

East of England International Case Study

“*It is a flexible partnership, which benefits us both. Artaius provides us and the clients with an exceptional level of support*”

- Steven Ireland, Head of Technology Team, East of England International



East of England International (EEI) is the international business support organisation for the East of England. EEI provides a one-stop-shop for overseas investors seeking to set up or expand their businesses here, as well as regional companies looking to take their products to a global market.

EEI is funded by UK national and local Government, the East of England Development Agency and a wide range of business partners, which means it is able to provide potential investors with a totally free, professional and confidential service.

Steven Ireland, Head of EEI's Technology Team, explains: 'We act as a facilitator for companies looking to locate in the area. Each investor has different requirements, so we offer a tailor-made service, which includes introducing incoming companies to specific businesses that can help them. Support can cover anything from buying and selling products, to financial outsourcing and planning: for which we use Artaius Limited.'

EEI has been recommending clients to Artaius for some time. Steven says: 'We recommend Artaius because of its flexibility, which is crucial in this business, because we are dealing with investors from an early stage. Understandably, final plans are not always certain and Artaius can sometimes invest effort and time for no return, as companies can change their minds about investing in the area.'

Speaking of his experience of working with Artaius, Steven says: 'The team members are fantastic and are willing to accommodate us at any time - in fact, I can't praise them highly enough. The service they provide us with is excellent. We maintain regular dialogue with the investors who have worked with Artaius and the feedback we've received has always been very good.'

EEI and Artaius have formed an effective alliance, which has developed and expanded over time. Because of this, Artaius is the only financial outsourcing firm that EEI recommends. Steven explains: 'It is a flexible partnership, which benefits us both. Artaius provides us and the clients with an exceptional level of support.'

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