



Invitation to join an exclusive VIRTUAL TRADE MISSION:

An innovative pilot program for technology providers, to help develop global trade connections – initially between USA, UK and Australia

Connect – Collaborate – Co-market

WHAT'S A VIRTUAL TRADE MISSION (“VTM”)?

It's a private-public partnership program, using a unique combination of web 2.0 tools, eCommunity leadership skills, local government support and global government collaboration to help you expand your global business connections.

Through the VTM you can find other tech firms around the world, to act as distributors, development partners, service partners, licensees/licensors, resellers, or technology partners for your company. Meet them online, pre-qualify them, get guidance from your local government team as needed, then organize an in-person meeting, knowing that you have a well qualified match.

WHO ARE WE?

Westchester County is part of the Global Digital Cities Network, a network of innovative communities from around the world. In partnership with Group Intelligence, a leader in collaboration services for the technology market* we are driving the Virtual Trade Mission. That means: recruiting participants, collaborating with our peers around the world and helping you to develop your international business contacts. We are underwriting the VTM program costs for this pilot so there will be no cost for this service to your company.

This pilot is being conducted between selected technology companies in Westchester, NY, Dundee Scotland and Gold Coast, Australia.

* Group Intelligence provides managed eCommunity services for global technology ecosystems of customers and business partners of major vendors such as IBM (see examples at www.websphere.org, www.rational-ug.org, www.tivoli-ug.org) and Microsoft (see www.SoftwareAP.net)

WHO SHOULD PARTICIPATE ? :

Technology firms with a serious interest in developing global trade and contacts.

HOW DOES IT WORK?

You get your own exclusive space in www.VirtualTradeMission.com to profile your company and its global trade needs. Then you can participate in both spontaneous and organized collaboration sessions.

TIMEFRAMES?

- **July** is for recruiting participating firms in each country.
- **August** is for loading your company information into the vendor zone at www.VirtualTradeMission.com, with help from Group Intelligence.
- **September** is for refining your information, communicating with select participants and pre-qualifying possible partnerships.
- **October** is the annual GDCN Conference (26th-28th). This year it's in Westchester, NY. Participating companies are invited to attend the sessions, get a booth and meet others from around the world (at their own cost). The pilot program's success will be showcased in Westchester, and presented to the global leadership team with a view to making VTM a worldwide, ongoing program for vendors in 2009. Visit www.westchestergov.com/globalbusiness for complete details on the 2008 GDCN event in Westchester.

SPONSORS?

Group Intelligence is working with major media partner EveryThing Channel, and global tech giants such as Microsoft and Cisco to provide support to the VTM.

WHAT EFFORT WILL IT TAKE FROM MY COMPANY?

Expect to spend a few hours profiling your company and needs – Group Intelligence will help you in person as needed. Then spend some time in August and September reviewing participating firms and communicating with them. We will help facilitate this with you where required. Also expect to spend a short amount of time in reviewing your experience at the conclusion of the pilot. Finally, hopefully you will spend the time to negotiate agreements that will give your business a growing global footprint for the future.

For additional information & to register for VTM, please contact Scott Fernqvist, Special Assistant to the CIO for Global Strategy & Economic Development at Westchester County at sef1@westchestergov.com or 914-995-3078.