



# Media alert

## .eu engages aspiring businesses in London

**Brussels, 15 November 2012** – The .eu registry EURid is engaging with small- to medium-sized enterprises (SMEs) by exhibiting at London's Business Start-up Show from 22-23 November 2012.

.eu enables companies to express the fact that they are open for business in other European Union markets. Across the EU, .eu registrations grew by 7.6% in the year to Q2 2012 showing that .eu is ideally suited for companies with cross-border ambitions or operations. In the United Kingdom, there are currently more than 344 000 .eu domain names registered to British businesses, organisations and individuals.

EURid is exhibiting at stand 450 along with Domainmonster.com, an international .eu accredited registrar with a British office, where staff will be on hand to answer questions about getting started with .eu and to register .eu domain names.

- Event: Business Start-up Show, Olympia Exhibition Centre, Hammersmith Road, London, the United Kingdom
- Date: 22-23 November 2012
- EURid's exhibition stand: 450.

EURid's Liaison Manager for the United Kingdom and Ireland, Alette Boshier, is attending the exhibition and will be available for interviews. For more information, please contact [press@eurid.eu](mailto:press@eurid.eu).

### About .eu and EURid

The .eu domain ranks among the largest top-level domains in the world, connecting 500 million people in 27 EU countries to one Internet identity. More than 3.5 million .eu names have been registered since the domain opened for registration in 2005. Many companies and brands use a .eu website as a practical solution to convey a clear European identity and their business ambitions, including Fairtrade International, Foot Locker, Louis Vuitton, the MAN Group, Microsoft Corporation, Orangina and Toyota.

EURid is the not-for-profit organisation that operates the .eu top-level domain, following a tender process and appointment by the European Commission. EURid works with over 850 accredited registrars and provides support in the 23 official EU languages. EURid is registered by the EU Eco-Management and Audit Scheme (EMAS), which is an expression of EURid's environmental commitment. With headquarters in Brussels (Belgium), EURid also has regional offices in Pisa (Italy), Prague (the Czech Republic) and Stockholm (Sweden). More information at: <http://www.eurid.eu>.

For media information, please contact:

Catherine Dowdell, PR Officer Phone: +46 (0)8 5063 74 12

Email: [press@eurid.eu](mailto:press@eurid.eu) Press room: <http://www.eurid.eu/en/press-room>

### EURid vzw/asbl

Park Station,  
Woluwelaan 150,  
B-1831 Diegem, Belgium

Tel.: +32 (0)2 401 27 50

Fax: +32 (0)2 401 27 51

[info@eurid.eu](mailto:info@eurid.eu)

[www.eurid.eu](http://www.eurid.eu)