TECHNOLOGY IS GREAT
BRITAIN & NORTHERN IRELAND

Midlands Engine: Business Development – Cyber Sector Baltimore, Maryland, USA

18 October – 22 October 2016

The Midlands Engine initiative aims to boost economic growth across the Midlands region through enhanced trade and investment activity.

This is a unique opportunity for companies to take part in the Midlands Engine mission to Baltimore, Maryland. Maryland is recognised as a cyber security leader - nationally and internationally and is a major hub for cyber security in the US with an extensive cyber business community and very strong links to education and government.

The mission will include the prestigious CyberMaryland Conference 2016 which is seen as mutually beneficial in growing cyber business, education and government links between the UK and US with the objective being to host a reciprocal visit from Maryland in 2017.

Cyber security companies from across the Midlands are invited to participate in this intensive and focused mission to Baltimore, Maryland.

Maryland has one of the world's largest concentrations of cyber security companies, educational institutions and government agencies with a workforce of over 77,000 cyber security professionals. The headquarters of the US National Security Agency and US Cyber Command is at Fort Meade and some of the world's largest IT and cyber security firms including Northrop Grumman, Verizon, Lockheed Martin and Booz Allen Hamilton are located there.

Maryland is also home to many of the most successful modern cyber innovation companies including Sourcefire, RedOwl Analytics, Cyberpoint and Tenable, five universities designated as centres of excellence in cyber education and research by the NSA and DHS and several leading hi-tech and cyber security incubators and accelerators, including Bwtech, Cync, Tedco and the Chesapeake Innovation Center.

CyberMaryland Conference 2016

The high profile programme for the mission includes the CyberMaryland Conference 2016, the prestigious two day annual event which brings together more than 2,300 attendees in the cyber community. The conference provides:

- **Focused and unrivalled sector specific networking opportunities**
- **Keynote and panel sessions** delivered by nationally recognised speakers
- **The CyberMaryland Industry Showcase**, which provides a full array of today's top Cyber Security companies, prime contractors, small businesses and educational institutions showcasing their products, services and organisations
- **The National Cyber Security Hall of Fame dinner**, which includes a new class of industry pioneers each year
- **The Maryland Cyber Jobs Fair** featuring 30 local employers

This is the only overseas mission that has booked to attend CyberMaryland in 2016 and the event will create opportunities to connect to the network in and around the Maryland region as well as showcase a number of the Midlands companies.
Full details of the conference is available at www.thecybermarylandconference.com

Why participate?

This is your chance to be part of a lasting relationship with US companies. Representatives of the UK contingent will be introduced to contacts within US organisations with the purpose of creating lasting long-term partnerships and to explore business development opportunities.

Travelling as part of the trade mission, rather than individually, will provide you with access to business leaders in your sector, help open doors and forge long-term relationships for your business. For companies who wish to access this market, there is no substitute for a visit in person and UK Trade and Investment (UKTI) staff will provide support to ensure your trip is a success and that you have a clear understanding of the steps you need to take.

Worcestershire Local Enterprise Partnership (LEP) and the Marches LEP, in partnership with UKTI and Herefordshire and Worcestershire Chamber of Commerce, is developing a programme over the next three years with a return visit from Maryland to the Midlands being planned for Spring 2017.

Places on the mission are limited and will be allocated to eligible companies on a first come first served basis.

Draft programme (exact timings to be confirmed)

A full agenda is planned to maximise opportunities during the mission.

Tuesday 18 October

- Outbound British Airways flight (BA229) from London Heathrow departing at 16:30 and arriving at Baltimore (BWI) at 19:20. Transfer to hotel
- Informal networking with attendees of mission

Wednesday 19 October

- Meet and greet: introductions of participants, companies, affiliations and objectives
- Facilitated meetings to establish basis for future 'twinning' and 'sister city' programs
- 'CyberTini Mixer' networking reception hosted by BWTech@UMBC Columbus Center at Baltimore Inner Harbour (17:00 – 19:30)

Thursday 20 October

- Senior Leaders breakfast hosted by CyberMaryland Advisory Board, MD Department of Commerce at Hilton Inner Habor, Baltimore (7:00 – 9:00)
- Participate in dedicated sessions designed for the mission
- CyberMaryland Showcase and UK Exhibit Feature and networking throughout the day
- Participate as panellist and audience for '5-Eyes of Cyber' session
- National Cyber Security Hall of Fame Induction Ceremony and Awards dinner with special recognition of leading industry innovation

Friday 21 October

- Facilitated meetings with a number of economic development organisations and educational establishments
- Participation in CyberMaryland Conference sessions
- CyberMaryland Showcase and UK Exhibit Feature and networking throughout the day
- Final session to establish next steps and objectives
- Return British Airways Flight (BA228) from Baltimore leaving at 21:50

Saturday 22 October

- Arrival at London Heathrow at 09:55

The mission will be hosted and co-ordinated by:

- **Andy Williams,** UK Cyber Envoy to the US, UKTI Defence and Security Organisation
- **David Powell,** COO of the Federal Business Council and Co-Chair of Cyber Maryland
- **Signe Pringle,** Managing Director, Office of International Investment and Trade, Maryland Department of Commerce
- **Shannon Landwehr,** President and CEO, Economic Alliance of Greater Baltimore
- **Ellen Hemmerly,** Executive Director, Bwtech@UMBC Research and Technology Park
- **Tom Sadowski,** Vice Chancellor for Economic Development, University System of Maryland.

Eligibility and cost

The mission is open to cyber security businesses based within the Midlands Engine region. The anticipated exhibition package cost will be $3,500 USD (approximately £2,700 depending on the exchange rate) per UK delegate company which includes two representatives per organisation. Please be aware that all flights/travel, hotels/accommodation and subsistence outside of the event mission package will need to be met by each delegate.

Register your interest

Please register your interest at the earliest opportunity. We are expecting interest in this unique opportunity to be very high and places will be allocated to eligible companies on a first come, first served basis.

Email **enquiries@wlep.co.uk** by 5 August 2016 to lodge your expression of interest for the mission and you will be sent the full application for completion and to check eligibility. Alternatively, download the application form from **www.wlep.co.uk/CyberMaryland**
Please note that your place is not guaranteed until you receive full confirmation.

Full Mission Briefing Session

A briefing session will be held on 8 August at 4pm at Worcester Bosch Head Office, Cotswold Way, Warndon, WR4 9SW.
Any final questions can be answered with the opportunity to speak directly to colleagues who will be hosting the mission in Baltimore, Maryland.

Travel information

We are working with Good Travel Management to ensure group travel arrangements are available:
Good Travel Management, 1st Floor Office Suite, 94 Worcester Road, Hagley, Stourbridge, West Midlands, DY9 ONG. Email: **westmidlands@good-travel.co.uk** or by phone: **01562 519160.**

Places are limited and so please **do not** book your travel until you have received full confirmation that you are eligible for the mission and that a place for your business has been secured.

IMPORTANT: Please ensure you meet the requirements of travel to the US ahead of planning your trip: visa, passport and any vaccinations for each destination and transit country and ensure you meet all of the requirements outlined by your airline booking.

Important Requirements for USA

- If you are a US Citizen and hold dual nationality with a Visa Waiver Program country you are not required to have an ESTA. You must use your US passport to travel to the USA.
- A passport indicating that the bearer is a British Subject, British Dependent Territories Citizen, British Overseas Citizen, British National (Overseas) Citizen, or British Protected Person does not qualify for travel without a visa. A passport which states holder has Right of Abode or indefinite leave to remain in the United Kingdom does not qualify for visa free travel.
- Please note: following recent changes under the Terrorist Travel Prevention Act, nationals of VWP countries who have visited: Iran, Iraq, Sudan, Syria, Libya, Somalia or Yemen on or after March, 2011 are no longer eligible to apply for an ESTA.
- Nationals of VWP countries who are also nationals of Iran, Iraq, Libya, Somalia, Sudan, Syria or Yemen are not eligible for an ESTA.
- Your passport should be valid for the proposed duration of your stay.
- As of April 1, 2016, to qualify for an ESTA you must have a passport containing an integrated chip and display the universal e-passport symbol on the front cover (as shown below).

For more information on an ESTA, visit https://esta.cbp.dhs.gov/esta/
For more details on travelling to the US from the UK, visit: www.gov.uk/foreign-travel-advice/usa/entry-requirements

UK Trade & Investment

Defence & Security Organisation

Contact details:
Linda Smith Director of International Trade | UK Trade & Investment
Herefordshire & Worcestershire Chamber of Commerce
Severn House, Prescott Drive, Warndon Business Park,
Worcester WR4 9NE
Tel: +44 01905 673621 Mob: +44(0)7730 982720
linda.smith@mobile.ukti.gov.uk