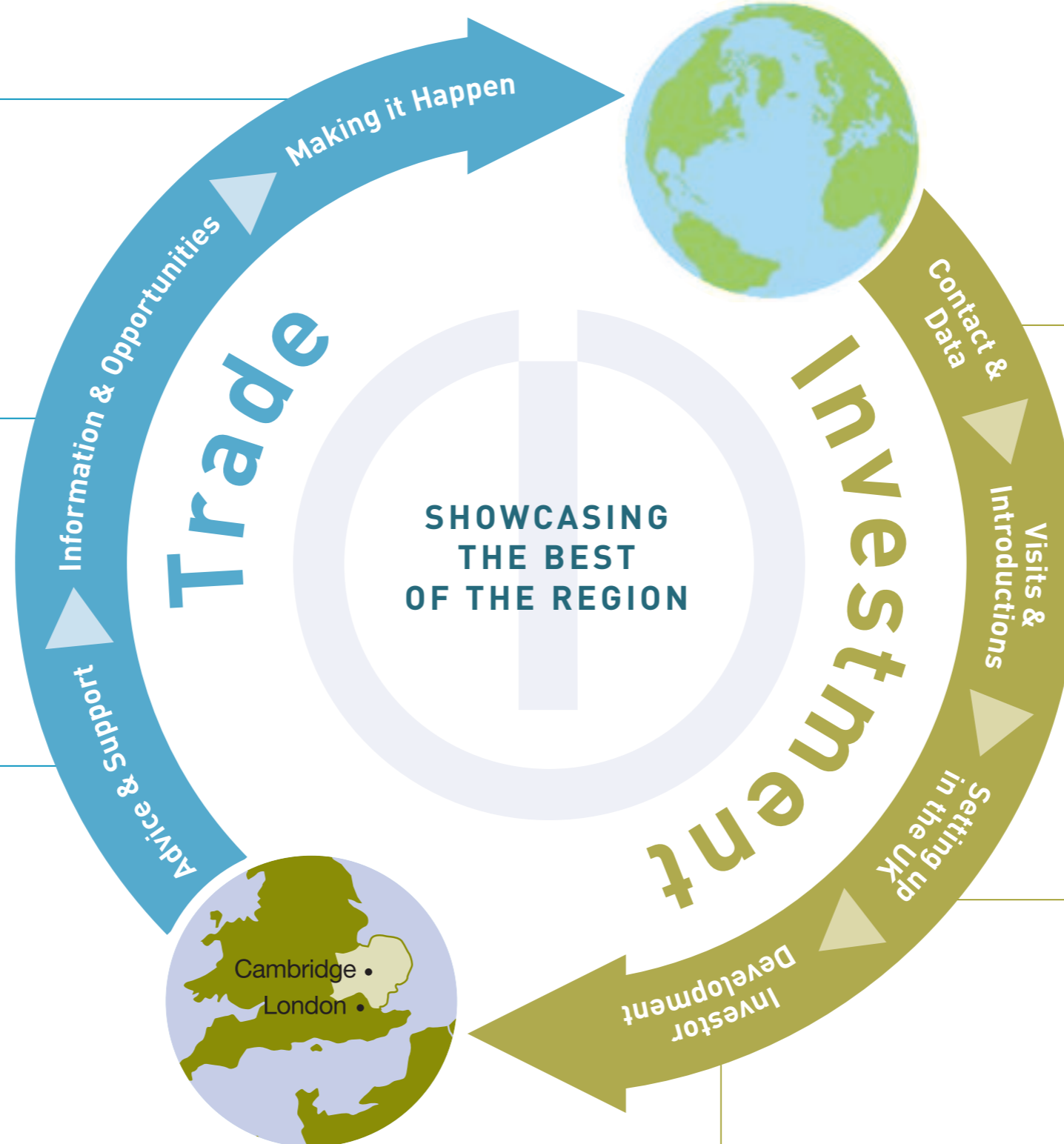
Passport to Export
A UKTI package for companies new to export:

- Check your export readiness;
- Identify and focus on your best market;
- Develop your export strategy.

Export Communications Review
Ensure you convey the right message to your target market.

Meet with an EEI International Trade Adviser who delivers UK Trade & Investment services to help you develop a successful export strategy

Thinking of entering new export markets?



Companies that have located in the region continue to use the valuable services of EEI

Locate in the East of England Join our world-class clusters

Automotive & Aerospace Boeing, Ford Dunton Technical Centre, Millbrook Proving Ground, Lotus, Nissan Technical Centre Europe, Rolls Royce University Technology Centre at Cambridge, **Biotechnology, Healthcare & Medical Devices** Amgen, Clement Clarke International, Genzyme, MRC Laboratory of Molecular Biology ("the Nobel Factory"), Roche, Unipath, Wellcome Trust Sanger Institute and Genome Campus, **Energy & Environmental Services** BRE (Building Research Establishment), British Sugar's bioethanol plant at Wissington, Tyndall Centre, UEA's School of Environmental Sciences, **Food & Drink** ASDA (Wal-mart), Britvic, Del Monte, McCain, Nestlé, Premier Foods, Tesco, Unilever's Colworth Laboratory, **Financial Services** Marsh, Moneyfacts, Norwich Union (Aviva), Virgin Money, **Hi-tech Consultancies** Cambridge Consultants, Cambridge Design Partnership, PA Consulting, Plextek, Sagentia, The Technology Partnership, **ICT** Amazon, ARM, Autonomy, Broadcom, BT, CAPE (Centre for Advanced Photonics and Electronics), CIP (Centre for Integrated Photonics), CSR, Domino, Fujitsu, Hitachi, Microsoft, Motorola, Nokia, Plastic Logic, Qualcomm, Sony, T-Mobile, Toshiba

Specialist support

Our region has a full range of specialist support, from financial services firms with sector-specific expertise, to law firms skilled in protecting your IP. We can introduce you to our partners including:

- Artaius
- BRAL
- RBS
- BioLauncher
- HSBC
- SA Law

The region is also home to one of the most active VC networks in Europe.

For expert help contact:
East of England International
2 Quayside Cambridge CB5 8AB
United Kingdom
T: +44 (0)1223 450 450
E: info@eeia.com

“... I would like to thank East of England International, with special thanks to Jacky Holtby for identifying King's Lynn as a possible location.”



Dr Wolfgang Palm, Chief Executive. Palm Paper invested £400 million in a new paper mill in King's Lynn.

“Dennis McGlynn from East of England International has helped us a great deal in terms of providing recruitment advice, ongoing support for finding foreign markets and assistance in introducing us to more partners.”



Malcolm Wenborn, General Manager. Hitachi Software Engineering (UK) Ltd chose Cambridge for its international R&D Centre.

“EEI were extremely helpful to us... They were able to advise and access what we needed, including recommending local law firms with specific expertise in negotiating research contracts with universities, as well as helping us network with other research organisations such as the Institute of Food Research in Norwich.”



Frank Wu, Chief Executive. XiangCam TCM (Traditional Chinese Medicine) Research Centre established its first UK base at Babraham Research Campus.

“Contacts within the telecommunications industry and introductions to service providers were extremely valuable.”



Guiseppe Venturini, Managing Director, VOIspeed

www.eei-online.com