MJ Experia Marketing Embarks on European Tour

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MD Matt Wassall of MJ Experia Marketing set off on his European tour at the weekend in order to generate a core network of contacts in various flourishing European markets.

Managing Director Matt Wassall of outsourced sales and marketing firm MJ Experia Marketing started his European tour of 'six cities in eight days' at the weekend. Matt Wassall has made his commitment to expanding his business, MJ Experia Marketing into international markets well known in recent months. This tour is aimed at generating a core network of contacts in various European markets which he feels could benefit his business greatly in the near future.

Matt Wassall departed from London, UK on Saturday 7th December and flew to Lisbon, Portugal. Lisbon is a hotspot for thriving businesses and MJ Experia Marketing could learn a lot from how businesses operate here and the policies enforced by the Government. Just recently delegates were inspired by an array of exciting ideas and approaches raised at a World Class Cities Partnership (WCCP) policy exchange in Portugal. Business ventures discussed here included Invest Lisboa; "a powerful partnership of the municipality" and Beta-i; "an organisation offering program winners substantial non-cash incentives such as free living accommodations during the incubation period" (boston.com).

Matt Wassall of MJ Experia Marketing will also discover how the city of Wroclaw in South-West Poland has become a growth leader in European outreach. Due to its strategic planning capabilities Wroclaw has become the fastest developing city in Europe and has excellent access to the European highways and young entrepreneurial work staff (wwc2013.pl).

Networking opportunities in Katowice, Poland and Milan, Italy will also be on Matt Wassall's busy tour schedule. The trip will finish in Barcelona on Saturday 14th December with the European Awards Ceremony. This event will take place at the Hotel Rey Juan Carlos I.

MJ Experia Marketing is an outsourced sales and marketing firm based in Birmingham. The firm provide sales and marketing campaigns that will drive and deliver an increase of sales revenue for their clients. Since inception, MJ Experia Marketing has grown steadily. Matt Wassall hopes this European tour will give him a greater insight into which international markets will be most suitable for his business MJ Experia Marketing. After finishing his tour, Matt Wassall will be able to devise a more up to date and viable expansion for the New Year.

Sources:
http://www.boston.com/business/blogs/global-business-hub/2012/10/lisbon_rise_of.html
http://www.wwc2013.pl/en/news/akt/24

Media:



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