

## **MEDIA RELEASE**

**2<sup>nd</sup> February 2012**

**Fifteen jobs have been created after a company opened a UK office in Warwick in rapid quick time thanks to help from the Coventry and Warwickshire Local Enterprise Partnership (LEP).**

**Configit was set-up in Copenhagen, Denmark, in 2000 to develop software which assists in selling and configuring manufacturing products and is particularly popular in the motoring industry when drivers are choosing which extras they want their new vehicle to feature.**

**Henrik Reif Andersen, chief executive and co-founder of Configit, contacted the Coventry and Warwickshire LEP for advice on the best location in Warwickshire to launch their UK base.**

**In only three months, viewings were arranged, a lease agreed at Tournament Court in Warwick and specialist IT developers interviewed and recruited for the 15 new developer positions as the LEP and Warwickshire Investment Partnership joined forces to meet the company's deadline.**

**Henrik said the process had been extremely quick and smooth and the office and location were ideal for their needs.**

**“We found out about the LEP on the web and after speaking to them, we were provided assistance in finding convenient premises and in screening potential employees before the interview stage,” he said.**

**“Being new to the area, we didn't really know where to begin in our search for offices but we knew we wanted to be close to Jaguar Land Rover's sites in Gaydon and Whitley since they are one of our new customers and Warwick is in the middle so it is ideal.**

**“We have been travelling from Copenhagen for a year and we like the town of Warwick enormously and it is easy for commuting.**

**“Business is going well and it is a growing industry. When you are buying a new car, there are so many different options for you to choose and this software allows customers to choose the right options.”**

**Cllr Alan Cockburn, Warwickshire County Council's Portfolio Holder for Sustainable Communities and CW LEP board member, said: “The county council is proud to support a new international business in locating to Warwick.**

**“Warwickshire is the ideal geographical location for businesses because of its excellent transport links and traditional close ties with the manufacturing industry.**

**“The Warwickshire Investment Partnership team works closely with the CW LEP to secure investment for the area, and this is a great example of what can be achieved in such a short space of time.”**

**Roger Douthwaite from the CW LEP said one of the organisation’s aims was to improve skills by attracting companies such as Configit to the region.**

**“It was a very quick turnaround but we met the deadline,” he said. “It was important to find the right property and Warwick has a great selection of high quality office accommodation with meeting rooms and plenty of parking so we were able to move quickly.**

**“We also put them in touch with a specialist IT recruitment company to make sure Henrik could interview people with the right skills for the posts they had available.**

**“Henrik and his new team are settled into their UK home and we are pleased to have played a part in Configit moving to Tournament Court.**

**“It was the perfect combination of the LEP working with Warwickshire County Council for the good of the local economy.”**

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**Notes to Editors:**

**Warwickshire Investment Partnership offers free support and advice for businesses. Since the Partnership was formed in 1998, it has directly assisted 725 investors into Warwickshire, creating 9,070 jobs and safeguarding over 6,010 jobs.**

**The Partnership is a working arrangement between the Warwickshire County Council, the county’s five district and borough councils and other government agencies.**

**For more information visit the website at [www.warwickshire.gov.uk/wips](http://www.warwickshire.gov.uk/wips)**