



## **MIA MEMBER SERVICES OFFER USA MEETING AND INTRODUCTION SERVICE**

### **JEREMY BURNE of NSJ INTERNATIONAL**

Jeremy established the business development and PR consultancy, **NSJ International**, after seven years as British Vice Consul (Commercial) in Cleveland. In that role, he helped many British and US firms establish transatlantic business links and relationships, primarily focussed on the US automotive sector.

He established the North American offices for a number of British clients including the Motorsport Industry Association (MIA) and Financial Times Automotive in April 1999. Jeremy gained many years of international business development experience prior to joining the Consulate, with the Swiss export management agency IEM in its German subsidiary in Cologne, where he also studied at the University of Cologne.

Today, as President of NSJ International, Inc., Jeremy serves a variety of British client companies including members of the Motorsport Industry Association. He is a Board member of the British American Chamber of Commerce (Great Lakes), Past President of the British American Business Council (BABC) in Michigan and a member of the Society of Automotive Analysts. He serves on the motorsport program committee of the Society of Automotive Engineers (SAE) and is a Fellow of the Royal Society of Arts (RSA).

Jeremy Burne was awarded the MBE (Member of the British Empire) in the 2002 Queen's Birthday Honours list, for services to the British Motor Industry in the USA.

### **NSJ INTERNATIONAL**

NSJ International is an international business development company with offices in Detroit and Cleveland. The company's unique focus is to

- facilitate automotive and engineering business and government contacts
- deliver specialised market information
- provide well-formulated strategic business advice

to companies and government agencies seeking to develop business in the automotive and motorsport sectors in North America and Europe. Other services include:

- Targeted Business meeting arrangement
- Business Development
- Strategy Development
- Event Management
- Media Relations Consultancy
- Corporate Relations

## CLIENT LIST

- Department of Trade and Industry (DTI) / British Consulate General Chicago
- The British American Chamber of Commerce (BACC)
- Jaguar Cars North America
- Just-Auto.com
- Financial Times Automotive
- Automotive World Publications
- Automotive Sourcing
- TwoTone Media / Ricardo Quarterly
- Eurotunnel Developments Ltd.
- The Motorsport Industry Association and its members
- The Society of Motor Manufacturers and Traders
- The Thomas Group (US management consultants)
- UK International Press
- The Upstate Alliance of South Carolina
- University of Cardiff
- Amulet Marketing
- Ricardo PLC

### Targeted Meeting Service – MIA Member Special Rates

Fees vary depending on the level of the targets, ranging between \$250 up to \$1000 per meeting arranged. These are reduced for MIA members to the levels shown below.

- |   |                                    |
|---|------------------------------------|
| - Lower level management<br>(purchasing, engineering, marketing PR staff) | \$250 per confirmed meeting        |
| - Mid level management<br>(senior, non-executive management)              | \$500 per confirmed meeting        |
| - Upper level executive management<br>(Vice President, President, CXO)    | \$750 -1000 per confirmed meeting. |

A further service from NSJ helps to identify specific prospects and set up confirmed meetings with specified targets ( which can be accompanied by NSJ) as agreed with the client. \$500 per day plus expenses.

### Press Services

Press releases: \$500-1000 per release

### Other services

\$100 / hour or full daily rate \$500