

# Madison presence at SXSW gains exposure for region

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As business connections between Madison and Austin, Texas deepen, the South by Southwest show provides a unique opportunity to get more exposure for Wisconsin's southern region, Madison Chamber of Commerce President Zach Brandon says.

The two-day SXSW show took place on March 11 and 12 in Austin, where companies from across the world showcased innovations in film, music and technology.

Brandon pointed to Madison companies setting up "outposts" in Austin as proof of the connection between the two cities, as well as more national awareness of the growing tech scene in Madison.

The chamber threw an event March 13 in Austin for Wisconsin-connected companies, drawing representatives of notable companies like Redox, Design Concepts, American Family Ventures and the Doyenne Group, an organization that "makes Madison the number one place in the world to be a female entrepreneur," according to Brandon.

See the full story at [WisBusiness.com](http://WisBusiness.com)