

Swedish and Nordic Companies Encouraged to Invest and Internationalize into U.S. Market at JumpStart Global Advisors Conference in Stockholm

Ambassador Mark Brzezinski Lead Speaker at Nasdaq OMX Sponsored Event

NEW YORK, March 27, 2012 /PRNewswire/ -- U.S. Ambassador to Sweden Mark Brzezinski said the time is right for Swedish companies to invest in and establish their businesses in the U.S.

The ambassador's remarks served as the opening for a half day seminar run by JumpStart Global Advisors Scandinavia (www.jumpstartglobal.com) called "A Jumpstart to Business in the USA." It was held at NASDAQ OMX in Stockholm on Wednesday, March 21 and offered public and private companies a new model for cost-effectively entering the U.S. market and driving revenues more quickly. The event served as the launch vehicle for the new Nordic consultancy, a subsidiary of JumpStart Global Advisors North America and a unit of Feintuch Communications and Gordon Global.

Other featured speakers included Bo Mattsson, chief executive officer, Cint AB, who spoke of his company's own experience in entering the U.S. market; Jenny Rosberg, senior vice president, Nasdaq OMX, who spoke about the right time to enter the U.S. market and how/where to secure capital; Kent Schultz, Lars-Ola Nordqvist and Maurice Parry, managing directors of JumpStart Global Advisors Scandinavia; and Scott Gordon, managing director, JumpStart Global Advisors North America.

"JumpStart Global Advisors' expansion into Scandinavia allows companies throughout the Nordic region to have a single point of contact to access the U.S. market," said Mr. Gordon. Mr. Gordon's presentation highlighted the JumpStart model which offers companies a pre-market entry stress test and market assessment in addition to market entry services including legal, financial/accounting, HR, office rentals and back office support; sales, distribution and channel development services; and public relations, marketing and digital services. He offered cautionary advice about companies trying to maneuver too quickly without fully understanding U.S. regulations and the nuances of doing business. Mr. Gordon also presented case studies of several companies JumpStart has successfully launched into the U.S. market.

For more information on JumpStart Global Advisors, visit www.jumpstartglobal.com or write to info@jumpstartglobal.com or call +1-212-808-4900 in New York. In Stockholm, write to lars@comvision.se or call +46-8-410 458 01.

About JumpStart Global Advisors

JumpStart Global Advisors (www.jumpstartglobal.com), based in New York City and Stockholm, is a next-generation business consultancy helping to meet the needs of companies seeking to enter the North American and Scandinavian markets or internationalize into other markets. It provides businesses with a speedy, efficient and cost-effective business model without the need for costly capital outlays. Core services include business establishment; legal, financial, accounting and back office support; recruitment, sales strategy and compensation solutions; and marketing, branding, Web/digital services and strategic public relations. JumpStart Global Advisors founding partners are Gordon Global Associates and Feintuch Communications.

This release is available online in the JumpStart Global Advisors press room (www.jumpstartglobal.com) and Feintuch Communications media room (www.feintuchcommunications.com/FC).

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