



# USA Trade Delegation

22-26 May 2023

22-23 May, New York

25-26 May, Charlotte (NC)

- 🕒 **The US** - Unprecedented staffing revenue figures and low barriers to entry
- 🕒 **New York** - A prime destination and talent pool
- 🕒 **North Carolina** - 'The #1 state for business, with the strongest economy'
- 🕒 **Charlotte (NC)** - Quickly becoming one of the most attractive hot spots for recruiters

*"I had high expectations for my second APSCo trade delegation, after New York a few years ago, and it didn't disappoint. Very well structured, carefully selected speakers and panels that walk through all the details you need to make informed decisions. On top of that it's good fun and great networking, meeting like-minded individuals in the industry as well as new business partners who can help you turbo charge your growth plans. It pays for itself in terms of the time saved"*

**Simon Bassett - CEO tml Partners**

# The Opportunity

The \$212.8bn US staffing market is the largest in the world and continues to demonstrate strong growth (according to SIA). As the largest city by population in the US, New York is a global financial, business and cultural centre – one which continues to top the list for many international staffing companies seeking to invest and set up in the US.

Powered by an economy that has hit its stride, and turbocharged by a long track record of innovation, North Carolina is currently America's top state for business, according to CNBC. New investment from economic development projects increased in 2022 and totalled \$19.3 billion. The state ranked in the Top 5 for their tech talent pipeline and foreign direct investment / capital investment and benefits from the Research Triangle and innovation cluster.

Charlotte (NC) is a growing target destination for staffing firms looking to expand their global footprint and diversify their growth strategies. As one of the largest and fastest growing financial services centres in the US, Charlotte is now a global financial destination. When compared to other destinations, Charlotte is a city where the challenges

of attracting and retaining talent for your business are eased by the quality of life and relatively low cost of living.

Following previous and highly successful trade delegations to Canada, the US, the UAE, Singapore, Hong Kong, Brazil, China, Abu Dhabi, Qatar, Dubai, the Netherlands, Germany and Switzerland, APSCO is delighted to confirm that the United States will be the destination for the next APSCO trade delegation.

Whatever sectors you are operating in, the business opportunities in New York and Charlotte (NC) are immense and our fully supported programme of seminars and hosted meetings will provide you with all the expert information you need to inform your business planning and drive future growth.

## The Programme

### A full programme of unique events and meetings

Drawing on 19 years of experience running successful trade delegations, APSCO has designed an itinerary that will offer delegates incredible business opportunities. The delegation will be led by Ann Swain, APSCO Global Chief Executive will include:

- **Privileged access to key contacts across the sector**
- **Specialist, in-depth, briefings on business opportunities and market trends**
- **Practical advice from experienced recruitment executives**
- **First-hand insights into how the US, New York, Charlotte and North Carolina operate**
- **And even time to see the local sights!**

Prior to the trade delegation all delegates will be invited to a face-to-face briefing session in London, where they will receive a comprehensive information pack, including detailed itinerary.

This delegation will enable you to make a detailed and a cost-effective assessment of the opportunities available to your company in the US.



# The Investment

Thanks to the generosity of our sponsors, APSCo is able to offer places at significantly reduced rates. APSCo members also receive a further £400 discount and the itinerary is designed to be flexible so that delegates can include New York or Charlotte or both.

## APSCo member rates:

	UK (£)	Germany (€)	Singapore (\$)	Australia (\$)	New Zealand (\$)
New York AND Charlotte	£2,500	€2,850	\$4,075	\$4,450	\$4,800
New York OR Charlotte	£1,800	€2,052	\$2,934	\$3,204	\$3,456

## Non APSCo member rates:

	UK (£)	Germany (€)	Singapore (\$)	Australia (\$)	New Zealand (\$)
New York AND Charlotte	£2,900	€3,306	\$4,727	\$5,162	\$5,568
New York OR Charlotte	£2,200	€2,508	\$3,586	\$3,916	\$4,224

All costs are subject to UK VAT, where applicable.

These fees cover all the seminars, hosted meetings, networking events and support for the duration of the Delegation. Standard flights between New York and Charlotte are also covered for delegates attending both legs of the programme.

Please note that return flights to the US, accommodation and travel insurance are not included in the fee and will need to be met by delegates

## Booking

Places on the APSCo Trade Delegation to the US are limited and will be allocated on a first come first served basis - so please let us know as soon as you can if you are interested in participating.

All confirmed delegates will receive a comprehensive pack of information including a detailed itinerary.

For further information and to book your place, please e-mail: [Bazgha.sultana@apsco.org](mailto:Bazgha.sultana@apsco.org)



## Sponsors

APSCo would like to thank Precision Global Consulting and Squire Patton Boggs for their generous sponsorship of this Trade Delegation - our comprehensive programme of events would not be possible without their support and insights.



Squire Patton Boggs are a global law firm providing industry-leading advice to the recruitment sector and will be hosting the New York leg of the trade delegation from their offices - part of their network of 16 offices across the US. Squire Patton Boggs know the recruitment world like no other, having spent decades demystifying complex regulations for clients and leading recruitment sector bodies. Their advice is technically first-rate, highly commercial and pragmatic. Whether at the local or global level, they bring a depth of expertise and consistency of quality in the clear advice they deliver. Their uniquely collaborative culture means they offer a truly connected service that is responsive and cost effective.



PGC are headquartered in Austin, Texas and have an operations hub in New York. They are experts in the field of employment in US / Canada and have been working with individuals and businesses for 20+ years; facilitating expansion to North America. Their service is powered by their in-house tech-platform, called "Precision" and they are passionate about providing five-star customer service to their clients and contractors. They're currently working with over 200 international clients operating in North America, including many high-growth recruitment agencies from the UK who have landed in the US market in recent years.



APSCo Global is an international trade body offering global services, with local delivery, to the international recruitment sector through our offices in Australia, Germany, South East Asia and the UK. Through our member services, we help differentiate the professional recruitment market by raising standards and delivering expert support and market intelligence to members of APSCo around the world.

