

## V5EI.1 The Export-Invest Service from Vecta Consulting Limited

<b>What is V5EI?</b>	V5EI provides ad-hoc and retained information and representation services to potential and early-stage UK inward investors and exporters
<b>What is the opportunity for V5EI?</b>	<p>The UK remains the most attractive European market for most ICT and Security companies but international investment has both real and perceived risks that may increase costs or reduce profitability</p> <p>These risks include lack of visibility of the market opportunity for a specific service offering, lack of clarity on the optimum market entry strategy and difficulty finding business and technology partners or key UK-based staff</p> <p>V5EI offers services to address these key risks in five ways:</p> <ul style="list-style-type: none"> <li>• Free availability of mini-briefings on key market segments or issues</li> <li>• Free and confidential outline reviews of internationalisation strategy</li> <li>• Fixed price deeper reviews of draft international investment plans</li> <li>• Low-cost partner identification, qualification and introduction services</li> <li>• Flexibly priced ad-hoc and/or retained services to support implementation</li> </ul> <p>Initially focused on investment into UK by ICT and Security companies, V5EI offers broader trade and investment strategy and implementation services</p>
<b>Why is UK the most attractive European market?</b>	<p>The UK market for ICT and Security companies at near \$200 billion pa is very large; and more concentrated, and more accessible than anywhere else, particularly in Europe</p> <p>Germany has a larger, but more dispersed, market opportunity; spend per head in UK is much higher and decisions are made faster</p> <p>The ICT market in France is some 10% smaller than UK and, although similarly to UK in concentration, has much more rigid implementations of labour laws and higher social taxes</p> <p>Even the US market, although 4 to 7 times larger, is much more dispersed</p> <p>Most ICT and Security spending is controlled or influenced within 150km of London, where most UK business and over 50% of the population are concentrated</p> <p>The area has 5 major international airports and excellent rail and road connections, significantly reducing management and sales travel time overheads</p> <p>In addition there is no shortage of experienced business and world-class technology talent available to help realise the internationalisation opportunity</p>
<b>What are the principal challenges facing potential international investors?</b>	<p>Uncertainties about value of key specific ICT market opportunities in UK; few investors understand the openness, scale and concentration of the UK opportunity</p> <p>Misconceptions on how to access customers in UK public and private sectors; UK remains a substantial, open and early-adopting market but navigation and networking can be difficult</p> <p>Myths about benefits and disbenefits of doing business in various EU countries; many investors assume labour laws and corporate and personal/social taxation are converged</p> <p>Misunderstandings about UK immigration policy and visa practice; most businesses need help with navigation of the system</p>
<b>Who is behind V5EI?</b>	<p>V5EI is a project of Vecta Consulting Limited</p> <p>Frank Morris leads the initiative initially based on his substantial experience of:</p> <ul style="list-style-type: none"> <li>• business and technology strategy across Telecom, IT, media, electronics, engineering and security sectors gained with Cambridge Consultants, Arthur D Little, UK Trade &amp; Investment, and Vecta Consulting Limited</li> <li>• international trade and investment strategy gained from six years advising hundreds of internationalising ICT and Security sector clients of UK Trade &amp; Investment</li> </ul> <p>Vecta Consulting Limited is a member of Cambridge Network, Cambridge Wireless and Intellect</p>
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