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Launchpad Europe welcomes EITO predictions for ICT recovery in the UK in 2010

London, 10th December 2009 – UK based market accelerator, Launchpad Europe welcomes the favourable predictions from European Information Technology Observatory (EITO) for recovery of the ICT market in the UK in 2010.

Mike Burkitt, Technical Director and co-founder of Launchpad Europe commented: *“This is a welcome prediction and reflects much of the conversations we are hearing in the UK marketplace. However, I think we do need to wait and review the first few weeks of January as the real indicator here. Many budgets and projects have been put on hold until the end of 2009 and only if the confidence returns in that early part of the year will we really be able to talk about recovery in 2010.”*

Burkitt continued: *“Many companies from the US and Israel we have engaged with are looking to accelerate their entry into EMEA via the UK in early 2010 so those planning that type of push will be timing it well to leverage the strong channel in the UK and to get pipelines filled in the first half of 2010.”*

Launchpad Europe’s extensive contacts in the system integrator, channel and end user communities ensure that it offers the best possible route to market for early stage entrants in the UK and mainland Europe.

The full story on EITO’s predictions can be found here:
http://www.eito.com/pressinformation_20091112.htm

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 or to receive the full research results, please visit www.launchpad-europe.com; telephone +1 781 519 0485 / +44 (0)20 8255 2345; email countdown@launchpad-europe.com; or follow us on Twitter: @launchpadeurope

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