

# Fairfax County expands marketing efforts to Silicon Valley

*American county's Economic Development Authority tempts Californian companies to the east coast.*

The Fairfax County (Virginia) Economic Development Authority (FCEDA) today announced the expansion of its marketing efforts to include an office in Palo Alto, California. The EDA now has offices in the UK, Germany, Israel, South Korea, India and Silicon Valley.

Fairfax County is situated just minutes away from Washington, DC.

With the opening of the Palo Alto office and the efforts of the newly appointed director of the office, Leo J. Campbell, the FCEDA is now better poised to assist Silicon Valley-based technology companies that want to establish or expand their government contracting presence and operations in the Washington area.

"Through our new office and the appointment of Leo Campbell as director we are able to provide a constant presence in the market to educate Californian technology companies regarding the opportunities in the federal market and other benefits of establishing a presence in Fairfax County," said Gerald L. Gordon, PhD, President and CEO of the FCEDA ([www.fairfaxcountyeda.org](http://www.fairfaxcountyeda.org)).

"Having a presence in Fairfax allows companies to be close to the government and possibly win contracts that could send business back to California."

Thirty-eight California-based companies are in Fairfax County.

Campbell, who holds a Ph D in education, joins the FCEDA from the United States Postal Service, where he managed the development of numerous information-based products created primarily by California-based technology firms.

In his new role, Campbell will identify northern Californian companies with potential to expand by establishing operations in Fairfax County. He will highlight the dynamic technology community there, the county's excellent schools system and its enviable quality of life. Campbell will also work to build relationships with organisations in Silicon Valley.

Companies doing business in Fairfax County won almost \$11.5 billion (more than £6.3 billion) in federal contracts in tax year 2004. The proposed federal information technology budget for tax year 2007 is \$63.8 billion (almost £35.5 billion), with the Department of Defence's portion proposed at \$23.4 billion (£13 billion).

Explained Gordon: "About 4,900 high technology companies have already put down roots in Fairfax County. And, 22 of the top 25 top federal contractors have a significant presence in Fairfax County or are based here. When the Department of Homeland Security looks for technology solutions, they often look first in their own backyard: Fairfax County."

The FCEDA Silicon Valley office is at 625 Emerson St., Suite 214, Palo Alto, Calif. 94301.

Note to Editors:

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**The Fairfax County Economic Development Authority** ([www.FairfaxCountyEDA.org](http://www.FairfaxCountyEDA.org)) promotes Fairfax County as a business and technology centre. The FCEDA offers business development resources, identifies possible sites and facilities, and provides demographic and economic statistics. The FCEDA's Capital Attraction Programme links technology entrepreneurs with potential investors, and another program supports the growth of small and minority-owned companies. The FCEDA maintains offices worldwide in Bangalore, Frankfurt, London, Seoul and Tel Aviv.