

**Global Regions Roadshow a hit in the USA**

SEEDA has launched a Global Regions Strategy to help businesses in the South East form mutually beneficial business promotion alliances with companies in other regions of the world. This identifies parts of the world that have similar economic and business profiles to the South East and which share similar expectations of growth and development.

**Target**

Working with Trade Partners UK, the universities of the South East, Invest UK, science parks and innovation centres, Embassies, Consulates, Chambers of Commerce and other key professional services, SEEDA's Global Regions Initiative aims to boost two-way investment and trading opportunities, technology transfer and academic links with the target regions overseas.

This five to ten year project will raise the profile of the South East as a business location in the partner regions.

The first step in the project was to identify regions around the world

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# TACKLING ISSUES THAT MAKE THE DIFFERENCE

SEEDA has developed its role significantly over the past year not only in promoting employment and business growth in the South East, but also actively helping communities to solve their local economic, social and environmental problems.

Speaking to a packed room of more than 300 people at the third Annual Public Open Meeting, SEEDA's Chief Executive Anthony Dunnett noted that year-on-year, interest was growing in SEEDA's Open Meeting and he was delighted that it had attracted so many people from all walks of life across the region, including local



*SEEDA Chairman Allan Willett CMG, right, prepares to hand over to his successor, Jim Brathwaite CBE*

residents and businesses.

Mr Dunnett said that the Agency was now looking at issues as diverse as housing

provision and social equality.

SEEDA is acting as "a catalyst for action" and creating networks and partnerships to drive forward economic development throughout the region. The Agency was using "exemplar projects" - such as its housing and mixed-use developments in areas like Chatham Maritime - to demonstrate the value of high quality urban design and construction, and innovative urban planning.

Setting out the current priority issues for SEEDA to the Meeting in Portsmouth, Mr Dunnett said it was "a scandal" that the South East still had 600,000 people

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# Roadshow a hit in USA

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against which to benchmark the South East. Research showed that regions which provided an initial match were ● Greater Washington, New Jersey, Los Angeles and Toronto on the North American Continent; ● Helsinki, Stockholm, and Nordrhein Westfalen in Europe; and ● Kanagawa Prefecture in Japan.

Further research and co-operation with the above regions is already highlighting other potential global partners.

In order to begin promoting the South East to these global regions, SEEDA recently took to the road with a carefully planned and executed series of meetings in two key USA regions.

The USA Roadshow offered a series of breakfast briefings, seminars and receptions as well as company and university visits with key personnel from these organisations.

It had two centres - West Coast, - San Diego and Orange County and East Coast - Washington and Maryland.

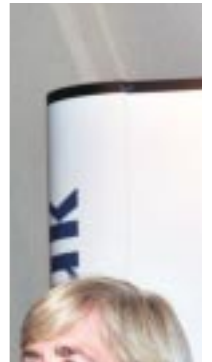
The sectors addressed through the Roadshow were IT, new media and healthcare technologies, which mirror the key sectors in the South East and match the sector strengths in the areas visited.

SEEDA's Head of International Market Development, Michael Dewick led this initiative, supported by Odell Simms Associates (a Washington-based company experienced in managing inward investment activity and opportunities in the US), together with Lisa Donohue, SEEDA's Vice-President - Business Development in North America.

As well as helping to establish strong links between the South East and the various target regions of the USA, this initial Roadshow also benefited SEEDA's Investor Development team. The team, which runs the

'aftercare' programme in the South East, was able to further develop relationships with the key speakers from the international companies at

exercise across different parts of North America, and to develop relations within Europe, with Nordrhein Westfalen. It can then be tailored to



*SEEDA representatives and delegates at one of the USA Roadshow events to encourage Inward Investment in South East England*

each event, such as Hewlett Packard, Johnson & Johnson and CSC.

This first Roadshow proved highly successful, with large numbers of attendees at every event - all of whom represented strong business contacts for the South East.

SEEDA now plans to repeat the

provide the necessary approach for other global markets such as Japan.

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