



STATE OF WASHINGTON
DEPARTMENT OF COMMERCE

1011 Plum Street SE • PO Box 42525 • Olympia, Washington 98504-2525 • (360) 725-4000

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Contact:

Penny Thomas, Commerce Communications, 360-725-2805, penny.thomas@commerce.wa.gov

Julie Monahan, STEP Communications and Outreach, 206-256-6131 julie.monahan@commerce.wa.gov

Mobile tech innovators join Washington state delegation to 2013 Mobile World Congress

Companies look to the global market for new business opportunities.

OLYMPIA, WA – From gaming and shopping apps to development platforms and analytics, Washington’s leading mobile technology companies head to the GSMA Mobile World Congress in Barcelona from February 25-28 for the industry’s largest annual trade show. The 17 companies in the delegation, assembled with the support of the [Washington State Department of Commerce](#) and the [U.S. Small Business Administration](#) (SBA), will be among some 65,000 mobile leaders from 200 countries.

The delegation, the largest assembled by Commerce for Mobile World Congress, includes repeat participants from last year who together realized more than \$12 million in actual and projected export sales. This year’s diverse group includes [9SLIDES](#), [Appnique](#), [Asentria](#), [Bsquare](#), [Buddy.com](#), [CENTRI Technology](#), [Etelu](#), [Excelerate Systems](#), [General UI](#), [Glympse](#), [INRIX](#), [Medio](#), [RootMetrics](#), [UIEvolution](#), [Viafo](#), [WildTangent](#), [Zoomingo](#).

“We’re looking forward to building on our success from last year,” said Dave McLauchlan, chief executive officer and founder of [Buddy.com](#). “It’s an overwhelming show but the support of Commerce market specialists helps us stay targeted on the opportunities with the most potential for our business.” At Mobile World Congress, Commerce also provides the Washington delegation with business match-making introductions and daily networking events with trade and business groups from across Europe.

“The diversity of this year’s delegation represents the depth and breadth of Washington state’s strong information communication technology sector--from mobile games to the telecom infrastructure at the

end of the pipe and all the innovative platforms, tools and mobile apps in between,” said Commerce director Brian Bonlender. “This important sector of our economy employs more than 260,000, and we must continue to engage globally to showcase our companies, talent and investment opportunities here in Washington.”

Today’s wired automobile inspires much of the creativity brewing in the state’s mobile space. Many in the delegation focus on embedded software and mobile apps for the connected car, and have already received requests for group meetings at the show with major auto and handset makers from the Car Connectivity Consortium (CC). The consortium, representing 85 of the world’s leading automotive, mobile communications and consumer electronics companies, works to establish global standard for smartphone in-car connectivity.

Ten of the 17 companies will attend MWC with the help of export vouchers from Commerce’s State Trade and Export Promotion (STEP) program, which is funded through the SBA. The program, approved by Congress through the end of September, helps financially bootstrapped small businesses take advantage of key trade shows by offsetting part of their travel and registration expenses. The vouchers, worth up to \$5,000 each and requiring a 25% cash match, also cover translation services, international marketing campaigns and international product certification.

“By participating in the STEP program, we’ve been able to reach new partners and consumers on a global scale, reaching potential associates throughout the European market by attending and participating in Mobile World Congress. We are thrilled to be a part of this program for a second year, not only to promote our technology but also to represent the highly talented and innovative start-up community in Washington State,” said Bryan Trussel, CEO and co-founder of Glympse. “Location sharing and cars are a natural fit, and Glympse is at the forefront of the connected car experience. We recently announced partnerships with Mercedes-Benz and Ford, and we’re excited to be able to showcase location sharing in automotives and discuss how the technology fits into other industries as well.”

Trade shows represent a key resource for new-to-market and new-to-export companies looking to make new contacts in the global marketplace. STEP grant support provided through Commerce contributed to \$144 million in new export sales in 2012 for Washington state businesses. Other programs funded through the grant include export finance counseling, export advising clinics and inbound sales missions for Washington state agriculture and food processing companies.

For more information about Commerce’s international information technology business development programs, contact Wistar Kay at Wistar.kay@commerce.wa.gov or 206-256-6141.

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