

HOW GEELONG ICT COMPANIES CAN GET TO SILICON VALLEY

Serial entrepreneur to outline his road map for US market entry

Serial entrepreneur Steven Salsberg will give Geelong ICT companies an insight into the challenges and issues of entering the US market in a free 2 hour seminar to be held at Deakin University next Friday 4 September.

Hosted by ICT Geelong , the seminar will cover how and when to enter the US market, including topics such as accessing US capital, working with channel partners, value-added resellers and integrators and how to team with local ICT companies to tackle national and global markets.

ICT Geelong is also providing three financial members with the opportunity for a free one-on-one consultation session with Mr Salsberg after the seminar.

Steven Salsberg draws on more than 20 years of experience in financial and capital markets and cross border market entry during which he developed and sold two technology companies. He has also helped a number of clients to enter the US market and achieve their financial objectives.

The seminar runs from 8.30am to 10.30am at Deakin University's Waurn Ponds campus.

About ICT Geelong

ICT Geelong is the representative voice and peak body of the information & communications technology (ICT) industry in the Geelong region. Its foundation members are industry leaders from the private sector, experts from tertiary education institutions and community leaders from the public sector. ICT Geelong plays an important role in positioning the region to take advantage of IT infrastructure, entrepreneurship and skills development opportunities. For further information on ICT Geelong: <http://www.ictgeelong.com.au/>

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