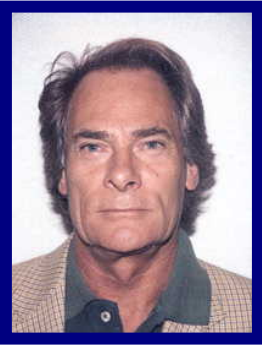


# UNITED KINGDOM

## PENNSYLVANIA'S TRADE REPRESENTATIVE

### United Kingdom, Ireland & Scandinavia



**Martin Lewis, Director**

133 Coombe Lane  
London SW20 0QY  
UNITED KINGDOM

#### **DIRECTOR'S BIO**

Martin Lewis has managed his own London-based consultancy practice since 1985, specializing in international business, trade, and investment promotion services, primarily for U.S. agencies and companies targeting markets in the European Union.

Prior to his appointment as Pennsylvania's Authorized Trade Representative in December 2001, Martin was Director of European Trade Promotion for the State of New York and also served as trade coordinator for the United Kingdom and Italy for the Council of American States in Europe (CASE). He has worked on international project assignments with U.S. and British technology companies, United Nations agencies and the British Commonwealth Secretariat, and also served as Commercial Attaché at the British Embassy in Rome and the British Consulate in Strasbourg. Martin Lewis holds a B.Sc. and M.Sc. in materials science from the University of Birmingham, and has business and technical fluency in French, German, and Italian.

#### **OFFICE SCOPE OF SERVICES**

- Foreign market intelligence reports: market viability, entry strategies, competitor analysis
- Search and screening for agents, distributor, end-user and joint venture partners; background checks
- Business appointment scheduling with prospective buyers or partners
- Trade show support, including pre-show marketing, meeting scheduling and logistics
- Commonwealth-sponsored trade missions offering pre-qualified business contacts, market briefings, and logistical assistance
- Referrals and introductions to government officials, industry experts, legal, shipping and other service providers
- Available for business briefings during scheduled visits to Pennsylvania

#### **RESEARCH TOOLS & FACILITIES**

- Directories of European agents, distributors and manufacturers
- Wide selection of industry-specific directories and trade show directories
- Staff can arrange times and locations for in-country meetings in all of the countries covered by this office and, if appropriate and pre-arranged, can accompany Pennsylvania clients to their appointments.
- In the United Kingdom, meeting or conference rooms, and related services, are arranged through the Institute of Directors (IOD), an association for business professionals, with offices in central London, Belfast, Birmingham, Bristol, Edinburgh, Nottingham and Manchester

#### **To obtain export assistance from our Authorized Trade Representative, contact:**

Jen Black, International Program Manager  
Tel: 717-720-7472 | Email: [jblack@state.pa.us](mailto:jblack@state.pa.us)  
Department of Community and Economic Development  
Office of International Business Development  
400 North Street, 4<sup>th</sup> Floor  
Harrisburg, PA 17120-0225

