

Remington Business Group and the State of New Jersey; the Perfect U.S. Entry Solution Combo for small foreign companies

Remington Business Group's main focus is to assist small foreign companies establish themselves and do business in the U.S. Our main differentiator is that we not only consult our clients, we actually do the legwork for them. Whether it is holding our clients' U.S. virtual presence; representing them in trade shows and business development meetings; or proactively managing their local operations – Remington has the necessary knowledge and expertise to make any small European company's transition into the challenging U.S. market possible and affordable.


With today's difficult times - even more than before - saving costs, being efficient and obtaining results are critical components of being successful in a new country, especially one as large as the U.S. For small start-up companies coming from abroad, this advantage could make all the difference.

Remington's niche revolves around servicing small hi-tech start-up companies, primarily European based. By focusing on our core competency, we have been able to develop over the years a variety of unique processes and a support structure that fits these companies' needs, at a fraction of the cost that they would incur if there were to attempt a move into the U.S. market on their own. Why does Remington focus on small start-ups? Well, to be quite honest, we enjoy working with small companies that are creative, flexible, adaptable and who can act and react quickly. In fact, we deliberately choose not to work with larger companies due their bureaucracy, rigidity and almost inherent need to spend more than they need to with no clear results in mind. With extensive European business experience, our team members are uniquely positioned to help European companies penetrate and flourish in the U.S. market.

Remington is located in northern New Jersey, in the New York Metro area. This strategic location is the ideal locale for a U.S. entry for a small foreign start-up. Many Europeans have the perception that technology companies must be located in Silicon Valley in California. However, there are many reasons why New Jersey is actually a better location, especially for a company whose roots are in Europe. Whether it is location, costs, quality of personnel, educational facilities or assistance offered by the state of New Jersey; northern New Jersey is a great place to locate a new U.S. subsidiary for any Danish start-up.

Following are some of these advantages:

Geography:

-  Remington is conveniently located in northern New Jersey, 25 km away from New York City. At the center of the East Coast corridor, New Jersey serves over 100 million consumers with a collective purchasing power of \$2 trillion, reachable within a 24-hour drive. Armed with a tightly knit network of roads, rail, air and sea port facilities, New Jersey is the best-connected region in the country for speeding product to market domestically and overseas. The area is served by Metro New York's three airport regional network (JKF, LaGuardia and Newark), handling nearly

25% of all U.S. international cargo, as well as the Port of New York and New Jersey, which is responsible for over \$100 billion in trade¹.

- ✘ Northern New Jersey is easily accessible from Europe. Air travel to New Jersey is a mere 7-8 hour direct flight, available many times daily from all major European cities.
- ✘ New Jersey, located on the East Coast of the U.S., is in the Eastern time zone - a 6 hours time difference with Central European Time. In comparison, California is located on the West Coast and is in the Pacific time zone - a 9 hours time difference. The overlap between the U.S. business morning and the European afternoon that exists when working from New Jersey greatly facilitates cooperation and communication between U.S. subsidiaries and European head offices. In comparison, European companies with offices in California often struggle to find common business hours, an unnecessary hardship that is created by being located in the Pacific time zone.

Business Environment:

- ✘ New Jersey is the location of choice for many of U.S. technology companies. The state boasts more scientists per capita than any other state in the U.S. Bergen County, home to Remington Business Group, has one of the highest densities of high-tech companies in the U.S.
- ✘ New Jersey is ranked 3rd nationally as best for small business, ahead of New York and California².
- ✘ New Jersey hosts the headquarters of many global companies, in industries as varied as pharmaceuticals, finance, telecom, insurance, agriculture and manufacturing. This opens up a slew of opportunities to Remington's clients, such as launching beta sites, approaching distributors, initiating sales or striking partnerships.
- ✘ Easy access to the entire East Cost corridor from Boston to Washington DC means easy access to business opportunities, meetings, trade shows, presentations, networking events and government contracts.
- ✘ The New York Metro area remains the most prestigious locale possible from a U.S. client, partner or distributor perspective. New York is the quintessential "city that never sleeps", and has traditionally been seen as the epicenter of U.S. business, commerce and entertainment. A New York Metro location conveys the right image of long term and quality commitment of a business to its U.S. operations.

¹ Why New Jersey? State of New Jersey website. www.nj.gov/njbusiness/

Personnel:

- ✘ New Jersey offers a huge bank of highly qualified personnel, from administrative or manufacturing oriented staff all the way to software developers, PhD's and engineers. New Jersey boasts over 400,000 scientists and engineers, and nearly 2 million of the state's residents are college graduates³.
- ✘ The New York Metro area is home to some of the nation's most prestigious educational institutions, including NYU, Columbia, Rutgers, Princeton and the New Jersey Institute of Technology. The state of New Jersey currently has a program that offers one full year's worth of funding for a New Jersey PhD to work for any company in the state.
- ✘ New Jersey is competitive; the state has lower wages and payroll costs than neighboring New York, Boston or California, making it cheaper to hire and manage staff.
- ✘ Due to the highly diverse communities that reside in the New York Metro area, it is easy to identify employees and professionals that have the necessary language skills and foreign experiences to support a foreign company. European languages are highly represented in the New York Metro area than in any other U.S. region.

Costs:

- ✘ New Jersey is a great deal less expensive to live and do business in than many other major cities or locations, including New York City or the Silicon Valley. Recent tumbles in the real estate market make the region more attractive than ever, as many premium sites tempt new tenants at reduced prices.
- ✘ Real estate in New Jersey is attractively priced, significantly lower than an equivalent space in either Silicon Valley or New York City.
- ✘ New Jersey has lower wages' and taxes, as well as lower Value Added Tax.

State Support:

- ✘ New Jersey is blessed with a wide variety of business, production and research facilities that can accommodate any business need. This includes state-of-the-art laboratories in the state's leading universities, which are being made available to serve as research and testing resources at a low cost and at times even for free, as part of New Jersey's current campaign to attract new technologies.
- ✘ Other business incentive programs currently being offered by the State of New Jersey include grants, loans, tax deductions, participation in employment costs and training and more.
- ✘ New Jersey offers attractively low-cost rentals through 14 Business Accelerator Centers where companies can work at a fraction of the cost of other for profit real-estate. These centers also come with business assistance, networking opportunities and any help that a company requires can be discussed with the center's director.
- ✘ Additional aid is also offered to specific segments such as Green energy (both manufacturing and conservation thereof).

³ Why New Jersey? State of New Jersey website. www.nj.gov/njbusiness/njadvantage/talented/index.shtml

Summary

The U.S. market is one of the largest and most rewarding in the world, and operating in it is a goal of many foreign companies. Initiating and maintaining activities in the U.S., however, is no easy task for a foreign newcomer. Working with Remington will make it easy and efficient for any small foreign start-up to be up and running quickly and efficiently in the U.S. with no learning curve or research required by the company.

With our services, an affordable and immediate business process in the U.S. has never been easier. Remington's location in northern New Jersey, within the New York Metro area, is a true asset to its clients. The State of New Jersey is greatly interested in your arrival and will go to great lengths to accommodate and welcome new foreign start-ups. Remington works closely with state agencies and is ideally positioned to help small foreign companies make the most of current market opportunities.

Remington, through its unique approach and business model, is in a position to offer a solution for small foreign companies from 'one-time' assignments to managing their entire range of needs on an operational, business development and government level. Remington is proud to offer these services and more, in its quest to work and support...

“small companies with big dreams...”



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