



## What we do #5 – Taking you business global

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Software is a truly international industry, with worldwide markets for instantly exportable products - and with the right help you can take your business global almost immediately.

Sunderland Software City has the expertise and the experience to help you internationalise your product and the connections to open the right doors.



The initiative organises international trade missions to countries like the United States, India and China, giving companies the chance to explore new markets and meet new customers, as well as opening up opportunities for joint ventures with some of the leading players in the global software industry.

Missions like these have often led to North East software companies opening offices in foreign countries.

One such company is [SaleCycle](#), whose software tackles the problem for online traders of abandoned items left in 60% of online shopping carts.

The company established offices close to Washington DC following a Sunderland Software City trade mission in February 2011.

“The trade mission was vital in helping us to identify our growth strategy within the US. We connected with credible people that have assisted us in our incorporation.” said Managing Director Dominic Edmunds.

Another North East company making international inroads is [The Test Factory](#) (pictured above), a leading provider in online assessment solutions for clients including Microsoft, Vodafone, HSBC and BBC. The company is now opening an office in Chicago.

“In the last few years our business has significantly grown in the United States, as a result this market now represents over a third of our revenue,” said Managing Director Kevin Beales.

“Sunderland Software City has provided The Test Factory with the right support and expertise that has played a key part in our expansion into not only the US market but Asia as well.”

**To learn more about how Sunderland Software City can help your business trade internationally, call 0845 872 8575 or drop us a line at [info@sunderlandsoftwarecity.com](mailto:info@sunderlandsoftwarecity.com)**