



## US tech and innovation: reaching new heights in 2024

Are you looking to stay ahead of the curve and find new growth opportunities in 2024? Join us to uncover the latest trends impacting tech businesses and how you can help to shape the future of airport technology in the US and beyond.

- **Date:** 26 March 2024
- **Time:** 14:00 to 15:00 (GMT)

Are you looking to make your tech business soar in 2024? Get off to a flying start with this webinar, where you'll find out how you can shape the future of airport technology in the US and beyond.

As part of the session, you'll get the exclusive opportunity to hear from **Miami Dade Aviation Department** as they share top insights from Miami International Airport's journey to becoming a smart city airport.

They'll cover:

- Their main vision for transforming into a smart city airport.
- The tech and innovation challenges they're looking to solve.
- How your business can help to continue shaping the future of the airport.

Alongside **techUK**, **Vivat**, and **Wilson Sonsini Goodrich & Rosati**, you'll also discover:

- Key trends and opportunities for technology and innovation in the US market.
- Key considerations when looking at US expansion.
- How to successfully navigate the ever-evolving tech landscape.

### Why the US?

The US has the world's largest Tech market, boasting a market value of \$1.7 trillion. Meanwhile, the UK is Europe's leading tech hub, attracting more venture capital investment than any other European country. These two nations have a rich history of collaboration in the Tech sector – highlighted by the many success stories out there. In fact, exports of British data-enabled services to the US, like finance and computer services, were estimated to be worth more than £69 billion in 2020 and are set to grow.

As global technology and markets continue to evolve rapidly, it's crucial for UK tech and digital businesses to stay ahead of the curve and explore new avenues for growth in 2024.

### Who is this webinar for?

Businesses with a spark for innovation in the following sectors:

- Tech.
- Digital.
- Advanced Manufacturing.

Don't miss out on this chance to gain a competitive edge and explore potential collaborations with industry leaders. Limited spaces available!

### Join us

We've now launched our new Santander Navigator tiering structure, which has changed the way you register for events. All of our events can now be accessed through our free Explore subscription package, where you can register for this and future events, as well as access exclusive insights and a number of other exciting features.

To register your interest for this event, please click the relevant button below to register or, for new subscribers, register your details and a member of the Santander team will contact you to walk you through the sign-up process for your free Santander Navigator subscription. Once you've registered for the platform, make sure to register for the event itself in the 'Events and activities' tab. For further information about this event, please contact [Katarzyna Chys](#).

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