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**New business partnership to help Israeli vendors  
accelerate profits in the UK**

**London, UK and Tel Aviv, Israel – 7<sup>th</sup> July 2009** – Launchpad Europe, a UK-based business accelerator, today announced its partnership with Tel Aviv-based commercial catalyst, Managing Investments Worldwide (MIW). The duo will work together to provide business development and marketing services to Israeli IT vendors and service providers looking to penetrate the UK market through business and channel development. The partnership's first collaborative event will be a showcase of the hottest IT security talent from Tel Aviv, set for October 13<sup>th</sup> in central London.

Mike Burkitt, co-founder and technical director of Launchpad Europe, said: *"We have worked closely with Israeli companies since Launchpad Europe took off, and their technology always attracts a lot of interest, opportunity and ultimately sales, mostly through channel partners in the UK. We are looking forward to building on the successes to date with an outstanding partner such as MIW in the heart of Israel's Silicon Valley."*

David Hava, CEO of MIW, added: *"We are delighted to formalise our relationship with Launchpad Europe to provide our cluster members with a trusted partner here in the UK. Its role is to help members profitably develop business in the UK and act as an ambassador through sales negotiations and resulting co-operation. Launchpad Europe has already succeeded in bringing our portfolio companies good business deals and is focused today on connecting us with distributors, integrators, and end users such as banks and insurance companies."*

The partnership is being met with great support from the British-Israeli commercial world, Mark Ross, Executive Director of the British Israel Chamber of Commerce (B-ICC) stated: *“With the right partners in this region, Israeli firms can perform very impressively. Partners with local knowledge and technical expertise can be the difference between success and failure for Israeli innovators. Companies like Launchpad Europe can help Israeli technology entrepreneurs succeed.”*

Launchpad Europe has already worked with some of the MIW cluster members, including Hacktics, ITS Telecom, n-Trance, and Sdema.

This one-on-one consultancy will be offered to more MIW cluster members, and the partners plan to stage two showcases of Israeli ICT excellence later in the year. The events, to take place in London, will be aimed at the end user and channel communities. The first event confirmed is the Israeli IT Security Showcase in London on October 13<sup>th</sup>. For more information, contact the Launchpad Europe team at: [countdown@launchpad-europe.com](mailto:countdown@launchpad-europe.com)

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### **About Launchpad Europe:**

Launchpad Europe is a global reaching company, specialising in providing internationally focused organisations with a presence throughout Europe and beyond. Our service ranges from individual sales representation to building an entire, fully functional business entity.

Launchpad provides and supports the full range of:

- sales and marketing activities
- direct and indirect third party channel representation
- distribution
- technical backup and support services
- legal and financial advice
- HR functionality

For more information about Launchpad Europe, please visit [www.launchpad-europe.com](http://www.launchpad-europe.com), telephone +1 781 519 0485 / +44 (0)20 8255 2345 or email [countdown@launchpad-europe.com](mailto:countdown@launchpad-europe.com)

## **About Managing Investment Worldwide (MIW):**

MIW founded in 1999 is a commercial catalyst and represents Israeli High-Tech companies.

MIW supports the Israeli IT companies in two main areas: raising financial resources and penetrating overseas markets.

The **Investment** division is divided into Government (OCS, Britech, Birdf etc. ) and private foundations (Angels, VCs etc. ).

**Marketing activity:** MIW manages TISG and ICOMM which are Israeli clusters consisted of 50 leading IT vendors that wish to penetrate overseas markets. The company facilitates different opportunities for the vendor cluster members such as exhibitions, delegations, roadshows, one-on-ones meeting etc.

For more information, please visit: [www.miw.co.il](http://www.miw.co.il)

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