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**FOR IMMEDIATE RELEASE**

**NEWFOUND’S WORLD FIRST VIRTUAL MARKET MISSION SET TO OPEN UP THE UK TO AUSSIE FINTECHS**

**Melbourne, Australia, 13th July 2020:** The Lord Mayor of London William Russellwill officially launch global expansion specialists [Newfound](http://www.newfound.global/)’s ‘Market Mission’, the first mission between the UK and Australia since the coronavirus struck, in a virtual event on Wednesday July 15.

At the free event William Russell will be joined by key industry and business figures from the UK and Australian fintech sector to discuss the challenges faced in a COVID marketplace, the opportunities for Australian businesses in a post Brexit world and the important role market missions will play for trade and investment, despite closed borders.

The virtual trade mission has won wide support across both public and private sector with launch partners including Air Wallax, Augmentum, Best Case Scenario, Chalk, Edelman, FinTech Australia, Fluidly, Global Victoria, Level 39, London & Partners, Sifted, Stone and the New South Wales and Queensland Government.

“This is an exciting event that will showcase the ‘best of the best’ in the fintech industry across both regions, opening new markets and creating opportunity for expansion, growth and jobs as the global economy looks to recover from the devastating impact of the coronavirus,” says Claire Marriott, CEO of Newfound APAC.

The official launch event will be followed by a 2-week digital trade mission to Australia starting on September 7th, a UK equivalent commencing on September 14th. The programme will feature 100+ in-market experts and will attract high-growth fintech firms from the UK, EMEA and APAC regions.

The trade mission has gained strong support from the fintechs sector lead industry body, FinTech Australia, with CEO Rebecca Schot-Guppy applauding Newfound’s innovative approach in creating a program where UK and Australian fintechs can realise the benefits of expansion, all without leaving home.

“Newfound’s programme works around the limitations of COVID-19, allowing us to keep growing of our global ecosystem in a period where we are largely cut off from the rest of the world,” said Ms. Schot-Guppy.

With fintech a leading growth industry across both Australia and the UK sectors with revenue pre-COVID predicted to exceed 4 billionin investment[[1]](#footnote-1) and with more than 50%[[2]](#footnote-2) of Australian fintechs looking to expand overseas, the timing of this world first trade mission could not be better, as Australia and the UK look for economic growth opportunities as they recover from the devastating impact of the coronavirus.

“It is time to help kickstart the world’s economies and Newfound’s Market Mission for fintechs is a significant step in that direction, as we bring these innovative fintech businesses together, who are ready to grow and expand their operations into new markets,” said Newfound UK’s CEO and Founder, Peter Gillingwater.

With Britain keen to explore market opportunities outside of Europe as positive negotiations commence between Australia and the UK on a free trade deal, leading industry figures believe that growth industries such as fintech will be a critical part of future trade opportunities.

"UK fintech companies raised record amounts last year, making it the UK's largest tech investment sector, and home to some of the most established fintech unicorns in Europe, which is why Tech Nation is delighted to showcase the high growth fintech clusters across the UK and those ambitious fintechs looking to establish a presence in the UK," Mike Jackson, Entrepreneur Success Director at Tech Nation.

“This virtual fintech trade mission is a wonderful opportunity for thriving fintech companies in both the UK and APAC regions to connect and explore expansion opportunities,” said Janet Coyle, Managing Director for Business at London & Partners.

To register your interest in Newfound’s Market Missions programme and attend the event on July 15th please click here: <http://6009734.hs-sites.com/uk-market-mission-overview>

**Media Contact**

**Randal Killip**

**Director, Profile For Media**

**randal@profileformedia.com.au**

**0425 714 159**

**About Newfound**

Newfound is the only tech-focused specialist in the UK and Australia providing expert market validation, market entry and expansion as well as talent services. They work with tech scaleups and trade and investment organisations from all over the world, supporting businesses in the UK, North America, Europe and Asia-Pacific to grow through expanding their presence to new markets.

**END RELEASE**

1. 2019, Frost and Sullivan [↑](#footnote-ref-1)
2. 2019, EY FinTech Australian Census [↑](#footnote-ref-2)