

PRESS RELEASE

UK Trade & Investment partners with Chinwag to offer UK digital companies grants for key overseas tradeshows in the USA and China

UK Trade & Investment (UKTI) have appointed Chinwag, the digital community for digital media companies, to deliver grants for UK-based digital SMEs wanting to exhibit at key overseas tradeshows.

The grants, part of the UKTI's Tradeshow Access Programme (TAP), offer funding to support digital SMEs exhibit as part of UK pavilions at eMetrics Marketing Optimization Summit and ad:tech Beijing, two of the most influential interactive conferences in the global digital calendar.

Chinwag have worked closely with the event organisers to create 'credit-crunch busting' packages that will provide companies with prominent expo booths, marketing support and conference passes at these high profile events. The successful digital SMEs will be featured in the specially created UK Pavilion, ensuring a prominent position and maximising business development opportunities.

The first event is *eMetrics Marketing Optimization Summit* in Washington D.C 21-23rd October 2009 to, with space for up to 8 companies.

This is followed by *ad:tech Beijing*, 16-19 November 2009. Up to 12 companies will be able to exhibit at the leading marketing show in China, perhaps even fitting in a little bit of sightseeing along the way.

Sam Michel, CEO of Chinwag, said; "We are delighted to be working with UKTI on this exciting initiative. This type of funding is a critical and well-timed boost for the UK digital industry's most innovative companies, providing an ideal platform to showcase their expertise to the global digital community."

The grant funding is available to any eligible UK-based SME head-quartered in the UK, subject to approval by UKTI. The closing date for entries is 5pm **Friday, 7th August 2009**.

For more detailed information on the application process, the UK pavilions and the costs involved, please visit: <http://chinwag.com/tap>

Notes for Editors:

- UK Trade & Investment (UKTI) will, at its discretion, provide support for eligible businesses taking part in overseas exhibitions between 1 April 2008 and 31 March 2009.

- A central principle of this, and all UKTI grants, is that it should make something happen that would not happen otherwise.
- Each eligible business is entitled to exhibit with grant support on a total of six occasions counted from 1 April 2008.
- Accredited Trade Organizations (ATOs) will help those businesses approved for grant to participate effectively in an exhibition and International Trade Teams in UKTI's regional network will also help these businesses, where appropriate.
- Participating businesses are expected to take up any offers of non-chargeable assistance made in this context.

About UKTI

UK Trade & Investment (UKTI) can help you rise to the exciting opportunities and challenges that globalisation offers. We work with UK-based businesses to ensure their success in international markets. We also encourage the best overseas companies to look to the UK as their global partner of choice. UKTI offers expertise and contacts through our national and global networks. It's our goal to enhance the competitiveness of companies in the UK, and to attract a continuing high level of quality foreign direct investment.

<http://www.uktradeinvest.gov.uk>

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 to the Internet World and Ad:tech conferences amongst others. Chinwag also publishes Chinwag Jobs (<http://jobs.chinwag.com>), the leading recruitment website for digital marketing, media, technical and design positions. Chinwag organizes the Digital Mission series of trade missions in conjunction with UK Trade & Investment. Digital Mission provides an opportunity for companies to expand their business or seek investment overseas.

<http://chinwag.com>

<http://digital-mission.org>