

For Immediate Release

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British Government Agency Invests in Portland Internet Strategy Conference

Internet Strategy Forum sponsorship underscores Britain's commitment to supporting innovation in North America and Europe

Portland, OR—July 8, 2005—The United Kingdom Trade and Investment Office (UKTI), which aims to forge business ties between the United States and Britain, is sponsoring the second annual Internet Strategy Forum Executive Summit. The July 14, 2005 Summit is slated to draw more than 250 Internet strategists, marketing and IT professionals from leading organizations throughout the Northwest. Speakers from Google, Massachusetts Institute of Technology, T-Mobile and WebTrends will discuss how integrating Internet solutions into business and marketing strategies can yield tangible benefits.

"The UK offers a pro-business environment that drives innovation..." says Kim Chio, Vice Consul of The British Consulate Seattle. "Our objective is to work with American companies whose business model is to expand internationally. UK Trade & Investment has noticed what ISF is doing in Portland and hopes to build on this newly formed partnership to increase awareness of the UK, as it remains the top investment location in Europe."

UK Trade & Investment seeks to support the Internet Strategy Forum's efforts to increase peer-networking and information exchange. Dale Smith, Information Communications and Technology Sector Specialist, of the San Francisco British Consulate will offer an overview of global business issues and recent trends in European and U.S. tech industries, as well as a sneak preview of next year's Executive Summit, which will focus on more global issues.

"What is nice about this relationship is that we didn't initiate it," said Steve Gehlen, Founder of the Internet Strategy Forum. "The British Consulate offices in both Seattle and San Francisco contacted us after hearing about what we were starting here in Portland. This is a good sign as we prepare to expand via chapters in a few other cities due to increased interest."

Other sponsors of this year's Executive Summit include BetterManagement, Cisco Systems, EMC Corporation, Fortix, IBM, Intel, Keynote Systems, NetScaler and WebTrends.

About UK Trade & Investment

UK Trade & Investment is the government organization that both supports companies in the UK doing business internationally and overseas enterprises seeking to locate in the UK. The organization provides access to all resources that international businesses need to start operating quickly and efficiently in the UK market.

About the Internet Strategy Forum

The Internet Strategy Forum is a non-profit professional association dedicated to peer networking, information exchange, professional development, research and thought leadership among senior Internet decision-makers at medium-to-large organizations across multiple industries. For more information and to register for the Executive Summit, please visit www.internetstrategyforum.org.

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