

## **U.S. MARKET RESEARCH COMPANY OPENS EUROPEAN HQ IN KENT**

When America's leading provider of video transmission and digital recording technologies for the market research industry wanted to open a European headquarters it decided that Kent would be the perfect location.

FocusVision – which was founded in 1990 and has a client base including 350 of the Fortune 500 companies – has situated its office in Tunbridge Wells after working closely with inward investment agency Locate in Kent to successfully establish the business in the UK.

This inward investment has already seen FocusVision spend £1.5m on its new xxxxxx sq ft premises and state-of-the-art technology applications, whilst the company is also expecting to create around 25 Kent-based jobs over the next three years.

Dan Foreman, FocusVision's European managing director, said: "We made the decision to base our office in Tunbridge Wells for three specific reasons. Firstly, its proximity to Gatwick Airport, Eurostar Ashford and the M4 provide an international business like ours with excellent and essential travel links.

"Secondly, being based in Kent allows us to benefit from commercial property that is very well priced when you compare it with the costs of central London. Finally, our location provides our people with a superb quality of life. They do not have to worry about commuting to and from the capital every day and can enjoy everything that Kent offers.

"Locate in Kent was a great help from day one, and instrumental in finding us our new offices. When FocusVision's president, Richard Houlahan, visited the county from our head office in Connecticut, they dropped everything to give him a guided tour of available sites and took time to brief him on how locating here would benefit the business. He was very impressed, and Locate in Kent's thorough and effective response was also a major factor in our decision making process."

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Through the use of videoconferencing and videostreaming technologies, FocusVision is the only company in the world to offer clients a choice of live video transmission services for their focus group research.

These services - available at over 300 focus group facilities worldwide - allow clients to increase productivity and research quality while saving the time, cost and inconvenience of travel.

FocusVision's clients in the UK include Microsoft, Glaxo SmithKline and Procter & Gamble along with advertising agencies Saatchi & Saatchi and JWT. From its new European head office in Tunbridge Wells, the company is also looking to open offices in Paris and Madrid in the next 12 months creating another 10-12 jobs. Asia is also a target territory for FocusVision with a Japanese office currently being planned.

Philip Last, business development manager at Locate in Kent, said: "Focus Vision is a fast growing business that is transforming the way that market research is carried out. It is a dynamic organisation with great global ambition, and we are delighted to have been able to partner with them to establish FocusVision's European head office in Kent.

"We offer a continuous aftercare service to all inward investors, so Locate in Kent will remain in close contact with both Richard and Dan. We will ensure that the business continues to benefit from all that Kent has to offer and keep working with the management team to help them achieve their objectives."

Locate in Kent is the single point of contact for all companies looking to expand or relocate in Kent and Medway. Established in 1997, it has helped attract more than 330 companies to the region and create nearly 16,600 jobs. For more information visit [www.locateinkent.com](http://www.locateinkent.com)

**ENDS**

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