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**8 October 2008**

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## **NEW LOOK FOR NATIONAL ORGANISATION REPRESENTING TECHNOLOGY SMEs**

### **National IT Group Celebrates Small Business Week by offering new members 50% joining discount**

8 October 2008. UKita, the UK IT Association, has announced that it is now a fully independent organisation that is formally extending its services and reach to SME technology businesses nationwide and other organisations which are looking for technology suppliers.

As the national trade association for small to medium sized technology focused businesses and their suppliers, UKita satisfies a gap in the market for an organisation which only represents companies in the technology sector with up to 250 staff. In recognition of Small Business Week, which runs from 13 – 17 October 2008, UKita is offering a 50% discount on joining fees to prospective members. The timely discount for new members will be a boon to companies looking to join during the tough economic climate and wanting to benefit from UKita's More Business for You initiatives. The organisation is also working on a re-brand to consolidate its new identity including a new website with new features such as a simple to use local technology business locator.

### **More Business For You**

For many small companies, particularly those in the early stages of growth, gaining new business can be an uphill struggle when competing with larger companies. UKita membership can be instrumental in easing some of the pain associated with being a small business as it provides access to tenders, the opportunity to collaborate with fellow members on new and existing business projects, gain business from existing members, networking opportunities and a Quality Mark.

The UKita Quality Mark acts as a guarantor of quality for prospective customers and underpins the provision of quality services to companies looking for new suppliers.

UKita is active in building partnerships and developing links with external organisations and educational institutions interested in working with its members. These relationships generate reciprocal benefits including free training, seminars and presence at trade shows and exhibitions without the extra costs involved if attending independently. Members are also eligible for special discounts on software and other professional tools.

Supported by a dedicated website enabling member companies and prospective clients to 'meet', members have access to pre-qualified business leads and new business enquiries. There are also special interest groups within the organisation, basic business and legal advice and access to PR expertise and marketing resources.

Fred Noble, Chief Executive, UKita commented: "UKita's members are those companies who want to belong to a professional network which offers sound business opportunities at a reasonable cost. With close to 300 members, the pool of talent and opportunities to network is growing. As the organisation was originally set up by Advantage West Midlands, many of the original branches were in the Central region; however, the new independent organisation is looking to build its membership base regionally, nationally and in Europe."

The new website, which is planned for December 2008, will include an updated structure, improved member directory and simplified navigation for members to access news, events, member information, tender announcements, forum and enhanced web 2.0 features.

Current membership fees are:

**No of Employees    Price\***

1	£160 pa
2 - 5	£220 pa
6 - 10	£280 pa
11 - 20	£340 pa
21 - 50	£420 pa
51 - 100	£500 pa
101 - 250	£600 pa

Partnerships with larger businesses can be agreed separately.

\*New members applying during Small Business Week, will be eligible for a 50% discount in year one fees.

Members with over 250 employees will benefit from having access to smaller more flexible organisations to collaborate with.

For companies interested in joining and organisations wishing to partner UKITA, please go to <http://www.ukita.co.uk> for more information.

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