



## 1. Economic Indicators:

- UK/London
- US/NY

## 2. Investment Indicators:

- UK
- US

## 3. New Investments:

- US Investments into UK
- UK Investments into US

## 4. Trade Shows:

- UK
- US

## 1. ECONOMIC INDICATORS

### UK

- GDP rose by 07% in Q3 2006, maintaining similar growth to the previous three quarters.
- Manufacturing output increased by 0.7 % in the three months to August 2006 compared with the three months to May 2006.
- In September 2006, output price annual inflation for all manufactured products fell to 1.8%. Input price annual inflation fell from 7.9% in August to 5.1% in September.
- Services output rose by 0.6% in the three months to August 2006 compared with the three months to May. Distribution output decreased by 0.3% in the three months to August. Decreases in motor trades and wholesale output were partly offset by an increase in retail. Hotels and restaurants output rose by 0.5% in the three months to August. Output from transport, storage and communications rose by 1% compared with the previous three months. Business services and finance output rose by 1.4% in the three months to August. Government and other services output increased by 0.1% in the three months to August.
- Consumer Prices Index (CPI) annual inflation fell to 2.4% in September 2006, down from 2.5% in August. Retail Prices Index (RPI) inflation rose to 3.6% in September, up from 3.4% in August.
- In the year to August 2006, consumer prices increased by 2.5%.
- The overall profitability of UK private non-financial corporations in Q2 2006 was 14.7%. This was higher than the average of 14.4% recorded in the previous quarter.
- In Q2 2006 whole economy productivity growth was 1.8% compared with the same quarter a year ago, up from growth of 1.5% in the previous quarter. On a quarter-on-quarter basis, productivity increased by 0.6% in Q2, up from a growth of 0.2% in the previous quarter.
- The volume of retail sales in the three months July to September 2006 was 0.8% higher than in the previous three months. This follows 1.5% growth in the three months to August and compares with an increase of 0.4% at the same time in 2005.
- In September 2006 the public sector showed a deficit on current budget of £5 billion, compared with a deficit of £3.2 billion in September 2005.

- Employment rate for people of working age was 74.6% for the three months ending in August 2006, up slightly over the quarter but down 0.1% over the year. The number of people in employment for the three months ending in August 2006 was 29.01 million, up 120,000 over the quarter and up 255,000 over the year. The unemployment rate was 5.5%, up 0.1% over the quarter and 0.8% over the year. The number of unemployed people increased by 45,000 over the quarter and by 276,000 over the year to reach 1.70 million.

- Average earnings (excluding bonuses) rose by 3.6% in the year to August 2006, down from 3.7% in July. Average earnings (including bonuses) rose by 4.2% in the year to August 2006, down from 4.4% in July. In the year to August 2006, pay growth (excluding bonuses) in the private sector was 3.8%, compared with 3.2% for the public sector. Including bonus payments, private sector growth stood at 4.4% compared with 3.7% for the public sector.

- During June to August 2006, there were 7.7 million visits to the UK by overseas residents – a decrease of 4% when compared with the previous three months, but up 5% on the same period on the previous year. Spending decreased by 2% compared to the previous three months, but showed an increase of 8% with the same period a year earlier, to £3.8 billion.

- Over the same period, the number of visits overseas by UK residents decreased by 4% to 16.7 million when compared with the previous three months, but again showed an increase of 2% when compared with the same period a year earlier. Spending decrease by 1% compared to the previous three months, but showed an increase of 6% with the same period a year earlier, to £8.3 billion.

- Visits by overseas residents to the UK rose by 6% during the 12 months ending August 2006, from 29.5 million to 31.2 million. In the same 12 month period, visits abroad by UK residents rose by 3% from 65.8 million to 67.7 million.

- The UK's deficit on trade in goods and services was £4.4 billion in August 2006, unchanged from the deficit in July (which was previously published as £3.8 billion). The surplus on trade in services was £2.3 billion in August, £0.1 billion lower than in July. The deficit on trade in goods in August was £6.7 billion compared to a deficit of £6.8 billion in July (previously published as £6.3 billion). The deficit with the enlarged EU was unchanged from July at £2.5 billion as exports and imports both fell by £0.2 billion. The deficit with non-EU countries narrowed to £4.2 billion in August from a deficit of £4.3 billion in July. There was a rise in exports of £0.3 billion and a rise in imports of £0.2 billion.

- There was a current account deficit of £7 billion (2.2% of GDP) in Q2 2006, down from £8.7 billion (2.8% on GDP) in the previous quarter.

For previously released UK economic indicators visit National Statistics <http://www.statistics.gov.uk/>

## LONDON

- In the most recent 28-day period, (From 20 August to 16 September 2006) London's public transport had 210.2 million passenger journeys; 133.8 million by bus and 76.4 million by underground.

- The moving average annual rate of growth in passenger journeys increased to 2.2% from 1.6% in the previous period.

- The rate of claimant count unemployment in London was 3.4% in September 2006. There were 169,300 unemployment claimants in London in September 2006, compared with 166,700 in September 2005.

- The SPSL Retail Traffic Index of Shoppers in London was 89.5 in the fourth week of September compared to 88 in the previous week.

- London's annual growth in output was 3.3% in Q12006, an increase from 3% in Q4 2005.

- London's annual employment growth was 1.8% in Q1 2006, down from 3.2% in Q4 2005.

- London firms continued to increase their level of employment in September 2006. The PMI for the level of employment was 56.7 in September 2006 compared to 55.7 in August.

- The net rate of return for all private non-financial corporations increased to 14.7% in Q2 2006 from an upwardly revised 14.4% in Q1 2006. The manufacturing sector experienced declining profitability in Q2 2006. The net rate of return was 6.1%, down from an upwardly revised 6.8% in the previous quarter. The service sector's net rate of return increased to 20.1% in Q2 2006, from an upwardly revised 19.5% in the previous quarter.

- Annual house price inflation in London was 7.3% in Q3 2006 up from 4.7% in Q2. Annual house price inflation in the UK was 6.9% in Q3 2006 up from 4.8% % in Q”.

- The annual growth rate of overseas visitors to the UK was 9.2% in August 2006, up from a revised 7.5% in July. The annual growth in expenditure by overseas visitors in the UK was 3.4% in August 2006, down from a revised 18.1% in July.

- The Purchasing Managers' Index (PMI) of business activity recorded 58.2 in September compared to 59.1 in August.

## US

- Real gross domestic product (GDP) grew at an annual rate of 2.6% in Q2 2006. This follows a 5.6% growth rate in Q1.

- Personal income rose 0.3% in August 2006, after rising 0.5% in July.

- The US international trade deficit in goods and services in August increased 2.7%, to \$69.9 billion. Exports were \$122.4 billion, up 2.3%, and imports were \$192.3 billion, up 2.4% for August.

For previously released US economic indicators visit US Bureau of Economic Analysis (BEA)

<http://www.bea.gov/beahome.html>

## NY

- Private employment increased by 4,300 jobs in August 2006, after an increase of 7,500 jobs in July. (Source: New York State Dept. of Labour)

- The unemployment rate was 5.1% in August, down from 5.7% in July. (Source: New York State Dept. of Labour)

- The NYC hotel occupancy rate in August 2006 was 87%, compared to 85% in August 2005. (Source: New York State Dept. of Labour)

- The Direct Class A office vacancy rate was 5.1% in August 2006, while the average asking rent was \$56 per SF. (Source: New York State Dept. of Labour)

- Passengers in NYC's airports totaled 9.8 million in July 2006. (Source: New York State Dept. of Labour)

- In September 2006, the Manhattan Direct Class A vacancy rates decreased, for the fifth consecutive month, to 5.1%, primarily due to a decline in the Downtown rate to 6.2% from 8.3% a month earlier. (Source: Cushman & Wakefield)

- From August to September 2006, direct average rent in Midtown increased \$2 PSF to \$61 PSF, causing the Manhattan total direct average rent to increase from \$54 PSF to \$56 PSF. (Source: Cushman & Wakefield)

- From August to September 2006, the sublease vacancy rate increased in Midtown South while the average sublease rental rate also rose from \$36 PSF to \$38 PSF. (Source: Cushman & Wakefield)

- In July 2006, 9.8 million passengers flew into and out of the region's airports, a 2% increase from July 2005 passenger levels. (Source: Port Authority of New York and New Jersey)

- In August 2006, the average daily hotel room rate was \$228, an 11% increase from August 2005. (Source: PKF Consulting)

- Hotel occupancy was 87% in August 2006, compared with 85% in August 2005. (Source: PKF Consulting)

- Total Broadway attendance was approximately 900 thousand during the five weeks ending October 1, 2006, a 1% decrease from the same period last year. Broadway revenue during this period was roughly \$71 million, a 13% increase from last year. (Source: The League of American Theatres and Producers)

- Total ridership on MTA subways, trains and buses, and bridge and tunnel use in July 2006 was roughly 220 million, an increase of 1% from July 2005. In July 2006, subway ridership was approximately 118 million, an increase of 1% from July 2005. (Source: Metropolitan Transportation Authority)

- For the four months ending August 2006: There were 3,418 building projects (including new, additions and alterations) that started construction in NYC, a 5% decrease from the four months ending August 2005. There were 135 infrastructure (non-building) projects, a decrease of 27% from last year. (Source: Dodge Analytics)

- Planned space for building projects is approximately 19 million square feet, a 15% decrease from the same period ending 2005. (Source: Dodge Analytics)

## **2. INVESTMENT INDICATORS**

## More Overseas Investors Choose the UK in 2006

In the first six months of 2006 the UK attracted more foreign investment than any other country in Europe, reveals a new report. The number of new investment projects was up 34% on the same period in 2005. The UK secured 315 projects, more than a fifth of all projects in Europe, Ernst & Young said in its European Investment Monitor report. Most investment came from the USA and Indian firms have rapidly caught up to become the second-biggest investors in the UK.

## UK Investment Position: Second Quarter 2006

The UK surplus on direct investment income was £13.1 billion in Q2 2006, up from £12.7 billion surplus in the previous quarter. UK earnings from direct investment abroad were the highest on record at £21.7 billion in the same period. In contrast, Foreign earnings on direct investment in the UK fell to £8.6 billion in Q2 2006 compared with £8.7 billion in Q1 2006.

Portfolio investment income recorded a surplus of £1.4 billion in Q2 2006, the highest on record, compared to a surplus of £0.7 billion in the previous quarter. UK earnings on portfolio investment abroad rose by £0.4 billion in Q2 2006, to £13.5 billion, the highest on record. Foreign earnings on portfolio investment in the UK fell by £0.2 billion in Q2 to £12.1 billion.

The deficit on earnings from other investment widened in the latest period to a £5.7 billion, the highest on record, compared with a deficit of £4.9 billion in the first quarter. UK earnings on other investment abroad were £22.8 billion, an increase of £2 billion from the previous quarter. Earnings on other investment in the UK increased by £2.8 billion, to £28.4 billion.

The financial account showed a net inflow (inward Investment) of £11.9 billion in Q2 2006, compared with a net outflow (outward investment) of £2.9 billion, in Q1 2006. Outward investment by the UK was £31.2 billion while inward investment in the UK was £43.1 billion in Q2 2006, both of which were significantly lower than in recent quarters.

Direct investment in Q2 2006 saw net inward investment of £13.9 billion compared with net inward investment of £20.9 billion in Q1. Direct investment abroad showed net investment of £2.4 billion in Q2 2006, compared with net investment of £9.6 billion in Q1. Direct investment into the UK was £16.2 billion in Q2 2006, down from £30.5 billion in Q1.

Portfolio investment in Q2 2006 saw net outward investment of £15.6 billion compared with net outward investment of £15.4 billion in Q1. Portfolio investment abroad showed net investment of £43.6 billion in Q2 2006, compared with net investment of £54.6 billion in Q1 2006 and Portfolio investment in the UK showed net investment of £28 billion in Q2 2006, compared with net investment of £39.2 in Q1.

Other investment in Q2 2006 saw net investment in the UK of £16.4 billion. Other investment abroad showed net disinvestment of £17.5 billion in Q2 2006, compared with very high net investment of £309 billion in Q1. Other investment in the UK showed disinvestment of £1.1 billion in Q2 2006, compared with investment of £306.1 billion in Q1.

The International Investment position showed net external liabilities of £266.9 billion at the end of Q2 2006 compared with net external liabilities of £220.3 billion at the previous quarter. UK assets abroad fell by £133.8 billion from the end of the first quarter down to a level of £5075.9 billion at the end of the second quarter. UK liabilities fell by £87.1 billion over the same period down to a level of £5342.8 billion.

## US

## US Investment Position: Second Quarter 2006

In Q2 2006, income receipts on US owned assets abroad increased to \$153.5 billion from \$139.2 billion. Income payments on foreign owned assets in the US increased to \$156 billion from \$140.1 billion.

Net recorded financial inflows- net acquisitions by foreign residents of assets in the US less net acquisitions by US residents of assets abroad- were \$154.1 billion in Q2 2006, down from \$171.5 billion in Q1 2006. Net acquisitions by foreign residents slowed more than net acquisitions by US residents.

US owned assets abroad increased \$212.3 billion in the second quarter, following an increase of \$356 billion in Q1 2006. Foreign owned assets in the US increased £366.4 billion in Q2 2006, following an increase of \$527.5 billion in the first.

Net US purchases of foreign securities were \$52.2 billion in Q2 2006, down from \$53.7 billion in Q1. Net US purchases of foreign stocks were \$17.4 billion, down from \$41.1 billion. Net US purchases of foreign bonds were \$34.8 billion, up from \$12.6 billion. Net foreign purchases of US securities other than US treasury securities were \$121.6 billion in Q2 2006, down from \$186 billion in Q1. Transactions in US stocks shifted to net foreign sales of \$1.6 billion from net foreign purchases of \$54 billion. Net foreign purchases of US corporate bonds were a record \$95.2 billion, up from \$90.1 billion. Net foreign purchases of federally sponsored agency bonds were \$28 billion, down from \$41.9 billion.

US official reserve assets increased \$0.6 billion in Q2 2006, following a decrease of \$0.5 billion in Q1. Foreign official assets in the US increased \$74.9 billion in Q2, following an increase of \$75.5 billion in Q1.

US direct investment abroad increased \$47.1 billion in Q2 2006, following an increase of \$61.3 billion in Q1. Foreign direct investment in the United States increased \$48.4 billion in Q2 2006, following an increase of \$45.3 billion in Q1.

### **3. NEW INVESTMENTS**

#### US Investments into the UK

##### ClariFI Opens London Office

ClariFI, a leading provider of software and services focused exclusively on quantitative portfolio management and research, announced the opening of their London office and the addition of Ruben Falk to their Business Development team. Mr. Falk will be responsible for growing ClariFI's business in the United Kingdom including sales, account management and support functions.

ClariFI, Inc. 420 Lexington Avenue, Suite 300, New York, NY 10170. Tel: 001-646 216 9336, Donovan Goodreau, VP, Sales and Business Development, Email: [info@clarifi.com](mailto:info@clarifi.com) or [dgoodreau@clarifi.com](mailto:dgoodreau@clarifi.com) Website: [www.clarifi.com](http://www.clarifi.com)

ClariFI, Inc. 225 NE Mizner Boulevard. Suite 325, Boca Raton, FL 33432 Tel:001- 561 417 0664 Fax: 001-561 417 0665, Julia Robinson, Office & Programs Administrator, Email: [jrobinson@clarifi.com](mailto:jrobinson@clarifi.com)

ClariFI, Inc. 1 Liverpool Street, London EC2M 7QD Tel: 020 3002 0977 Fax: 020 3002 5698, Ruben Falk, Country Manager, UK, Email: [rfalk@clarify.com](mailto:rfalk@clarify.com)

##### Broadsoft Opens New Operations Centre in Northern Ireland

BroadSoft, Inc., a leading US-based provider of VoIP application software, announced that it is opening a European operations centre in Belfast with support from Invest Northern Ireland. The BroadSoft European Operations Centre is located at the Northern Ireland Science Park in Belfast, and expands BroadSoft's capabilities to provide real-time technical support, service and training to its European customers.

Broadsoft Inc, Corporate Headquarters, 220 Perry Parkway, Gaithersburg, MD 20877. Tel: 001-301 977 9440, Michael Tessler, CEO, Email: [info@broadsoft.com](mailto:info@broadsoft.com) Website: [www.broadsoft.com](http://www.broadsoft.com)

Broadsoft, EMEA Headquarters, Vicarage House, Suite 4, 58-60 Kensington Church Street, London W8 4DB. Tel: 077660 22866, Paul Harrison

Broadsoft, Northern Ireland Science Park, Queen's Road, Queen's Island, Belfast BT3 9DT

### Luminex Sets up European Sales Office

Luminex Software, Inc., a leading developer of mainframe channel gateway, connectivity and data storage products, announced that it has established a European sales presence with Eric Case (ecase@luminex.com) as Luminex's European Sales Manager. Luminex develops and markets mainframe channel gateway, connectivity and data storage products. Luminex products and technology are used worldwide by the leading companies in financial, technology, healthcare and other major industries.

Luminex Software Inc, Corporate Headquarters, 871 Marlborough Avenue, Riverside, CA 92507. Tel: 001-951 781 4100 Fax: 001-951 781 4105, Michael Saunders, President, Email: [info@luminex.com](mailto:info@luminex.com) Website: [www.luminex.com](http://www.luminex.com)

### Efficient Frontier Launches Office in UK

Efficient Frontier, the leading provider of search engine marketing (SEM) solutions, announced that it has opened a new office in united kingdom that will serve as its base of European Operations to take advantage of the rapid growth in the European paid search advertising market. Chris Zaharias, Efficient Frontier's senior Vice President of strategic initiatives, will head European Operations for the agency.

Efficient Frontier, Headquarters, 555 Ellis Street, Mountain View, CA 94043. Tel: 001-650 567 1000 Fax: 001-650 567 1002, Ellen Siminoff, CEO, Email: [sales@efrontier.com](mailto:sales@efrontier.com) or [info@efrontier.com](mailto:info@efrontier.com) Website: [www.efrontier.com](http://www.efrontier.com)

Efficient Frontier, 90 Long Acre, Covent Garden, London WC2E 9RZ. Tel: 020 7849 3303, Chris Zaharias, Email: [sales@efrontier.com](mailto:sales@efrontier.com) or [info@efrontier.com](mailto:info@efrontier.com) Website: [www.efrontier.com](http://www.efrontier.com)

### Application Security Opens Office in UK

Application Security, Inc. (AppSecInc) the global leader in database security, announced the opening of its first regional sales and operations center in the UK, headed by George Fyffe, Business Development and Sales Director for the EMEA Region. AppSecInc is the leading provider of database security solutions, and the only security solutions provider presently addressing the entire database vulnerability management lifecycle. The company's innovative security suite is widely recognized throughout the industry as the most comprehensive and widely-deployed of its kind. By securing data at its source, AppSecInc customers can proactively harden their database applications against attack, while at the same time grounding compliance audits where sensitive information lives.

Application Security, Inc. 575 Eighth Avenue, Suite 1220, New York, NY 10018. Tel: 001-212 912 4100 Fax: 001-212 947 8788, Jack Hembrough, President & CEO, Email: [info@appsecinc.com](mailto:info@appsecinc.com) Website: [www.appsecinc.com](http://www.appsecinc.com)  
Europe, Middle East & Africa - Tel: 0127 025 7621

### TechTarget Opens Subsidiary in UK

IT media company TechTarget announced the opening of TechTarget Ltd., a wholly-owned subsidiary in the United Kingdom. Located in London, England, the new subsidiary will focus on offering its international clients better support for regional media opportunities and capitalize on the double-digit online advertising spending growth occurring in the region. Since May 2004, TechTarget expanded its global footprint to 25 additional countries through partnerships with five market-leading media companies and launched 39 media properties, including multi-site networks and print magazines. Shannon Flynn, a six-year veteran of the company, heads the new office as the Director of U.K. sales. TechTarget publishes integrated media that enable information-technology (IT) marketers to reach targeted communities of IT professionals and executives across the globe. Through its industry-leading Web sites, magazines and conferences, TechTarget delivers measurable results that help IT marketers generate qualified sales leads, shorten sales cycles and grow revenues.

TechTarget, 117 Kendrick Street, Suite 800, Needham, M| 02494. Tel: 001-781 657 1000 Fax: 001-781 657 1100, Greg Strakosch, CEO Website: [www.techtarget.com](http://www.techtarget.com)

### Mercado Launches UK Operations

Californian Mercado Software, a provider of e-commerce search and merchandising solutions profiled by Oxford Intelligence in August 2004, has announced the launch of its new UK-based sales, marketing, and delivery operation. With products designed for larger multi-channel retailers, smaller and quickly growing internet retailers, and B2B e-commerce, Mercado said it is now enabling UK online businesses to provide the best possible shopping experience for its customers while at the same time maximising its sales success and online conversion rates.

Mercado Software is an e-commerce search & merchandising solution specialist for multi-channel retail and B2B organizations.

Mercado Headquarters, 5000 Hopyard Road, Suite 480, Pleasanton, CA 94588. Tel: 001 925 401 9300 Fax: 001-925 401 9399 Email: [info@mercado.com](mailto:info@mercado.com) Website: [www.mercado.com](http://www.mercado.com)

Mercado Software, Siena Court, The Broadway, Maidenhead SL6 1NJ Tel: 01628 509008 Fax: 01628 460033

### SOA Software Announces European Expansion

Los Angeles-based SOA Software has opened up a new European headquarters. The company's new London, UK headquarters is a part of an effort to expand its European support, sales team, and channel partners. SOA Software is a developer of service-oriented-architecture software, used by enterprises to connect enterprise systems and develop reusable software code. The company's European offices will be headed by David Longley. SOA Software Inc, Headquarters, 12100 Wilshire Boulevard, Suite 1800, Los Angeles, CA 90025. Tel: 001-310 826 1317 Fax: 001-310 820 8601, Eric Pulier, CEO, Email: [info@soa.com](mailto:info@soa.com) Website: [www.soa.com](http://www.soa.com)  
SOA Software European HQ, Email: [Europe@soa.com](mailto:Europe@soa.com)

### Handleman Expands in UK

Michigan-headquartered Handleman, a supplier and merchandiser of home entertainment products, is to employ 400 staff on a 275,000 sq. ft. new build site in Bolton. The Bolton premises will be located on the Big Sam development at Wingates Industrial Park and is due to open early next year. Handleman will employ 400 staff in Bolton with a further 1,500 field staff (600 full time equivalents) operating across the UK.

Handleman Company, 500 Kirts Boulevard, Troy, MI 48084. Tel: 001-248 362 4400, John W. Beeder, President & COO, Email: [corporate.info@handleman.com](mailto:corporate.info@handleman.com) or [investors@handleman.com](mailto:investors@handleman.com) Website: [www.handleman.com](http://www.handleman.com)

Handleman UK Limited, 27 Leacroft Rd, Birchwood, Warrington, Cheshire WA36PJ Tel: 08704 445844 Fax: 08704-445944 Website: [www.handleman.co.uk](http://www.handleman.co.uk)

### West Pharmaceutical to Expand UK Plant

West pharmaceutical, a market leader in closure systems and syringe components for use with injectable drugs has announced plans to double the size of its Cornwall-based tooling facility. Expansion work at the West Pharmaceutical Services Bodmin site is due to have started and the firm has recruited six extra employees and plans to add a further 10 over the next 18 months. The Bodmin site supplies company manufacturing facilities across Europe, Asia and the Americas with tools and tooling services used for the production of components for injectable drug delivery systems.

West Pharmaceutical Services, Inc. Global headquarters, 101 Gordon Drive, Lionville, PA 19341. Tel: 001-610 594 2900 Fax: 001-610 594 3000 Website: [www.westpharma.com](http://www.westpharma.com)

West Pharmaceutical Services, Bucklers Lane, St Austell, Cornwall PL25 3JU. Tel: 01726 63563 Fax: 01726 223219, Paul Dunn, Plant Manager

### UK Investments into the US

#### Table Service – at the Touch of a Button

An innovative, hand-held device allows customers in hotels, restaurants, and other hospitality venues to request food, drinks, the check, or other services at the touch of a button. The device is part of the two-way *touch4* call system, which, its British developer Service Alert states, can increase staff productivity and operational profit. By recording the start and end of each customer service request, *touch4* allows managers to measure and track service-delivery levels and staff productivity, leading to better workload scheduling and reducing the amount of time wasted by service delays. Using Service Alert's own analytics software program, performance reports can be tailored to suit the venue or operator, enabling performance benchmarking across multiple locations and training requirements identified. Pods can be customized to suit different service requests and to feature brand names, company logos, colors, or special icons that complement a venue's theme. The company is exhibiting at the New York Restaurant Show, New York, March 4-6, 2007 and the NRA Show, Chicago, May 19-22, 2007. They would welcome inquiries from potential agents or distributors.

George Richards, Service Alert Ltd, Unit 18, Renewal Trust Business Centre, 3 Hawksworth Street Nottingham NG3 2EG Tel: 07799 552024 Email: [george.richards@servicealert.biz](mailto:george.richards@servicealert.biz)

Website: [www.servicealert.biz](http://www.servicealert.biz)

### Marketing Makeover for Web Sites Opens Business Opportunities Around the World

A British marketing company offers a total package – managing sophisticated international web-site campaigns using search engines – so that companies can access parts of the world they have never been able to reach before. With innovative software and the knowledge of specialists based abroad, Search Laboratory Ltd can run marketing campaigns so that web sites can be found and accessed in multiple languages, boosting international business opportunities. The marketing process starts with a client meeting to confirm the customer's current state of play, identifying their goals, and agreeing a plan of action. Once the campaign is under way, *Search Laboratory* creates keywords for relevant search engines and advertising copy, as well as identifying, or designing, suitable landing pages. The company manages the campaign on a day-to-day basis, monitoring and adjusting it according to feedback from conversion statistics on the customers' web sites. If a global campaign is planned, *Search Laboratory* can promote the web site in all target languages. Keywords are generated that better suit foreign users searching for a site. Search engine selection; advertising copy creation; multi-lingual PPC management and monitoring; and feedback across all global campaigns are included in the service. The company would welcome inquiries from web design agencies or marketing agencies interested in becoming agents

Ian Harrism, Search Laboratory Ltd, 3 Littleway, Moortown, Leeds LS17 6JN Tel: 0113 212 1211

Email: [ian.harris@searchlaboratory.com](mailto:ian.harris@searchlaboratory.com) Website: [www.searchlaboratory.com](http://www.searchlaboratory.com)

### Award-Winning Software for Efficient Business Continuity Management

An award-winning suite of easy-to-use software applications that provide a powerful aid to effective and efficient business continuity management (BCM), either as a managed service or hosted locally, is now available for the first time in the United States. In recognition of the increasing awareness of business continuity needs and the global demands for BCM solutions, British company, Office Shadow Inc, is establishing a North American office in New York to support its *Shadow-Planner* BCM software.

*Shadow-Planner* was developed in-house by the company and offers ease of deployment and availability through its intuitive design and web browser interface. Application modules are: Business Impact Analysis; Risk Management; Business Continuity Planning; Incident Management; and BCM Compliance Scorecard. The company will be exhibiting at NEDRIX, Rhode Island, 15 October - 16 October 2006; SIA, New York, 31 October - 1 November 2006; and Continuity Insights, New Orleans, 23-25 April 2007

UK contact: Samantha Oates, Office-Shadow Ltd, South Lodge Court, Ironsbottom, Sidlow, Reigate Surrey RH2 8QG Tel: 01293 863214 Email: [sam.oates@office-shadow.com](mailto:sam.oates@office-shadow.com)

Website: [www.office-shadow.com](http://www.office-shadow.com)

US contact: Roland Johnson, Office Shadow, Inc. 48 Wall Street, Suite 1100, New York, NY 10005

Tel: 001- 917 583 0286 Email: [Roland.Johnson@office-shadow.com](mailto:Roland.Johnson@office-shadow.com) Website: [www.office-shadow.com](http://www.office-shadow.com)

### New way to Emboss card- without a Light-Box

Embossing invitation and greeting cards is now a simple and easy process - without the need for light-boxes - thanks to a new system developed and patented by British company, Keepsake Card Craft (2004). *Embossing boards* have various designs and patterns on them surrounded by a scored channel. Young and elderly people can use the boards with ease and on any type of material they choose.

Users simply take a pre-scored card and place it on top of the board to be embossed. With pre-scored cards, users can emboss all types of material, including vellum, acetate, and even thin sheets of crafting metal. Eight embossing boards are available, with different patterns set within them, and more are planned at the rate of two or three a year. To provide a full service to its customers, the company also produces a full range of accessories. The company would welcome inquiries from potential agents or distributors.

Barbara Scarlett , Keepsake Card Craft (2004) Ltd, Unit 2 Elm Court , Crystal Drive, Sandwell Business Park, Oldbury West Midlands B66 1RB Tel: 0121 544 6444 Fax: 0121 552 8866 Email: [info@keepsakecardcraft2004.biz](mailto:info@keepsakecardcraft2004.biz)

Website: [www.theglittergirls.co.uk](http://www.theglittergirls.co.uk)

### Itheon Creates New US office

UK-headquartered Itheon Networks, a networked applications performance monitoring and testing specialist, is opening a new office in Reno, Nevada, USA. The company said the new office aims to meet strong demand for its

performance monitoring and testing tools and will focus on supporting corporate customers and users throughout the Americas.

Itheon Ltd, Wentworth Lodge, Great North Road, Welwyn Garden City, Herts AL8 7SR. Tel: 01707 336600 Fax: 01707 336622, Email: [info@itheon.com](mailto:info@itheon.com) Website: [www.itheon.com](http://www.itheon.com)

Itheon Networks LLC, 10473 Rue D'Flore, Reno, Nevada NV 895111, Terry McNicholas, Head of US Operations, Tel: 001-775 562 0790 Email: [info.us@itheon.com](mailto:info.us@itheon.com)

### HSBC Expands US Operations

UK-headquartered bank HSBC is continuing its international expansion by opening a new office in Chicago to provide commercial and private banking service. The new office, located at the Hyatt Center, will provide commercial and commercial real estate loans, cash management services, and banking services for wealthy clients in Chicago. This is the bank's first physical venture into the Chicago area, although the city is already familiar territory for the parent company. HSBC North America Holdings employs more than 6,000 in Illinois, including at its headquarters in Prospect Heights and in its various HSBC Finance subsidiaries.

HSBC Holdings plc, 8 Canada Square, London E14 5HQ. Tel: 020 7991 8888 Website: [www.hsbc.com](http://www.hsbc.com)

HSBC Bank plc, Corporate Headquarters, 2700 Sanders Road, Prospect heights, IL 60070. Tel: 001- 847 564 5000

### Goodfellow Relocates US HQ

UK-headquartered Goodfellow Cambridge Ltd., a high-value specialty materials supplier, has chosen to relocate the headquarters of its U.S. operation, Goodfellow Corp., from Philadelphia to Pittsburgh.

Goodfellow Cambridge Ltd, Ermine Business Park, Huntingdon, Cambridge PE29 6WR. Tel: 01480 424800 Fax: 01480 424900, Richard Dunn, Managing Director, Email: [info@goodfellow.com](mailto:info@goodfellow.com) Website: [www.goodfellow.com](http://www.goodfellow.com)

Goodfellow Corporation, 237 Lancaster Ave, Suite 252, Devon, PA 19333-1594. Tel: 001-610 688 6131 Fax: 001-610 688 4262

### Tradar Expands US Presence

Tradar, award-winning provider of Portfolio Management Systems to global hedge funds, has opened a full service sales and support office in midtown Manhattan to support its growing business in the US hedge fund market.

Several key staff from its London operation have moved over to head the effort. The opening coincides with the much anticipated release of their new generation flagship product called Tradar Insight. Sachin Kachhla, previously Product Manager from the London office, has been promoted to General Manager of Tradar USA and will oversee the New York operation.

Tradar Ltd, 5<sup>th</sup> Floor, Carolyn House, 26 Dingwall Road, Croydon CR0 9XF. Tel: 020 8253 0240 Fax: 020 8688 5765, Tony Swei, CEO. Website: [www.tradar.com](http://www.tradar.com)

Tradar, Suite 1414, 641 Lexington Avenue, New York, NY 10022. Tel: 001-212 634 6496 Fax: 001-212 634 6301

### Strategic Thought Opens New Office in Herndon, Virginia

Strategic Thought Inc., a provider of enterprise risk management software, recently announced that it will open new office space in Herndon, VA. In less than two years, the U.S. subsidiary of U.K. technology and services company Strategic Thought Group has outgrown its original office at 2801 Worldgate Drive in Herndon. The move to 950 Herndon Parkway will quadruple the company's office space and is in response to the realized and planned aggressive growth in new customers, existing customers and the staff base to ensure company success. The new office includes additional space for demonstrations of Active Risk Manager, the web-based enterprise risk management system and extensive meeting rooms for support and training facilities.

Strategic Thought Ltd, The Old Town Hall, 4 Queens Road, London SW19 8YA. Tel: 020 8410 4000 Fax: 020 8410 4030, Karl Pringle, General Manager, Website: [www.strategicthought.com](http://www.strategicthought.com)

Strategic Thought Inc, 12801 Worldgate Drive, Suite 500, Herndon, VA 20170. Tel: 001-571 203 7287 Fax: 001-571 871 3901

### ARKeX Launches first US Office

ARKeX, a developer of proprietary gravity gradiometry technology, is expanding its operations with the opening of its first US office and the appointment of an experienced Operations Director. These moves are driven by the rapid growth that ARKeX is experiencing in its global operations. The office in Houston, Texas, which has just opened

for business, will serve the company's expanding North American client base. ARKeX has also appointed John Siegfried as Operations Director and will manage all aspects of Sales and Operations worldwide.

ARKeX Limited, Newton House, Cambridge Business Park, Cowley Road, Cambridge CB4 OWZ. Tel: 01223 427400 Fax: 01223 425050 Kitty Hall, Managing Director, Website: [www.arkex.co.uk](http://www.arkex.co.uk)

#### Carphone Warehouse Plans US Expansion

The UK-based Carphone Warehouse Group, Europe's leading independent retailer of mobile phones and services, with over 1400 stores in 10 countries has reported plans to open a number of retail outlets in the US as part of its international expansion. The first location, in New York, will begin trading within weeks, with several more in major cities over the coming months.

The Carphone Warehouse plc, 1 Portal way, London W3 6RS. Tel: 020 8896 5000 Fax: 020 8896 5005

#### Shire Pharmaceuticals Expands US Plant

UK pharmaceutical firm Shire PLC has opened a new \$6 million technology centre at the Owings Mills plant it acquired in Baltimore, Maryland, in 2002.

Shire plc, Hampshire International Business Park, Chineham, Basingstoke, Hampshire RG24 8EP Tel: 01256 894000 Fax: 01256 894708, John Freeman, Managing Director Website: [www.shire.com](http://www.shire.com)

Shire plc, 725 Chesterbrook Boulevard, Wayne, PA 19087-5637. Tel: 001-484 595 8800 Fax: 001-484 595 8200, Matthew Emmens, CEO

Manufacturing Site: 11200 Gundry Lane, Owings Mills, MD 21117. Tel: 001-410 413 1000 Fax: 001-410 413 2000, John Lee, Executive VP

## **4. TRADE SHOWS**

### UK

**6-9 November 2006 – WTM – World Travel Market, ExCel, London**

Reed Travel Exhibitions Ltd - Tel: 0208 910 7910 Website: [www.wtmlondon.com](http://www.wtmlondon.com)

**7-9 November 2006 – Expo Management – NEC Birmingham**

Expo Management Ltd – Tel: 01926 888 123 Website: [www.expom.co.uk](http://www.expom.co.uk)

**8-9 November 2006 – Independent Power – NEC Birmingham**

Global Media Publishing Ltd – Tel: 01403 220 750 Website: [www.ipee.co.uk](http://www.ipee.co.uk)

**8-9 November 2006 – IBLA - International Biotech & Lab Automation – Olympia London**

IIR Exhibitions – Tel: 020 7915 5614 Website: [www.ibla.com](http://www.ibla.com)

**21-22 November 2006 – INSIGHT – Market Research Conference & Exhibition – Earls Court London**

Centaur Communications Ltd – Tel: 020 7970 4000 Website: [www.insightshow.co.uk](http://www.insightshow.co.uk)

**21-23 November 2006 – PETEX 2006 – Petroleum Industry Conference & Exhibition – Olympia London**

Petroleum Exploration Society of GB – Website: [www.pesgb.org.uk](http://www.pesgb.org.uk)

**22-23 November 2006 – The Thames Gateway Forum – ExCel London**

Meeting of Minds Ltd – Tel: 020 8600 2702 Website: [www.thamesgatewayforum.com](http://www.thamesgatewayforum.com)

**27-28 November 2006 – CBI Interactive Conference 2006 – Business Design Centre London**

Confederation of Business industry (CBI) – Tel: 0870 062 2399/2388 Website: [www.cbiconferece.biz](http://www.cbiconferece.biz)

**28-30 November 2006 – IT Showcase Live – Construction Civil & Structural Engineering – Olympia London**

Framework Media Ltd – Tel: 01425 477 565 Website: [www.itshowcase.co.uk](http://www.itshowcase.co.uk)

## US

Upcoming trade shows for November 2006 that have been selected to participate in the US Commercial Service's International Buyer Program.

### **31 October – 2 November 2006 – Automotive Aftermarket Industry Week 2006 (AAIW), Sands Expo Center, Las Vegas, Nevada**

At no other show will you find as many qualified buyers and sellers from all segments of the automotive aftermarket. Last year 114,832 visitors from every corner of the global automotive aftermarket attended AAIW. Over 2,063 exhibitors participate in the Automotive Aftermarket event of the year.

For more details contact Lisa Cogan, Tel: 020 7894 0419 Email: [Lisa.Cogan@mail.doc.gov](mailto:Lisa.Cogan@mail.doc.gov)

### **1-8 November, 2006 – American Film Market 2006– Santa Monica, California**

The business of independent motion picture production and distribution reaches its peak every year at the American Film Market. Over 8,000 industry leaders converge in Santa Monica for eight days of deal making, screenings, seminars, red carpet premieres, networking and parties. Participants come from over 70 countries and include all those who provide services to the motion picture industry.

For more details contact Stewart Gough, Tel: 020 7894 0419 Email: [Stewart.Gough@mail.doc.gov](mailto:Stewart.Gough@mail.doc.gov)

### **15-17 November, 2006 –Greenbuild 2006 - The Colorado Convention Center, Denver, Colorado**

Green building has become a major force in building and construction. The Greenbuild International Conference and Expo brings the industry together under one roof. Three days of extensive educational programming, a vast exhibition floor and ample networking events give you unrivalled opportunities to learn about the latest innovations, exchange ideas and develop new business relationships.

For more details contact Cheryl Withers, Tel: 020 7894 0419 Email: [Cheryl.Withers@mail.doc.gov](mailto:Cheryl.Withers@mail.doc.gov)

### **13-17 November, 2006 – International Association of Amusement Parks & Attractions Expo 2006, Georgia World Congress Centre, Atlanta, Georgia**

There's only one event big enough for the worldwide attractions industry – IAAPA Attractions Expo 2006.

For more details contact Stewart Gough, Tel: 020 7894 0419 Email: [Stewart.Gough@mail.doc.gov](mailto:Stewart.Gough@mail.doc.gov)

### **24-29 November, 2006 – Greater New York Dental Meeting (GNYDM) 2006 - New York**

One of the largest Dental Congresses in the world, the Greater New York Dental Meeting last year hosted over 42,000 healthcare professionals at the Jacob K. Javits Convention Center with over 1500 Technical Exhibits, demonstrating the newest technology for the dental profession.

For more details contact Tatiana Russo, Tel: 020 7894 0419 Email: [Tatiana.Russo@mail.doc.gov](mailto:Tatiana.Russo@mail.doc.gov)

### **28-30 November, 2006 – Power Gen International (PGI) 2006 - Orange County Convention Center, Orlando, Florida**

PGI is the Electric Power Generation Industry's largest event in the world, attracting more than 16,000 attendees and 1,100 exhibitors from over 75 countries. The world's largest power exhibition is concurrently held with the conference, showcasing thousands of products, technologies and services.

For more details contact Marcella Marcheso, Tel: 020 7894 0419 Email: [Marcella.Marcheso@mail.doc.gov](mailto:Marcella.Marcheso@mail.doc.gov)

For a more comprehensive listing of all our Trade Events, please visit, [ExportGov](http://ExportGov).

*Members of the British American Business Council  
and the European Council of American Chambers of Commerce*