

International companies exploring trade in UK can 'Touchdown' with Deyton Bell

PROFILE

Deyton Bell

DEYTON Bell, the Cambridge based business development specialist, has launched two important new international initiatives designed to foster two-way trade opportunities between the East of England and the United States – as well as other global territories.

In a highly prestigious coup, Deyton Bell has been added to a small panel of business service providers available via the US Government Commercial Service for American organisations keen on exploring UK opportunities.

The high profile appointment is a major milestone in Deyton Bell's development and follows many months of discussions between managing director Chris Parkhouse and US Commercial Service officials based at the US Embassy in London.

As a result of Deyton Bell's inclusion on the panel, US organisations have access to information on the services offered by Deyton Bell via the US Commercial Service website and can easily connect with Deyton Bell in the US or the UK.

To further build on its international capability and to support this important development, Deyton Bell has also launched 'Touchdown' – an exciting new service for all overseas businesses visiting the UK.

Touchdown offers overseas business visitors free, private office space and support for agreed periods at Deyton Bell's Cambridge base.

The service allows business visitors the chance to use a meeting room and have access to computer, internet, telephone and simple office services while in the UK. Demand is expected to be high so the service is subject to availability and must be booked in advance.

Chris Parkhouse said: "These announcements represent major developments for Deyton Bell. We are already working with overseas clients from several continents, but our inclusion as a business service provider on the panel available via the US Commercial Service will reinforce our position as experts in transatlantic business development in particular.

"Meanwhile, Touchdown offers free, attractive, practical and helpful support to businesses from the US and around the world when they need to be in the UK; international business people no longer have to work from their hotel room or hire expensive offices by the day – they can now Touchdown with us instead."

The US Commercial Service accolade, allied to the new Touchdown service, underpin Deyton Bell's position as a world-class business development specialist.

Chris Parkhouse, who founded Deyton Bell in 2005, has been tremendously excited by how far the business has come in just four years. He is also immensely proud of the role Deyton Bell can increasingly play in promoting new trade for Britain.

Deyton Bell now works with clients from all sectors, of all sizes, and in all locations, providing advice, support and services on both



Deyton Bell managing director, Chris Parkhouse said that months of talks between himself and US Commercial Service officials at the US Embassy in London (pictured above right) led to the appointment of Deyton Bell to a small panel of business service providers available via the US Government Commercial Service for American organisations exploring UK opportunities.

For more information about the US or Touchdown services, please contact: Chris Parkhouse via email at: chrisparkhouse@deytonbell.com or by telephone on +44 (0) 7730-718218 or +44 (0)1223 873033

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domestic and international challenges.

Chris has achieved this despite a schedule that would have most executives running for cover. In addition to leading Deyton Bell, he is chairman of Business Link East, chairman of IoD East of England, a member of the IoD Council, a board member of the Greater Cambridge Partnership, a Fellow of the Institute of Sales and Marketing Management and a member of the British American Business Council.

Were he ever tempted to hold an auction of his air miles he could probably contemplate a very early retirement!

Chris has a clear edge over most business development specialists when it comes to understanding the American market. He was brought up in the States and holds dual nationality. As a voting, taxpaying US citizen who has operated on both sides of the Atlantic for many years, he holds the inside track of doing business in America or with the Americans in the UK.

He said: "From day one I always had the ambition of going international with Deyton Bell. After a while we started making contacts through-

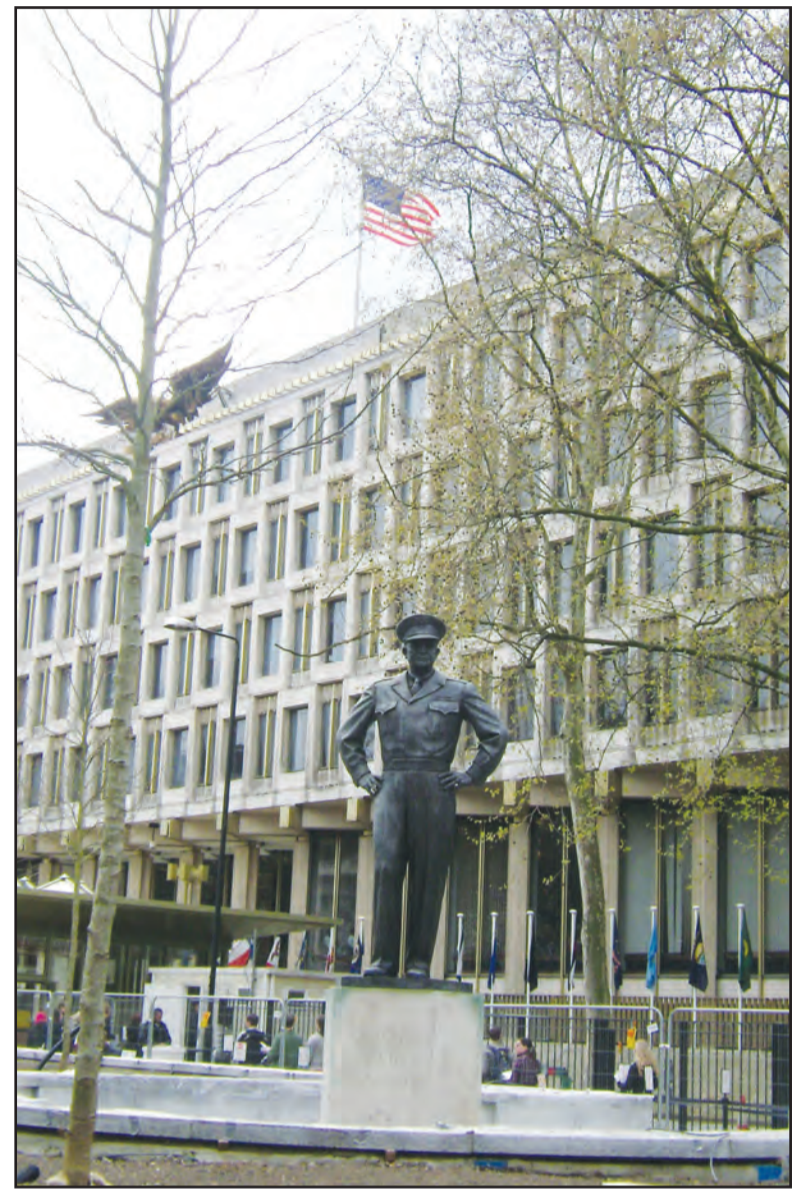
out North America; we began working with private sector clients there and to get in touch with US government agencies, just as we work with UKTI and East of England International in this country.

"The appointment by the US Commercial Service is a consequence of all that groundwork. The panel is only small so we feel very honoured to be part of such an elite group of advisers."

Chris sees the new Touchdown service as naturally feeding into Deyton Bell's business development capability – whether helping local companies explore opportunities in the US or American businesses get a toehold in the UK.

He said: "Exploring any new overseas territory is a challenging and often very lonely task. We can save American companies, for example, significant time and money by fast-tracking the process.

"Rather than go straight into expensive premises and having all the costs of hiring staff and setting up administration and management processes, they can hire us as their UK business development team which gives them access to our expertise,



space and all the facilities they could possibly require; we can then use our networks and contacts and feed them into other essential services far more quickly than if they had to source and access these themselves.

"It is a soft landing – or Touchdown – and we think this offers a powerful package for overseas businesses keen to start exploring the UK."

Chris and his Deyton Bell team have tremendous experience of working with international clients; besides the firm's US customers, it also works with clients in China, Australasia and Europe. Each client presents a different challenge but Deyton Bell has long since learned to deliver bespoke business development advice that is like gold dust to the companies involved.

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With three US Life Sciences firms having set up European headquarters in the Cambridge area in the last month alone, trade sources in the States believe this is just the start of an ongoing trend – so the timing of the new initiatives could hardly be better from Deyton Bell's point of view.

Chris said: "Whether we are asked to handle some initial research for a remote organisation or deliver our full raft of capabilities to help a foreign business establish itself in the UK, we believe we have an attractive basket of options.

"And in terms of flexibility we would be hard to beat. If someone in the US calls me at lunchtime I will be there by dinner time – subject to diary commitments of course."

When Chris had finished amending a business plan written at his kitchen table, he asked various people for ideas on a name for the new company – without much success.

Then his great private passion – rowing – provided the inspiration.

Passing two oars adorning a wall at his home, Chris spotted the names Deyton and Bell – spelt differently – on the blades. He tried Bell Deyton as the company name before flipping the two – and a global brand was born.

Even through the choppy waters of a global economic downturn, the Deyton Bell crew has maintained its rhythm and is stroking impressively – and now it is pulling clear of the competition on a tide of inspiration and innovation.