



Press Statement

August 24, 2009

ICOMP expands membership base and partners with SuMa-eV

The Initiative for a Competitive Online Marketplace (ICOMP) is pleased to announce that two new members have joined the initiative:

- Foundem.co.uk, a UK-based technology start-up that has patented and developed the world's first multi-purpose vertical search technology
- and Empathy Interactive, a Polish internet software and applications company

ICOMP has also entered into a working partnership with SuMa-eV, the "Association for the Promotion of Search Engine Technology and Free Access to Knowledge", in Germany. The name SuMa derives from the abbreviation of the German word for search engine, "Suchmaschine". SuMa's mission is to build a decentralised, cooperative search engine framework in Germany, conceived and structured in a way that is by nature resistant to monopolisation. ICOMP sponsors and is represented on the panel of judges of the Annual SuMa Awards, which give recognition to the role of search engines in providing access to online information. The SuMa Awards, which accept contributions in the form of text (scientific, journalistic, legal, literary, etc.), audio, video, multimedia, code, or any manner of artistic expression, are meant to encourage public debate around the importance of our information environment for the future development of society.

About ICOMP

ICOMP is an industry initiative for organisations and policy makers involved in the online marketplace, which aims to draw up and build widespread support for principles that underpin a competitive, transparent, privacy friendly, and secure online marketplace.

ICOMP is sponsored by Microsoft. Burson-Marsteller acts as its secretariat.

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