**Brighton, England 1st February 2012**

**Start-up Bjond International represents Swedish companies locally in the UK**

In-country representative Bjond International heads up business development and marketing efforts for Swedish companies tackling the UK market

As a viable alternative to taking on the risks and costs of permanent employees and offices in a new territory, Swedish companies can now hire an experienced Swedish-English representative in England to research the market, kick start business development, plan and execute in-country marketing , as well as form and manage vital partnerships. This can be an integral part of international expansion or to gain valuable customers in the lucrative UK market.

“Depending on the company or brand”, says Bjond International’s founder Anna Sjostrom Walton, ” a long-term marketing and business development consultant or agent in the local market is a sound alternative to a permanent employee, particularly in the early stages of internationalisation. Whilst some clients order full marketing campaigns, others prefer an ad hoc model, where as part of an overall strategy we might run B2B or B2C social media campaigns, develop an English web presence and produce marketing material such as press releases, localised copy or create a search engine optimised video to attract English speaking customers. As a business development representative, we can also manage 3rd parties on our client’s behalf and represent the company in meetings, alongside the production of English business proposals”.

Anna sees that her function, despite being an external resource, is a seamlessly integrated part of the client’s overall operations and goals.

A Swede raised and living in England since 1981, Anna has headed up business development and marketing in predominantly digital industries for the past 12 years in England and North America. She has with notable success adapted products to new markets and expanded company presence into new territories, generating millions of pounds of increased revenue for the companies she has worked with.

Anna will be in Stockholm 6-8th February for the Swedish Chamber of Commerce seminar “Welcome to the UK” at Berns Salonger 6th February. The seminar provides information to companies considering British expansion and provides valuable contacts. She is available for meetings at the event or during the days surrounding the seminar. For more information or to book a meeting, please contact Anna Sjostrom Walton by visiting <http://bjondinternational.com/contact/> or call +44 7833 771 512.