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# London

Issue 146 | June 2018

## Business Matters

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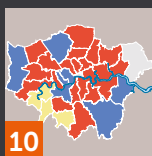
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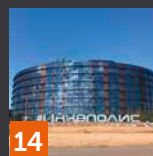
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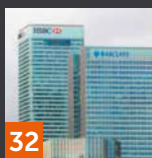
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Official Publication of  
**London Chamber of Commerce**  
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*London Business Matters* is published on behalf of London Chamber of Commerce and Industry by



**Crosby Associates Media Limited**  
Liverpool (Head Office):  
Burlington House, Crosby Road North  
Liverpool L22 0PJ  
Tel: 0330 124 3780  
[www.crosbyassociates.co.uk](http://www.crosbyassociates.co.uk)



# Increasing London's digital capabilities

The London workforce needs a huge boost to its digital ability to ensure it has the appropriate business skills, according to a new LCCI survey.

More than 500 businesses in London were asked how the capital could ensure it has access to the skills it needs.

The ways most commonly selected as important were increasing digital capabilities amongst London's workforce (72 per cent) and expansion of work experience opportunities for students (71 per cent).

## Other areas considered important are:

- an immigration system tailored to London's needs



- a London careers service for all ages
- introduction of T-Levels
- more flexibility in using apprenticeship levy funds for other training purposes
- devolving all 16-18 skills provision to London.

## Intelligence

LCCI chief executive Colin Stanbridge commented: "London's posi-

tion as a leading global city cannot be taken for granted. By 2020 the capital is forecast to reach a population of nine million and achieve megacity status by 2030 with over ten million citizens.

"We need to ensure that the workforce has the skills to cope with not only this expansion, but the challenges that are produced as a result of Brexit and factors such as artificial intelligence.

"This is why we have been calling for the government to both upskill our current work force through measures such as prioritising new T-Levels in construction and digital areas as well as ensuring that the immigration system is fair and flexible after Brexit."

## Silvertown tunnel gets planning consent

Last month Transport for London (TfL) was granted a Development Consent Order by the Department for Transport to deliver the Silvertown Tunnel, prompting a positive reaction from LCCI chief executive Colin Stanbridge: "To know that the Silvertown Tunnel will finally go ahead is a cause for celebration and relief.

"Now we hope that the pressure

on existing infrastructure can be relieved, congestion can be lessened, and the potential for new homes can be realised.

"As London grows towards megacity status, we need more fixed river crossings in London as a step towards solving so many of the capital's issues and going ahead with Silvertown at the soonest possible opportunity is big step in the right direction."

## New Councillors need to fix the housing crisis

Commenting on the recent local elections LCCI chief executive Colin Stanbridge said: "We congratulate and wish good luck to all those who have won or retained their seats.

"Now it is time for our Councillors to get to work on the pressing issues facing London.

"Chief among these are fixing the housing crisis as the lack of affordable homes is impacting on employees and employers.

"Agreeing to an honest review of

the green belt – viewing derelict and disused parts of the green belt as viable, would be a good start.

"At the same time we need to close the skills gap as businesses need access to a diverse, skilled workforce.

"We are eager to see more devolution for London, to town halls as well as city hall, but that will only come if Boroughs can demonstrate they collaborate and cooperate across boundaries – if they do so then the prize for London could be great."

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# Going global with the ABA

**S**ir Vince Cable MP was guest speaker at this year's Asian Business Association (ABA) dinner, rebranded as the LCCI's annual global dinner to reflect the increasing importance of longer-distance foreign markets for UK trade.



The former business secretary spoke to an audience of over 400 people at the Savoy Hotel of how he first witnessed the Asian business community driving economic growth when he was treasury finance officer for the Kenyan government in Nairobi in the 1960s. When conditions in East Africa changed and Asians were made less welcome "Africa's loss was Britain's gain" as many made their way to the UK.



Photos by Dan Corbett, Ramshackle

See pages 30 and 34 for more on ABA networking partner events

The dismantlement of exchange controls in 1979 encouraged more investment in the UK from, for example, some of the big Indian com-



panies and now the contribution from the Asian diaspora to Britain's economy is enormous.

Democrat party, shared his concern that nothing was more damaging to Britain than the perception that it was being hostile to the outside. It was essential, he said, that the UK re-established its reputation as a place where business wants to invest

## Perception

The former chief economist for Shell, now leader of the Liberal

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Photos by Dan Corbett, Ramshackle



and people want to live. The MP for Twickenham was introduced by ABA chairman Tony Matheru, managing director of Grange Hotels, who described the role of the association and its reputation as the 'voice of the London Asian business community'. It also, within the London Cham-

ber, facilitates cross border trade and investment with areas where the Asian community has historic links. The dinner also featured a comic turn from Hardeep Singh Kohli, described as a broadcaster, comedian, chef and child of a corner shop owner.



Hardeep Singh Kohli, Sir Vince Cable and Tony Matheru

ABA Global Dinner 2018

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# Handmade in London

The Brompton Bicycle factory in West London hosted a visit from cycling minister Jesse Norman MP last month. Will Butler-Adams, chief executive of Brompton Bikes (pictured on the left), took him on a guided tour of the factory which produces around 45,000 bikes a year. All Brompton bikes have been handmade in London since 1975 and the company are strong advocates for the many physical and mental health benefits of cycling.

The minister took a test ride of the new Brompton Electric, the company's first venture into the fast-growing e-bike market. The first electric bikes will be delivered to customers next month.

[www.brompton.com](http://www.brompton.com)



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# Facing the university challenge

The University of West London (UWL) unashamedly focusses on careers and very successful it is too writes Peter Bishop.

Every student is guaranteed a work placement or internship, and ninety-seven per cent achieve employment within six months of graduation, outcomes not unconnected with the fact that 6,000 businesses are attached to or associated with the university and its specialist schools – see box Schools of thought below.

Its subject diversity stems from its polytechnic past, strengthened with the addition of health and musical studies, and merger with the Reading College and School of Arts and Design. Thames Valley University, as it became, formally adopted the name of the University of West London in 2011.

**“Education is a competitive business and for educational establishments to survive and thrive requires a rare blend of pragmatism, vision and leadership”**

## Engaging

Four years previously Professor Peter John had been appointed Vice Chancellor after success in academic and non-academic roles at the universities of Bristol, Reading and Plymouth. His studies were at the universities of Wales, Oxford and Bristol so when I met him at UWL's Pillar Restaurant in Ealing I was expecting a donnish personality. Not a bit of it. Cerebral, learned, precise ... of course, but also pragmatic, widely-informed and commercially-orientated (something that so many universities could do with). Above all he was hugely entertaining and engaging, providing me and Ealing Chamber stalwart Patrick Kennedy with the perfect lunch companion.

## Competitive

Education is a competitive business and for educational establishments to survive and thrive requires



Professor Peter John

a rare blend of pragmatism, vision and leadership. Professor John has certainly put UWL on the map. Over a meal many a West End restaurant would have been proud of, cooked and served by students of the London Geller College of Hospitality and Tourism, we learned of UWL's tie-up with Heathrow (see box on opposite page), the recently-opened Westmont Enterprise Hub, and the imminent launch of

a food innovation laboratory, part funded by the EU.

## Challenges

That prompted a question about the impact of Brexit. Top of the concerns was the ongoing loss of staff (support and academic) returning to home EU states. Student numbers were also being adversely affected and uncertainty surrounded trusted and effective

programmes such as Erasmus and Horizon 2020. But John is facing the challenges with characteristic ingenuity and supporting efforts to take student numbers out of net migration figures as well as seeking partnership and recruitment opportunities in other parts of the world – with much activity in China and Hong Kong for example.

Professor John finds the time to sit on the boards of London Higher and think tank Million+ as well as writing widely on education, his latest book, published by Routledge, is *Dimensions of Marketisation in Higher Education*.

## Distinguished

Back to UWL and I mentioned a distinguished alumna, Dr Spinder Dhaliwal, author of *The Millennial Millionaire*, with whom the London Chamber has worked in the past. John knew her, of course, and we spoke of other notable old boys and girls including musicians Freddie Mercury (below) and Pete Townsend, politician James Cleverly MP, and, most topical, Rebecca Harris, producer of *The Silent Child* which had just won an Oscar in the live action short film category in Hollywood.



## Schools of thought

UWL includes widely-recognised schools and colleges of global renown:

- Claude Littner Business School
- London Geller College of Hospitality and Tourism
- School of Computing and Engineering
- London College of Music
- College of Nursing, Midwifery and Healthcare
- School of Law and

Criminology

- School of Human and Social Sciences
- London School of Film, Media and Design. Rebecca Harris, producer of this year's Oscar winning short *The Silent Child*, is a graduate.

This September a pilot-training facility will open for 60 candidates who will be able to use a recently-acquired Boeing 737 flight simulator.



Lunch over, John was rightly pleased with what his culinary students had achieved. No time to dwell though and next up for him was further preparation for UWL's collaboration with neighbours Heathrow Airport on what was to prove to be a fascinating, permanent exhibition.



# The story of Heathrow



The University of West London is hosting Heathrow: the journey, an exhibition of artefacts dating back to the 1940s to tell the story of the UK's busiest airport at its campus in Ealing.

The collection includes photos of Beatlemania, Princess Diana and other famous passengers, including movie star Sophia Loren, enticing travel brochures from the golden age of air travel, a selection of airline pennants and postcards, historic images and videos of the first supersonic Concorde, maps and technical drawings.

The exhibition was launched by Professor Peter John with Heathrow chief executive John Holland-Kaye. John commented: "People can discover and appreciate an extremely rich heritage at Heathrow: the journey and we are delighted to host this exhibition which charts its development into one of the world's leading airports."

"Heathrow is located inside the University's catchment area and we enjoy a close business partnership which delivers excellent opportunities for our students – the next generation of talent. Thanks to this relationship, many of our graduates go on to enjoy successful careers connected to Heathrow Airport and we look forward to this continuing long into the future."

Holland-Kaye said: "Heathrow has witnessed major historical events, and hosted many remarkable people throughout its long history. We are proud to be Britain's front door and hope the students, aviation enthusiasts and local people that see this exhibition can feel the same. We were especially pleased to partner with the University of West London to ensure this exhibition resides permanently on their campus."

[www.uwl.ac.uk/HeathrowExhibition](http://www.uwl.ac.uk/HeathrowExhibition)

SPONSORED COLUMN

## Successful exits for entrepreneurs

By Clare Munro, senior tax partner, Lubbock Fine Chartered Accountants



An earlier column covered proposed changes to entrepreneurs' relief. These changes should stop shareholders accidentally losing relief by diluting their holdings as their company expands and needs more capital. But, as entrepreneurs' relief is so important and there are still plenty of ways to accidentally lose relief or simply fail to qualify, it's worth revisiting.

To recap, the government encourages entrepreneurial aspiration, offering a 50% discount on the capital gains tax rate when business owners sell, so the CGT rate is 10% on qualifying disposals.

### So what traps should you avoid?

1. Don't resign too early. Vendors of trading company shares get relief only if the vendor is an employee or 'officer' of the company for at least a year before sale. For most owner-managed businesses the shareholder will also be a director. However, if you resign as a director before the share disposal then you fail the conditions and lose relief.
2. Consolidate small shareholdings with qualifying sellers. Vendors must own at least 5% of the ordinary share capital and votes for a year before sale to qualify. If your spouse holds less than 5% or has held shares for less than a year they won't qualify. If you meet the twelve month requirements, it may be better for your spouse to transfer shares to you pre-sale so that the whole lot qualifies.

"Avoid charging rent on business premises held outside the company."

3. Similarly, look at other family holdings. Often share ownership has been spread around several generations to facilitate dividend payments leaving some members with less than 5%. Review the structure to see which classes of shares carry votes and qualify for relief.

4. Avoid charging rent on business premises held outside the company. Entrepreneurs' relief on the property will be restricted if the company has paid market rent for use of the property.
5. Time the disposal of the premises carefully especially if the trade is to cease. The premises won't qualify for relief in their own right, only if accompanying the sale of a company or business. Moreover, the property needs to remain in business use up to the disposal date.

Happily, there are planning opportunities too. For example, by splitting share ownership with a spouse you double relief on sale. With a £10m lifetime entrepreneurs' relief allowance, gains up to £20m can be sheltered. It needs advance planning to meet the conditions for the year prior to sale, but with a 10% saving on the main CGT rate, successful planning for a couple could save tax of £2m.

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*Advice that adds up*





Brexit news over the past few weeks has been dominated by discussion about the future UK relationship with the EU Customs Union. Prime Minister May is adamant that we will leave the Customs Union when the UK officially leaves the EU on 29 March 2019 (the transitional period to last until 31 December 2020 and possibly for longer) and this remains government policy.

**HM Government: Future customs arrangements: A future partnership paper**  
<https://bit.ly/2kdGKQ6>

### What are the Customs Union options?

The option favoured by the Prime Minister and her Chancellor Phillip Hammond is the 'EU Customs Partnership'. This would remove the need for new customs checks at the border between Northern Ireland and the Irish Republic, the so-called 'hard border'. The UK would collect tariffs set by the EU Customs Union on goods coming into the UK on behalf of the EU.

**What are Theresa May's customs options?**  
<https://bit.ly/2GFe0sn>

**UK-EU customs partnership 'still on table'**  
<https://bbc.in/2jwx1UD>

**Boris Johnson: Customs partnership plan is 'crazy'**  
<https://politi.co/2Lliyrr>

Another option more likely to be favoured by pro-Brexit government ministers and MPs is 'maximum facilitation' or 'max fac'. This accepts the need for a customs border, including in Ireland. It would make use of new technology, 'trusted trader' schemes and exemptions to minimise disruption in the flow of goods across the border. It would mean that companies only need to pay duties every few months rather than every time goods or services crossed the border.

**Why UK business prefers 'max fac'**  
<https://on.ft.com/2s1fHvD>

**Post-Brexit customs: Max fac and the customs partnership explained**  
<https://bit.ly/2IDAX55>

**Brexit customs conundrum and the 'max fac' fudge**  
<https://on.ft.com/2khlmcG>

**Clock is ticking for Theresa May as customs row drags on**  
<https://bit.ly/2IFSaXF>

**Both British post-Brexit customs proposals unworkable: Irish PM**  
<https://reut.rs/2IBmfeJ>

On 18 May, the Cabinet provisionally agreed to a 'backstop' option of remaining in a customs union with the EU beyond 2020 "for a matter of months" if there is no deal on the preferred customs arrangements.

**Cabinet agrees Brexit customs 'backstop' option**  
<https://bbc.in/2wSJK7q>

**May told Brexit customs 'backstop' plan must be short-term**  
<https://bit.ly/2IVuYbf>

**Customs union question can be dodged no longer**  
<https://on.ft.com/2Lijk8q>

**Brexit: Theresa May scrambles to avoid backbench anger over customs union**  
<https://ind.pn/2GGrrrZ>

### What progress has been made with UK-EU talks?

The EU's chief Brexit negotiator, Michel Barnier, said that talks between the UK and EU have not moved along since March. Mr Barnier said there was a "risk of failure" due to disagreements about the Irish border and how the Withdrawal Agreement is to be handled

**Brexit: 'Little progress' in talks since March, says Barnier**  
<https://bbc.in/2rJbtb2>

**Lack of progress in Brexit talks, EU Council hears**  
<https://bit.ly/2s4YgJZ>

### How is EU Withdrawal legislation progressing through Parliament?

The EU (Withdrawal Bill) is to return to the Commons after seeing a total of 15 defeats in the Lords. Peers have made 15 changes to the Bill on the following key Brexit issues:

1. Customs Union negotiations
2. 'Retained EU law'
3. Charter of Fundamental Rights
4. Powers of legal challenge
5. 'Legal compliance'
6. Limit to 'Henry VIII powers'
7. Parliament must have a 'meaningful role' on the Brexit deal
8. 'Mandate for negotiations'
9. Refugee family reunion rights
10. Northern Ireland
11. Future UK co-operation with the EU
12. Removal of the Brexit day provision
13. 'Norway option'
14. 'Sifting of Brexit-related regulations'
15. EU environmental regulations

**Brexit: EU Withdrawal bill suffers 15th defeat in Lords**  
<https://bbc.in/2GD8VAR>

**Brexit block: the 15 House of Lords amendments to the EU Withdrawal Bill in full**  
<https://bit.ly/2x5m1r2>

**Lords inflict 15th defeat on government over EU withdrawal bill**  
<https://bit.ly/2LJ5oz>

### What will happen when the Bill returns to the Commons?

The House of Lords made its final amendments were made to the Bill during the third reading on 16 May. The Bill will now go to the Commons for consideration of the Lords' amendments. The Commons can accept or reject the Lords' proposed amendments outright, suggest amendments to the amendments or propose 'amendments in lieu' which will achieve the same outcome in a different way. Unless all the amendments are accepted, the Bill will then return to the Lords for consideration of the Commons' proposals. This process will continue until all outstanding points of disagreement are resolved, a process known as 'ping pong' between the two Houses of Parliament.

**European Union (Withdrawal) Bill 2017-19**  
<https://bit.ly/2zCzmXE>

**Institute for Government**  
<https://bit.ly/2F7Y7Kr>

**EU Withdrawal Bill: what happens next after Lords votes?**  
<https://bit.ly/2x2HWzf>





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# London Local Elections May 2018 – the results



by Alexa Michael

Thursday 3 May 2018 saw local government elections take place in London on the same day as the wider local elections in England. All 1,796 Council seats across 32 London boroughs (excluding the City of London where elections to the Corporation of London had been held in 2017) were up for election. In addition to the London Borough elections for Councillors, Executive Mayoral contests were held in Hackney, Lewisham, Newham and Tower Hamlets.

The results saw the Labour Party winning 47 per cent of the vote, 1,120 Councillors and outright control of 21 Councils, including taking back Tower Hamlets from no overall control. Labour also won all four Mayoral elections. The four per cent swing to Labour resulted in their best performance in London for 45 years and its second-best London result ever, just pipped by their 1971 haul.

## Target

However, Labour's much-publicised aim of "turning London red" did not materialise as the party failed to take control of Barnet in North London. It is probable that ongoing allegations of anti-Semitism within the Labour Party resulted in a lack of support from Barnet's large Jewish population.

Labour also failed to win its target boroughs of Kensington & Chelsea (scene of the Grenfell Tower tragedy in 2017), Westminster and Wandsworth, all of which remained Conservative. However, Labour did pick up seven seats in Wandsworth at the expense of the Conservatives.

The Conservatives won 30.8 per cent of the vote and 511 seats, its lowest-ever number of seats in London local elections. Despite losing 101 seats and control of Richmond upon Thames and Kingston upon Thames to the Liberal Democrats, they won control of seven Councils, including Barnet where it took back outright control. Despite predictions of being wiped out in London, the Conserva-

tives did not reach their all-time low of four Councils as had been the case in 1994 and 1998. London-wide, the party's vote share increased by 0.9 per cent.

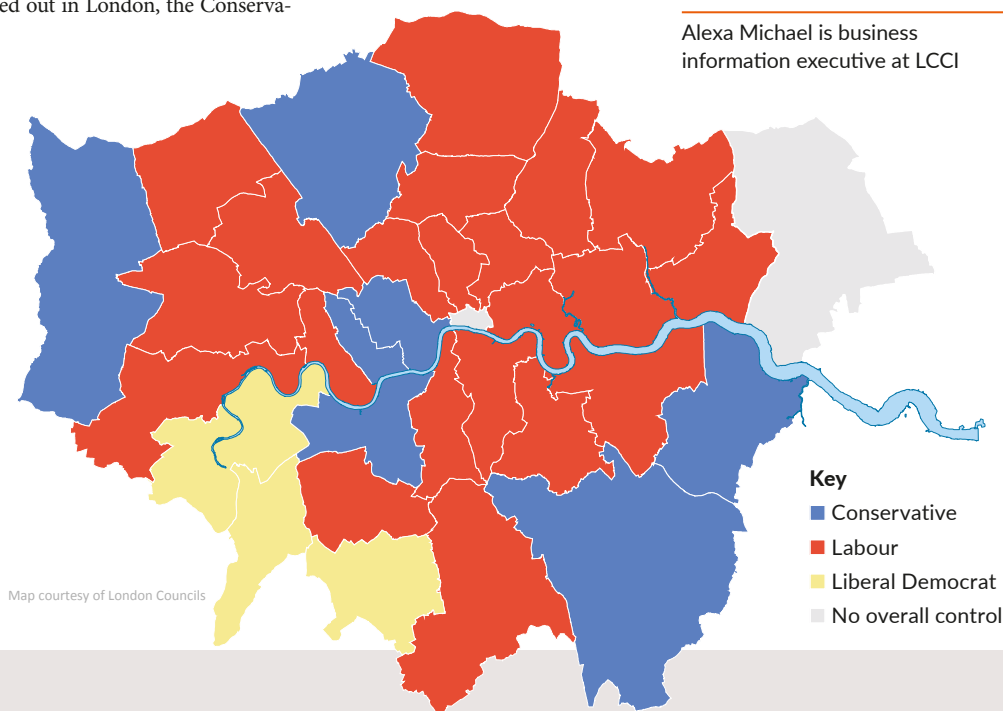
## Support

The Liberal Democrats recovered from their record low poll in 2014 to win control of two Councils from the Conservatives as well as holding on to Sutton. South west London, where support to remain in the European Union is high, turned yellow. There are now 151 Liberal Democrat Councillors across nine London boroughs, an increase of 35. They did well in Haringey, winning 15 seats from La-

bour in an area where Momentum, Jeremy Corbyn's Left-wing campaign group, is very strong. The Party won 12.7 per cent of the vote share across London.

Among the minor parties, the Greens were the most successful and won a total of 11 seats, just below their peak of 12 in 2006. The United Kingdom Independence Party (UKIP) lost all its seats and attracted just 0.4 per cent of the vote, down from five per cent in 2014. The only other parties to win seats were the People's Alliance of Tower Hamlets and the Harold Hill Independent Party in Havering who won a seat each.

Alexa Michael is business information executive at LCCI



## Analysis

### What can be deduced from the results?

Both main parties can be said to have something to celebrate and something to commiserate; Labour in that it had its best performance in London since the 1970s and the Conservatives in that they hung on to several Councils which they had been predicted to lose. However, Labour did not make the gains that it had been hoping for and the Conservatives now have their lowest-ever number of Council seats in London, if not Councils, despite a very rightward swing. If the Conservatives want to win a sizeable majority of seats in a future general election,

they will need to do better in London which currently has 73 Parliamentary seats. Boroughs which were controlled by the Conservatives as recently as 2006, such as Ealing and Enfield, are now heavily Labour.

The Liberal Democrats had reached such low levels in 2014 following their participation in the 2010-15 Coalition Government with the Conservatives that they were bound to see an upward swing sooner or later. This is especially true in London where 60 per cent of adults voted Remain in the 2016 EU Referendum and where there are large numbers of EU nationals. However, the increase in their vote was not enough for

them to win control anywhere outside of their South West London domain.

In addition, there are now several Councils in London that are 'one-party states', notably in Labour areas. For example, Labour now holds all 54 seats in Lewisham in South East London, all 60 seats in Newham in East London and 47 out of 48 seats in Islington in North London. A lack of local opposition is arguably bad for democracy and for decision-making in the interests of local people. It also suggests that the Party holds less voter appeal outside of these areas.

The next set of local elections in London will be in May 2022. Only 206 weeks left to go ...



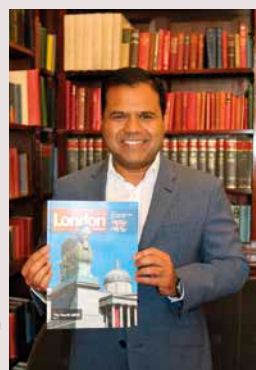


## Exchange of views

Rajesh Agrawal, London's deputy mayor for business was guest speaker at last month's LCCI patron member briefing which took place at the Cinnamon Club.

Fittingly for an ex-member of the Chamber's Asian business committee, the club, set in the former Westminster Library, is known as the original modern Indian restaurant in the capital.

Founder of the highly successful foreign exchange company RationalFX, Agrawal gave updates on City Hall progress and initiatives on transport, housing, skills and employment. He also covered what actions were being taken on to help London maintain its position as a magnet for foreign investment.



## Boiling Frogs

If you place a frog in a pot of boiling water it will understandably scramble out quickly.

However, if you place it in a pot of water at room temperature and gradually turn up the temperature, the frog will do nothing. As the temperature increases, the frog will become groggy until it no longer has the strength to climb out of the pot. Though there is nothing physically restraining it, it will sit there and boil.

The frog's psychological apparatus for sensing threats is geared towards noticing sudden changes in its environment, not gradual ones. Its ability to adapt to the increasing temperature is not a good thing for it in the long run. But isn't this how change creeps up on us in life?

I have discovered this phenomenon in business – we get accustomed to terrible situations and don't realise how hot the water is getting.

Why do we stay in water that is approaching boiling point? Is it because it is difficult to

self-evaluate? Quite often, it takes an outsider to see the problem gradually building up.

Sometimes, however, we fear that jumping out of the water will land us straight in the fire. We are paralysed by the prospect of change. So, instead, we tread water, hoping that the heat will stop. What is riskier: to try to change the environment or jump out of the pot, or to continue to adapt to the increasingly unpleasant environment?

We will not avoid the fate of the boiled frog until we learn to see the gradual processes that often pose the greatest threats. We need to constantly question how comfortable we are and whether the situation is good. What kills the frog is not the boiling water but its inability to decide when to jump out.

We all need to adjust to people and situations, but we also need to know when to change the situation. Blaming the water for changing around us is pointless.



***"We all need to adjust to people and situations, but we also need to know when to change the situation."***

*Excerpted from the Amazon bestseller 'Sparks: Ideas to Ignite your Business Growth' by Shweta Jhajharia, a leading global business coach. If you are ready to choose the red pill, get in touch at [www.londoncoachinggroup.com/businesscoachingsession](http://www.londoncoachinggroup.com/businesscoachingsession) and let's deep dive into your business together.*



# Traditional China vies with modernity



**Peter Bishop's  
Chongqing and Xi'an  
Diary**

Tianjin Airline's inaugural flight from London Heathrow to Xi'an (where I was due to chair last month's World Chamber's global origin group meeting) came just a couple of days too late for me. I therefore made my way to the ancient city, starting point for the ancient Silk Road, via Chongqing which, with a population of 30 million, is China's biggest city. After three hours in Chinese airspace over the predominantly rocky and barren provinces of Xinjiang and Qinghai, it was quite a contrast to view the huge concrete structures, endless housing estates, river crossings and elevated expressways. A statue of Buddha on a steep hillside appeared to be peering into the city, understandable perhaps given the air quality that puts Chongqing high up the list of the country's most polluted cities.



On the ground though there were no perceptible breathing problems and I was soon charmed by 'little Hong Kong' served by the Yangtze and Jialing rivers, with its steep stone stairways and street markets, infused by the smell of its famously spicy hotpot in terrain so hilly that bicycles are a rare sight. Eye-catching modern architecture is reminiscent of Dubai, especially the golden twin towers of the Sheraton hotel. They are in fact a nod to the Petronas Towers in Kuala Lumpur of which they are a scale model.



More modernity at Chongqing's brand-new railway station (more like an airport terminal than a rail terminus) for a high-speed rail connection (top speed 250 kph) to Xi'an. High security much in evidence with ID needed to be produced alongside your ticket, and policemen whizzing about on Segways. Hard to take too seriously though when a startlingly youthful copper gets a fit of the giggles when he asks me a question and realises I can't speak Mandarin.



The train journey starts promisingly as we glide through miles of terraced rice paddies, green and lush, though one had to feel for the agricultural workers (occasionally sporting the classic conical hat), bare-legged and up to their knees in brown water. Although China's urban population now exceeds – just – the number of rural dwellers, that

still leaves nearly 700 million in the fields. Then the tunnels begin as we carve through the Daba mountains running through the provinces of Sichuan and Shanxi. It feels like the longest tube journey ever as we eventually pull in to Xi'an North station, as vast as Chongqing's but with more of a railway feel.



Xi'an is a very different city. It is smaller than the municipality of Chongqing – a mere nine million people – and has a defined centre enclosed by an ancient, rectangular city wall, wide enough on top, the guide books say, to accommodate two-way chariot traffic. Now you can hire fat-tired bikes to navigate its nine miles of cobblestones. The city was put on the map for ever in 1974 when farmers digging a well came across tens of thousands

of life-size terracotta soldiers and horses created two thousand years ago to guard, symbolically, the tomb of the first Qin emperor.



You can't spend long in China before 'one belt one road' comes up, the Xi Jinping-inspired project to connect 60 countries by land and sea. It is based on the historic trade route which connected China with the Roman Empire and is being championed by the Silk Road Chamber of International Commerce whose secretariat is in Xi'an, where the original route began. The chamber's charismatic chairman Lu Jianzhong is the owner of the Tang Dynasty West Market Hotel and its fascinating museum where most of my meetings or events took place, including the International Symposium on Belt and Road Construction – see box below.

## Belting it out

**The International Symposium on Belt and Road Construction which also marked the 20th anniversary of China's implementation of the ATA Carnet system was jointly hosted at Xi'an's Tang West Market by the China Council for the Promotion of International Trade (CCPIT) and Silk Road Chamber of International Commerce.**

The event was reported to have attracted more than 300 delegates from 35 countries, including representatives of chambers of commerce, customs, enterprises, and media.

### Valuable

At the opening ceremony CCPIT vice chairman Lu Pengqi spoke of his organisation's support for the ATA carnet, the

'passport for goods' which has proved such a valuable trade facilitation tool, and how they would "continue to promote cross-border transmission of electronic certificates of origin, help enterprises to benefit from preferential economic and trade policies, and further facilitate trade to contribute to the construction of free trade zones and the development of economic and trade cooperation along the Belt and Road."

ICCWCF executive director Anthony Parkes informed delegates that there were more than 3,660 chambers and tens of millions of entrepreneurs across the Belt and Road nations. He urged that countries along the belt should ensure the active engagement of chambers of commerce and their business communities in the project.



### Conduits

In turn the chambers could be conduits and take policy issues to the International Chamber of Commerce (ICC), thus supporting efforts at appropriate global forums like the World Trade Organisation, the International Monetary Fund, and G20. "Chambers and businesses from Belt and Road nations should promote and be part of the global standards of doing business that ICC sets," he said.

[www.iccwcf.com](http://www.iccwcf.com)

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Outside the walled city in the ultra-modern Qujiang International Conference Centre, I visited the Third Silk Road International Exposition where six pavilions provided the space for an international platform for pursuing the belt and road initiative. The UK was a featured 'guest country' and had an appropriately sized stand. Prominent among British companies were LCCI members ABP, EY, Foster + Partners, and Pearson who run the LCCI Examinations Board operation in China. Education of course is highly valued here and the UK is well represented. A British Council official told me that over two thirds of British universities have a recruitment and marketing presence in China.



Trade was making the headlines in local (and global) newspapers as the row that began with the US imposing a 25 per cent anti-dumping duty on Chinese steel hotted up. The chances are though that it won't get too serious as both countries need each other's trade. Former US Ambassador to China Max Baucus was quoted as saying that the two nations were so economically dependent on each, "we're joined at the

hip." China believes strongly in trade. They already operate 17 free trade agreements and are in the process of negotiating 22 more. The lead is taken by Chinese customs who negotiate and promote the deals and cover everything from rules of origin to export declarations.



China has for some time been an increasingly outward-looking country, embracing the new world of high speed rail, ubiquitous and constantly-consulted mobile phones, and homogenous palm court shopping malls. But you still such much evidence of the traditional China with street food (the original pop-up restaurants), open air card schools, armies of cyclists, and rousing early morning company briefings involving physical jerks and tai chi. Long may it last.



## Down the road



Products on display at the 16th WCIF

Chengdu in Sichuan Province is the host city for the latest Western China International Fair (WCIF) which is taking place in September. The Belt and Road initiative will be underlying theme in this highly-acclaimed event now in its 17th edition.

Running from September 20 to 24 with the theme of *New era in China, new advances in Western*

China, the event will include an industrial sector display focusing on cutting-edge technologies, the latest products and development trends in artificial intelligence, the application of internet technology, intelligent manufacturing, energy conservation, environmental protection and rail transit.

[www.wcif.cn](http://www.wcif.cn)

## Under New Management: Time to abandon the Home Office's net migration target?

Ben Sheldrick, Managing Partner and Head of Immigration at Magrath Sheldrick



Immigration policy is one of the most divisive and contentious topics in modern Britain. A subject that has been a political football for over a decade, it was a primary issue in the EU Referendum vote in 2016 when the leave campaign harnessed the fear of uncontrolled movement into the UK as a persuading factor for the electorate to "take back control of our borders".

### A One-Woman Policy

Theresa May has been the architect of the UK's immigration policy since she first stepped through the doors of the Home Office in 2010 as Home Secretary. For the first time in modern history, under her leadership the Home Office implemented a system of quotas and caps to impose a numerical limit on the number of foreign nationals entering the UK to work as sponsored employees under Tier 2 of the Points Based System. She did away entirely with previous routes of entry to the country for highly skilled migrants under Tier 1 (General) and Tier 1 (Post-Study Work). She introduced "cooling-off" periods for Tier 2 migrants, preventing them from returning to the UK for sponsored employment for at least 12 months following a UK based assignment and she imposed significant restrictions on eligibility for settled status (permanent residency).

The overarching policy aim was to reduce net migration (the difference between the number of foreign nationals entering the UK for a period of 12 months or more and those British and settled foreign migrants who leave the UK for a similar period) to the tens of thousands over a 12 month period. Eight years later the target has never been achieved and net migration still runs at over 200 thousand annually.

### Hurting Employers

In the febrile pre-Brexit environment there is evidence that the policy is beginning to damage businesses. When the Tier 2 quota is over-subscribed in a given month, UK Visas and Immigration prioritises sponsorship based on the salary the position commands: the highest salaries will go to the top of the queue. This has a disproportionate impact on small businesses which may be unable to offer high salaries as well as on less remunerative sectors such as healthcare and education.

Demand for Tier 2 sponsorship has increased since the summer of 2016 as the flow of skilled EU migrants diminishes as a consequence of general uncertainty about the UK as a place of long-term residence. With the strict imposition of the monthly quota, many employers are simply unable to fill roles. Recent graduates, who attract entry-level salaries, are being denied sponsorship for professional graduate programmes.

### Windrush Backlash

The new Home Secretary, Sajid Javid, is believed to have a more liberal and flexible approach to migration policy. There is undoubtedly a sense emanating from the media that the Government's *hostile environment* policy has gone too far and that the public is sympathetic to those individuals who have suffered as a consequence of the Windrush debacle.

If the new Home Secretary wants to reset immigration policy in line with the economic and political realities of 2018, now is the time to do it.

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# Warm reception for British business in chilly Kazan

The Russo-British Chamber of Commerce visited Kazan, capital of Tatarstan, earlier this year with a trade delegation led by Alf Torrents.

**K**azan is located on the confluence of the Volga and Kama rivers and is known as the 'third capital' of Russia. It is now one of the most economically developed regions of the country with agriculture and heavy machinery playing an important role in its economy. It is, however, petrochemicals that dominate, with 'Tatneft' a household name throughout the region and Russia.

## Diversification

Despite the importance of oil and gas to the economy of Tatarstan, the government has implemented an ambitious diversification programme and has worked hard at creating a favourable investment climate for foreign businesses. Special Economic Zones (SEZ) have been established with competitive tax rates for foreign and Russian companies that invest and locate there. Unsurprisingly, it is a popular destination for business missions and major trade exhibitions and is hosting four games during this summer's football World Cup Championship.

Trade between the UK and Tatarstan has a narrow focus – the UK imports oil and gas and exports technical equipment and services. The trade mission defied this trend and included representatives



Kazan Kremlin: Entrance to Kazan's historic Kremlin

from four very different sectors: oil and gas (GEOMEC), luxury foods (MacKnight), air charter (Air Charter Services) and IT (Axios).



Innopolis Exterior: The Innopolis tech hub – aspiring to be Russia's digital capital

## Effective

Given the political headwinds there was concern about how well the mission would be received but, despite the snow and chilly temperatures, we need not have worried. Tatarstan is famed for its warm hospitality and it did not disappoint. The Republic of Tatarstan's Chamber of Commerce and Industry (RT CCI) organised an effective programme that mixed meetings with opportunities to learn more of the region's culture and history.

The key event for delegates was the roundtable discussion hosted by

the RT CCI where they presented their products or services to local businesses and government organisations. GEOMEC's innovative services for oil and gas operators had a natural audience given the role this sector plays in Tatarstan's economy. MacKnight generated a great deal of interest with its novel range of fish products including smoked salmon 'bacon' and 'sausages' as well as a luxury pet snack range.

## Digital

Delegates also met with Tatarstan's President Rustam Minnikhanov and a number of ministers. The programme included a visit to Innopolis, a tech city outside Kazan, which has aspirations to become Russia's 'digital capital'. It is within its own SEZ and has already attracted many Russian household tech names such as Yandex – a Google equivalent – and some well-known Western brands. To feed its need for a highly qualified workforce, a University has been built which produce 600 industry-sponsored graduates a year.

At the end of the Kazan leg of the mission, delegates stopped over in Moscow where member company Schneider's ran a seminar on doing business in Russia which included the sanctions regime and Russian tax law.

Alf Torrents is executive director of the Russo British Chamber of Commerce  
[www.rbc.com](http://www.rbc.com)

## Round the world in 60 hours



Origin of goods specialist Martin van der Weide was not put off by two key meetings being scheduled back-to-back on opposite sides of the world. Clearly no fan of conference calls, he flew for the equivalent of two and a half days to attend a Customs and Trade Facilitation meeting in Buenos Aires, Argentina and a World Chambers Federation Certificate of Origin Council meeting in Xi'an, China.

Deputy chair of the origin council and trade expert at the Netherlands Chamber of Commerce, Martin's route took in Amsterdam, Madrid, Buenos Aires, Atlanta, Los Angeles, Shanghai, Xi'an and London.





## Overseas business opportunities

Do you want to access a selection of business co-operation offers made by European companies wishing to work with UK firms? Every month Enterprise Europe Network publishes a Business Opportunities in Europe Bulletin, which contains the latest co-operation offers from companies across the EU and beyond. To find out more about this issue's listed overseas business opportunities or to subscribe to the bulletin contact Enterprise Europe Network London at enterprise.europe@londonchamber.co.uk or 020 7248 1992.

### France



Specialist in outdoor sports equipment is looking for sustainable flexible waterproof materials which can be used to reduce the environmental impact of his product. The product must have a laboratory proof of concept, and could be recently marketed. The company is looking for a license agreement or a technical cooperation.

REF: TRFR20180420001

### Turkey



Ankara-based company, experienced in construction building and infrastructure, is looking for joint venture partners to join in construction tenders. The company is also specialized in the import, distribution and trade of electrical, construction, acoustic materials and representative and is already a distributor for some European companies. The company is open to distribution agreements.

REF: BRTR20180323001

### Germany



SME specialist in home care products is looking to expand its portfolio to include mobility aids, rehabilitation, diabetes, anti-decubitus and other connected products. The SME is running a B2C webshop in order to market these kinds of products. The company is looking for a distribution services agreement.

REF: BRDE20180427001

### Sweden



Interior designer is looking to enter into a manufacturing agreement with a custom fastener producer that offers delicate looking screws in metal that will be used both for holding parts of the design together but also as decorative items.

The end-product is a basket that will be part of a collection to be shown at the London Design Fair in September and the designer has already an established name and network of resellers and boutiques.

REF: BRSE20180426001

### Netherlands



Company expert in measuring, recognising and creating healthy indoor air quality is providing clean and healthy air solutions by services and products. The patented air purifiers remove air contaminations (e.g. viruses, fine particulate matter, allergens, gasses and smells). The company foresees an increase in the need for these specific products and is looking for manufacturers. A manufacturing, license agreement or reciprocal production agreement is envisioned.

REF: BRNL20180306001

### Lithuania



Based in Lithuania, this SME is expanding its business adding a new specialisation to their profile – production of dry plant and fruit extracts using supercritical carbon dioxide method. The company is looking for a technology and/or equipment company, for a collaboration opportunity under the commercial with technical assistance, joint venture agreement or service agreement.

REF: TRLT20180313001

### Netherlands



A company involved in passenger transport is looking for innovative solutions to improve capacity usage in rolling stock and at platforms to facilitate mobility growth without loss of comfort. The public organization is looking for know-how and technological solutions from SMEs to add to its own portfolio of implemented improvements. They are seeking companies/start-ups or researchers prior to a possible public tender a research cooperation agreement with a limited scope could be offered.

REF: TRNL20180412002

### Spain



An SME with extensive expertise in the audio-visual market is looking for a technical partner in order to collaborate in the development of a new product for the production of audio-visual events using robotic cameras. The type of agreement sought is technical cooperation.

REF: TRES20180417001

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We are all expected to innovate in whatever we do, bring new products, create excellence in customer service, design delightful experiences, find efficiencies, do more with less, motivate and engage the employees, increase productivity, nurture diversity, find new ways to manage and reward performance, adopt new ways of working, make good use of technologies in the digital age...the list of challenges continues.



Dr Juliana Goga-Cooke

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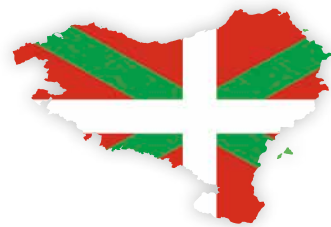
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# Basque business



by Pablo Fano

A high-level Basque business delegation took part in a two-day Basque-UK business forum in the UK earlier this year focusing on the energy and railway sectors. The newly-formulated Basque Trade and Investment office in London worked in collaboration with the FT to organise the visit as part of its wider strategy to bolster collaboration and bilateral partnership between the UK and Basque companies.

The Basque delegation was led by Arantxa Tapia, Minister of Economic Development and Infrastructure, Javier Zarraonandia, Vice Minister of Industry, and included senior representatives from the private sector.

## Strength

As part of the Basque's participation at the business forums, the minister delivered a speech praising the strong bilateral and commercial relations between the two countries. This is a relationship of strength that is highlighted by the level of Basque exports to the UK and from the number of multinational organisations that operate in both countries such as Siemens Gamesa, CAF, Iberdrola, Rolls Royce and GKN. The forum included two discussions on energy and the rail sector with delegates learning from industry leaders about future projects, the implications of Brexit and how Basque companies can align themselves

with current UK needs.

Basque companies on the mission included IDOM, Sener, Talgo, NEM Solutions, JEZ Sistemas, Lander, Alkargo, Ariadna, Erreka, and Ingeteam. Among the expert speakers were Mark Wild of London Underground, Geoff Ogden, Transport for Wales, Andrew McNaughton, HS2, Karla Jakeman, Innovate UK, David Waboso, Network Rail, George Davidson, Transport Scotland, Jonathan Brearley, Ofgem, Jonathan Cole, Iberdrola UK, Ray Thompson, Siemens Gamesa, Emma Pinchbeck, RenewableUK and Steve Fadaïro of Centrica.

The minister and other government delegates also took the opportunity to visit the London Stock Exchange to discuss the different financial instruments and programmes available and how these

can help Basque SMEs grow and expand internationally.

## Collaboration

UK and Basque companies have enjoyed close trading relations for some time, with rolling stock manufacturer CAF recently announcing it will be opening a new plant in Celtic Business Park at the Llanwern steelworks site near Newport in South Wales. The plant is designed to accommodate the production of a range of different vehicle types, including diesel and electric multiple-units, trams and high-speed trainsets. In the energy sector, Scottish Power's parent company Iberdrola Group, one of the world's largest integrated utilities and a world leader in wind energy, has continued to invest within the UK. They currently have assets

totalling £20 billion, and a workforce of 8,000 people, representing 25 per cent of the group total.

Scottish Power will deliver €6.1 billion of investment in green and smart infrastructure over the next five years. Their investment will focus on increasing renewable energy capacity, enhanced grid networks and smart technology for customers. According to UK bosses, they now have more than two gigawatts of wind power capacity, and the £2.5 billion East Anglia one offshore windfarm is well into construction.

Pablo Fano is managing director of Basque Trade and Investment [www.btiuk.com](http://www.btiuk.com)

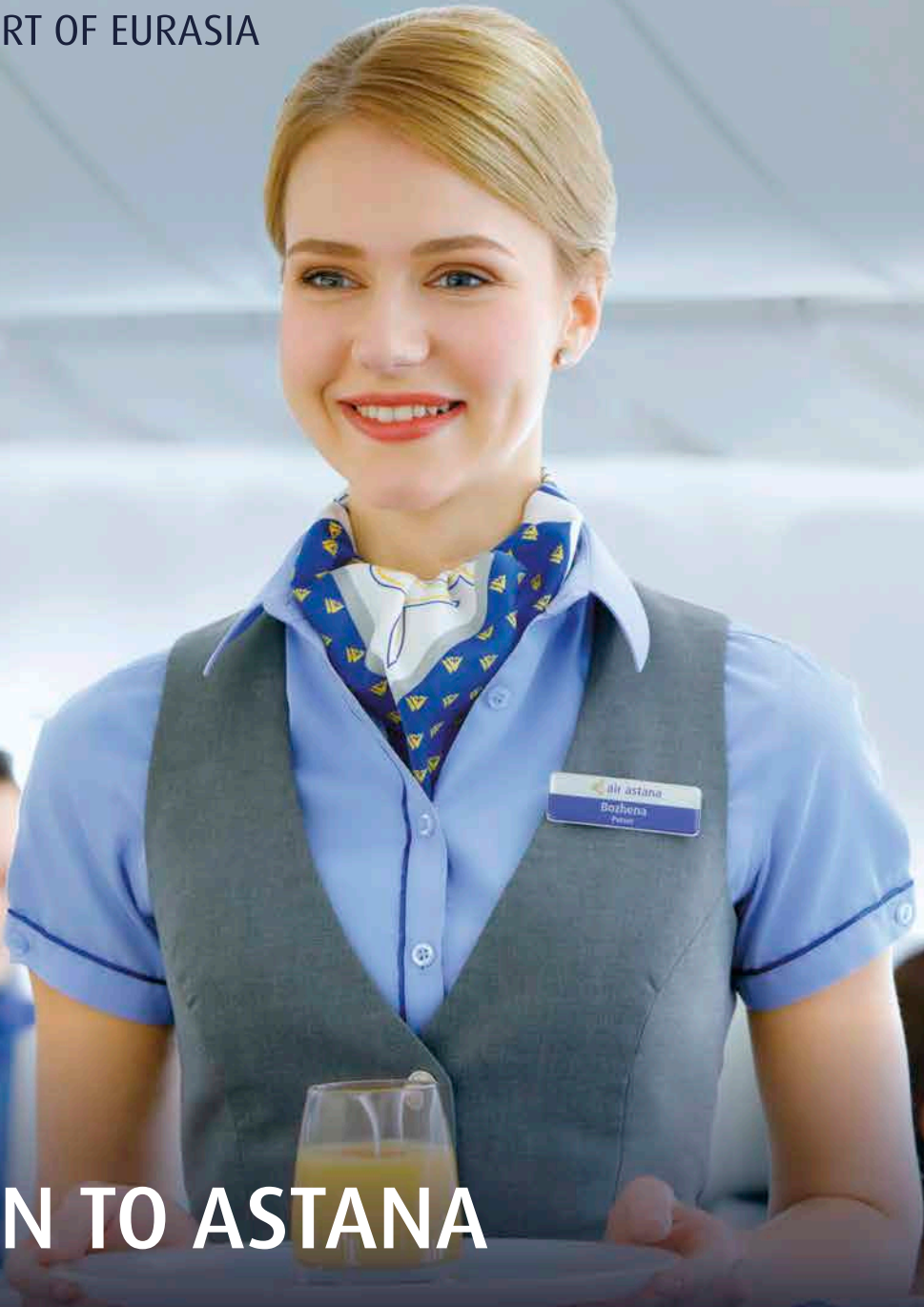


Minister of Economic Development and Infrastructure Arantxa Tapia at the London Stock Exchange



The high-level Basque business delegation in London

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# Centres of Turkish excellence

This September Turkey will open a trade centre in London to provide exporters and investors with a platform for market entry into target countries like the UK.

The specific aim of the new Turkish Trade Centre-UK initiative is to increase trade volumes between the two countries, Turkish inward investment to the UK, and raise Turkey's profile as the partner of choice for business and trade.

## Opportunity

The main centre will be located in the heart of the city's architecture and design hub in Clerkenwell and will focus on promoting Turkish producers of ceramics, marbles and tiles. It will offer UK business the opportunity to meet a new generation of talented Turkish specialists in these fields, on their doorstep.

Beyond using high-quality raw materials, Turkish producers work closely with some of the world's most talented designers and use the latest technologies to create products that are beautiful and functional. Turkish ceramics companies have been a staple feature at London's design festivals and exhibitions – including Clerkenwell Design Week – as well as in local design and architecture competitions and partnerships.

## Technology

The Turkish Trade Centre Technology office is already operating in WeWork Mansion House – the same



building that houses the LCCI – and is running with 21 tech companies in a variety of sub-sectors such as insurance technology, digital marketing consultancy, software, product development and cyber security.

The operation is supporting the development of Turkey's technology sector which is gaining a strong reputation globally.

## Enablers

Turkish Trade Centres (TTC) serve as incubators and introductory opportunities for Turkish businesses seeking to access and have a physical presence in international markets. Providing office space, warehouse and showroom, the structures serve as local hubs from which Turkish-based businesses across a vari-

ety of service and manufacturing sectors can promote, showcase and exhibit their products to customers, designers, decision-makers and prospects in key global markets all year round.

On a broader economic level, the TTCs are enablers of greater commerce and trade between Turkey and its key trade partners, which include the UK, US, and the Middle East. They are designed to be catalysts for growth – for both talented Turkish companies that export (or are keen to do so) and the volume of high-quality Turkish goods and services in the foreign market. The centres are an opportunity for business people to engage with talented Turkish manufacturers and service providers and

experience, touch and feel first-hand the high-quality of Turkish goods, all year round.

Turkish Trade Centres are currently located in the UAE (Dubai), Iran (Tehran), USA (New York and Chicago). New centres are being planned across Europe (including London), US and Asia.

[www.ttcenter.com.tr/en/default.html](http://www.ttcenter.com.tr/en/default.html)



## Upcoming LCCI trade missions



Geneva

**Switzerland: Geneva**  
Sector: Supplying the United Nations  
1 - 3 October 2018  
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Tel: 020 7203 1822  
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Bogotá

**Colombia: Bogotá and Medellín**  
Sector: Multi  
19 - 22 November 2018  
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Email: vvlotides@londonchamber.co.uk



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**Colombia: Bogotá and Cartagena**  
Sector: Infrastructure  
19 - 22 November 2018  
Register your interest  
Contact: Vanessa Vlotides  
Tel: 0207 203 1838  
Email: vvlotides@londonchamber.co.uk







# Celebrating 170 Years of UK Waterproofing

Established in June 1848, Newton Waterproofing Systems are the oldest suppliers of waterproofing and damp proofing products to the UK construction industry, and 2018 sees them celebrate an incredible 170th year of trading.

The company is still family owned and family run, and it is this family ethos and independence, coupled with their expertise and willingness to innovate that has allowed them to continually compete and grow.

## Humble Beginnings

In 1848 the original John Newton recognised an opportunity to supply plasterers hair and ancillary products to the construction industry, collecting his raw materials from the tanneries in Bermondsey, South London.



Such was his success that he supplied high profile projects including the rebuilding of the Houses of Parliament in the 1850s, and John Newton and Company Ltd went from strength to strength.

## Inventing Damp Proofing

With the introduction of plaster-board in the 20th century rapidly eroding demand for plasterers hair, Newton was forced to diversify.

Consequently, in 1937 the company designed and introduced the UK's

first physical damp proof membrane, 'Newtonite'. An immensely popular product, Newton sold over 5 million square metres of the innovative membrane between 1945 and 1983.



## The New Generation

It was during this time that Christopher Newton, great-grandson of the original John Newton, began his tenure at the family firm. From stoking the boiler in 1963, Christopher rapidly rose to Chairman in the 1970s, where he remains to this day.



With Christopher at the helm, the company recognised the need to exploit new technologies and move with the times, resulting in two major developments:

1. Inventing 'Newlath', the first meshed damp proofing membrane that could be directly plastered onto, launched in 1984.
2. Utilising protective membranes below ground, resulting in the first Newton System 500 basement waterproofing solution in 1986, consequently installed in thousands of UK properties.



Both of these introductions were so significant that, although the component products are constantly upgraded, the concepts have remained at the heart of damp proofing and waterproofing best practice for the past 40 years.

## Innovation and Expansion

The turn of the millennium saw more innovation, and in 2003 Newton introduced the industry's first approved contractor network, the 'Newton Specialist Basement Contractors'. The network's strict entry criteria maintains the high standards and guarantees required for Newton products, and now includes 40 of the best specialist waterproofing contractors across the UK and Ireland.



The rapid growth that this generated also meant that Newton finally outgrew its original premises, and after 164 years in South Bermondsey the company relocated to Tonbridge, Kent in 2012.



## Complete Solutions

The 21st century Newton Waterproofing Systems continues to grow, with 33 employees providing solutions for architects, developers, contractors and homeowners on projects from the smallest domestic basement, to high-end properties, commercial developments and extensive civil infrastructure projects.

However, the company has not lost sight of the values of its family beginnings or its independence, and as Christopher Newton observes, it is this autonomy that allows the company to continually stand out from its competitors:

*"I have always been proud to say that Newton is a family-run company, with a strong ethos that provides the foundation for the 21st century company. Alongside our independence this grants us complete impartiality and a valuable freedom, allowing us to grow and improve whilst consistently offering the highest levels of service and sourcing new and innovative solutions."*

Christopher Newton, Chairman

## Contact us

Tel: 01732 806 877

tech@newtonwaterproofing.co.uk  
www.newtonwaterproofing.co.uk



# LCCI in the news



by Katharine Barney

Since its launch at the end of last year, London Chamber of Commerce and Industry's campaign to review the green belt with a view to building houses for emergency service workers on derelict land has been gaining traction.

## CITY A.M. THE CITY VIEW

### Businesses want more homes in the green belt

FIRST-TIME buyers are going to extreme lengths to save up a deposit, according to an amusing survey published by Santander this morning. "Almost 2m are willing to swap nutritious meals for pot noodles," the bank says, inadvertently casting doubt over the future of the avocado market. The research also reveals that 38 per cent of wannabe-homeowners are so desperate to save money they'd even consider the horror of all horrors: namely, moving back in with their parents. As dreadful as this sounds, there is some good news for aspiring first-time buyers, a rising number of whom are managing to secure a mortgage and jump on the housing ladder. Numbers from City lobby group UK Finance show that 25,200 new homeowners saw their mortgages signed off in February, up 2.4 per cent from a year earlier. Buy-to-let mortgages were down 8.8 per cent, with one industry expert crediting "a more level playing field" for encouraging new homeowners to take the place of landlords. "Realistic pricing" was also cited. Nonetheless, while prices have slowed in areas such as London, they remain exceptionally high across the UK as a whole, hitting a fresh peak this month, according to Rightmove. 346th mortgage of

Initially covered in the *Evening Standard* and the *Daily Telegraph*, this month *City AM* published a leader on the subject, quoting chief executive Colin Stanbridge and LCCI research which showed that over two-thirds of firms support the creation of new homes on poor quality, disused or derelict green belt land.

### Reasonable

The leader writer endorsed the Chamber's view and said of Stanbridge's standpoint: "His sentiment is reasonable, and while the recent uptick in first-time buyers is welcome, businesses in London are right to remind us that far more still needs to be done."



Another continuing theme was the appearance of Shadow Chancellor, John McDonnell at an LCCI policy breakfast earlier this year. Once again the event where the Labour MP told the audience that there were "no tricks" up his sleeve was referenced in the *Financial Times* in a story about how open McDonnell

## London more at risk from cliff-edge Brexit than rest of UK – to the tune of £22 billion

Jonathan Prynn  
Consumer Business Editor

LONDON is at "immediate risk" of a hugely damaging £22 billion economic hit in the event of a worst-case scenario hard Brexit, a report warned today. The capital is more exposed than the rest of Britain to a chaotic cliff-edge

£22 billion of output – over 15 years. That is more than £2,500 for every man, woman and child living in London. The report, Brexit And The Metropolitan Areas, commissioned by the London Chamber of Commerce and Industry, concludes that the economy of London, "is at immediate risk from Brexit if not handled carefully."

says the report, which also looked at the impact on Manchester and Bristol. The chamber said that the business community still faced massive uncertainty about Brexit and needed a transition period of up to five years. Colin Stanbridge, chief executive of the LCCI said: "There is still a heck of a lot of uncertainty and the possibility

## London confidence slides to its lowest since the vote to Leave

ECONOMICS  
Jonathan Prynn

BUSINESS confidence in London has slipped to the lowest level since the immediate aftermath of the Brexit referendum vote nearly two years ago. The gloomy London Chamber of Commerce and Industry survey also found domestic and export demand fell and costs rose between January and March to complete a bleak picture of prospects in the run-up to the UK's departure from the European Union.

LCCI chief executive Colin Stanbridge said: "These figures suggest at best a challenging quarter



Controversy: protester against Brexit figures around and give a boost to confidence in the capital's economy.

## Liam Fox warns he will refuse to back extension to Brexit transition period

JOE WATTS  
POLITICAL EDITOR

Trade secretary Liam Fox has warned he will refuse to support any extension to the Brexit transition period, amid calls for more time for firms to adjust to EU withdrawal. The cabinet minister said anything more than the current proposed 21-month period set out by negotiators would not be "popular".

Earlier this week, British firms urged ministers to push for an extension to the transition period, claiming they need three to five years to properly prepare for Brexit. But, quoted on BBC Radio 4's *Talkback* programme, Mr Fox said: "No I don't think that's likely to happen. I think the European Union have made it clear that what they want is the end of the process being. We understand that we need to get the British public's support and that an extension would not be popular."

Pushed on the issue, he said: "Well I wouldn't like to see that, nor would I support an extension."

Writing exclusively for *The Independent* yesterday, Mr Fox said leaving the single market and customs

## 'Firms may need up to five years to prepare for Brexit'

BRITISH firms may need a transition period of up to five years in order to properly prepare for Brexit, according to Greater

alliance launched in parliament their first joint campaign – Terms of Trade: the reality of Brexit for business – exploring the real impact Brexit

readily-available post-referendum regional data to make a thorough assessment of the impact of the potential scenarios on metropolitan areas

potential new tariffs, assess potential non-tariff barriers, identify, recruit and induct any new staff required to process the changes, and order and

claimed to be to business views.

LCCI's first Quarterly Economic Survey for the year revealed that business confidence in London had fallen to its lowest since the referendum vote. *The Independent* and the *Evening Standard* both ran the story with the *Standard* picking up on the Chamber's call for investment in infrastructure and skills from the Mayor to boost business confidence including new east London river crossings at Silvertown, Gallions Reach and Belvedere.

### Investment

Just weeks later Silvertown was given the final by the Department for Transport and Colin Stanbridge was again quoted in *City AM* and the local east London papers welcoming the decision, but calling for further investment and more bridges.



The LCCI chief executive also appeared on *BBC London Radio* drivetime talking about the need for more crossings and part of the interview was repeated later in the news roundup.

Following the local elections, LCCI took the opportunity to call for the re-elected and newly-elected councillors to put a renewed focus on solving the housing crisis. Key housing publication *24Housing* picked up on the story which also asked for another look at the green belt as well as more devolution to London.

### Unprepared

## New data rules slipping past London businesses

HARRY BANKS

ONE IN four London businesses are not aware of new data regulations that are due to come into law in a few months, according to a new survey. The London Chamber of Commerce and Industry (LCCI) poll of more than 500 businesses found that of those that believe the new General Data Protection Regulation (GDPR) will affect them, just 36 per cent are prepared for it. The GDPR is due to come into force on 25 May and will replace the 1998 Data Protection Act with

tougher fines for breaches and non-compliance. Offending companies could be fined up to four per cent of global annual turnover, significantly more than the current maximum fine of £500,000. Chief executive of LCCI Colin Stanbridge said: "Businesses that are already vigilant about their data protection responsibilities are unlikely to be unduly burdened by the new legislation. However, we would urge businesses to take this opportunity to review their processes to see if they need to make any changes to be compliant."

With the deadline for the new General Data Protection Regulation looming many trade publications revisited the subject, again quoting LCCI research data which showed many businesses were unaware of

and unprepared for the new regulations.

And of course, away from the domestic agenda, although closely linked, was the subject of Brexit.

The *Evening Standard*, the *Independent*, *City AM* and several regional papers and websites from across the country covered LCCI's link up with Greater Manchester Chamber of Commerce and Business West (Bristol) as it launched the platform Chamber Online to build connectivity between chambers and their business members.

## SMEs offered new £50m funding path



Chamber calls for Brexit transition

### Transition

As part of the launch, for which an event was held in Parliament, LCCI commissioned a report into the possible impact of Brexit on metropolitan areas, which gave the press a number of different angles to focus on, including the length of the transition period.



The *Financial Times* carried a letter written by Colin Stanbridge in response to a story about non-EU staff facing a visa delay. In the letter he wrote: "There has to be the recognition of the need for non-EU staff of all skill levels ... we need London to be open to a wide cross-section of workers, not just the brightest and the best."

And outside Europe LCCI deputy chief Executive Peter Bishop was featured in international media while visiting China as part of the International Symposium on Belt and Road Construction and Trade Facilitation.

Katharine Barney is press and media relations manager at LCCI

# The London Centre for Executive Excellence - Innovative Support for Growth-Seeking Small Businesses

## The Paradox of Smallness of Operation

Whilst the case is frequently made for small businesses being the engine room of the economy, it can be argued that the complexity of the small business management task is not fully grasped by many of those working to encourage and support small firm start-up and development.

Certainly, small businesses are potentially well placed to seize and exploit development opportunities because of distinct benefits deriving from size and form of operation vis-à-vis large companies, including closeness to customer, less bureaucracy, faster decision-making, flexibility and adaptability.

However, such benefits are not absolute – they have to be worked for and earned. Their realisation is often constrained by a multitude of limitations which are similarly small size-derived. Indeed, small businesses are a potential unique problem-type. They face distinct problems such as difficulty attracting high quality, reliable workforce; lack of collateral and profit track record restrict access to reasonable cost finance; and absence of large company marketing budgets and expertise constrain identification of and effective communication with potential customer bases. Crucially, time, resource and ability constraints mean that relating to the highly uncertain external environment is extremely problematic.

It is clear that here we have a paradox. On the one hand, able and highly ambitious small business owner managers have real potential to exploit possible benefits of smallness of operation and make significant contribution to the economy. On the other hand, however, that same state of smallness can impose severe constraints that restrict owner managers from realising small business development potential and even survival.

## Responding to Shortfalls in Small Business Support

It is also clear that a great many ambitious growth-seeking owner managers need help. One can certainly find pockets of first class supportive input – for example, in some business school entrepreneurship programmes and slivers of relevant management training provision. However, much of the effort designed to support small business development falls short of its potential.

For instance, in many cases small business support provision has:

- Encountered difficulties effectively engaging with owner managers;
- Not met actual development needs – frequently relying upon large company-oriented content;
- Offered, in the eyes of many entrepreneurs, poor value;
- Encountered owner manager suspicion of academics and external assistance

But probably the most significant shortfall in design of small business support is failure to recognise that the external environment is so uncertain and even hostile that successful growth achieving entrepreneurs have to 'learn their business along' making formal, large company oriented management models and tools inappropriate.

In short, success in small business development rests predominantly on owner manager willingness and ability to progressively become an ever more effective and resilient learner. But traditional educational and training provision designs do not reflect how entrepreneurial small business owner managers actually learn: there is a mismatch between learning designs and entrepreneurial learning needs of growth-seeking owner managers.

We at the London Centre for Executive Excellence (LCEE) respond to these shortfalls - with academically rigorous and practically relevant small business



Professor Peter Wyer

development support that:

- Draws upon state of the art small business management knowledge – thus, highly relevant content
- Gives real focus to the entrepreneurial learning process: how successful entrepreneurs learn
- Fosters an aptitude for coping with the unpredictable external environment – emphasising that this aptitude can itself be learned

## LCEE Partnership Working with Small Business

*Our Accelerated Business Growth Programme* combines relevant academic small business management knowledge, coaching and mentoring and strategic development consultancy. We focus on small business development that nurtures resilient entrepreneurial learning through a blend of interactive Saturday Workshops, online Development Forum and Partnership Working with each participant entrepreneur within his or her own enterprise in the undertaking of an in-depth assessment of the business.

Such 'blended' support provision:

- Recognises that *entrepreneurs*

*learn both independently and vicariously.*

- Accepts that excellent *entrepreneurial learning takes place in context.*
- Ensures our *programme content reflects the practical needs of owner managers.*

Crucially, our programme of support culminates with our entrepreneurship specialist working with the owner manager in his or her business in the undertaking of a strategic development audit to identify future growth paths for the business.

If you are an ambitious, growth-seeking owner manager of a micro or small enterprise, join us on our next *Accelerated Business Growth Programme* in July in nurturing your business onto a fast, sustainable development path.

**Contact: Professor Peter Wyer for further details on +44 (0) 207 1004 or peter.wyer@lcibs.co.uk.**



THE LONDON CENTRE FOR EXECUTIVE EXCELLENCE



June 2018

05/06/18 Time 09.30-11.00 LOCAL MEMBERS AND NON-MEMBERS

**Maximise Your Membership****Venue:** Jurys Inn, Wellesley Road, Croydon CR0 9XY**Nearest station:** East Croydon**Local Member, Member's Guest and Non-member: Complimentary****Contact:** Linda Saran **Tel:** 020 7556 2393**Email:** lsaran@londonchamber.co.uk

12/06/18 Time 09.00-11.15

ALL MEMBERS AND NON-MEMBERS

**Business Update – Regeneration in Greenwich****Guest speakers:**

Sunny Crouch OBE DBA Hon, Chairman, Visit Greenwich, Neil Smith, Head of Planning, Knight Dragon Developments Ltd, Joanna Axon, Development Director, U and I Group Plc

**Venue:** University of Sunderland in London, 197 Marsh Wall, London E14 9SG**Nearest station:** South Quay DLR**Patron Member, Premier Plus Member, Local Member and Non-member: £10.00****Contact:** Irene Fatuzzo **Tel:** 020 7203 1965**Email:** ifatuzzo@londonchamber.co.uk

06/06/18 Time 07.45-09.15 PATRON AND PREMIER PLUS MEMBERS

**Cereal Networking****Venue:** London Chamber of Commerce and Industry, 33 Queen Street, London EC4R 1AP**Nearest stations:** Mansion House, Cannon Street and Bank**Patron Member, Premier Plus Member and Member's Guest: Complimentary****Contact:** Events Team **Tel:** 020 7203 1700**Email:** events@londonchamber.co.uk

12/06/18 Time 09.00-12.00

ALL MEMBERS AND NON-MEMBERS

**Incoterms Training Course****Venue:** London Chamber of Commerce and Industry, 33 Queen Street, London EC4R 1AP**Nearest stations:** Mansion House, Cannon Street and Bank**Patron Member, Premier Plus Member, Local Member and Non-member: Complimentary****Contact:** Marta Zanfrini **Tel:** 020 7203 1822**Email:** mzanfrini@londonchamber.co.uk

06/06/18 Time 12.30-14.30 ALL MEMBERS

**Time To Talk Business****Venue:** Charlton Events, The Valley, Floyd Road, London SE7 8BL**Nearest station:** Charlton**Patron Member, Premier Plus Member, Local Member, Member's Guest: Complimentary****Contact:** Irene Fatuzzo **Tel:** 020 7203 1965**Email:** ifatuzzo@londonchamber.co.uk

12/06/18 Time 12.00-14.00

PATRON AND PREMIER PLUS MEMBERS

**Changing Places Lunchtime Networking****Venue:** Bolt Burdon, Providence House, Providence Place, London N1 0NT**Nearest station:** Angel**Patron Member, Premier Plus Member and Member's Guest: Complimentary****Contact:** Events Team **Tel:** 020 7203 1700**Email:** events@londonchamber.co.uk

06/06/18 Time 12.00-14.00 ALL MEMBERS AND NON-MEMBERS

**Lunch Reception with the New Mayor of Ealing****Venue:** Monty's Restaurant, 1 The Mall, London W5 2PJ**Nearest station:** Ealing Broadway**Patron Member, Premier Plus Member, Local Member and Non-member: £22.00****Contact:** Donna Subero **Tel:** 020 7556 2394**Email:** dsubero@londonchamber.co.uk

13/06/18 Time 12.00-14.00

ALL MEMBERS

**Connect 4 Lunch****Venue:** McGettigans, 1 Fulham Broadway, Fulham, London SW6 1AA**Nearest station:** Fulham Broadway**Patron Member, Premier Plus Member, Local Member and Member's Guest: Complimentary****Contact:** Donna Subero **Tel:** 020 7556 2394**Email:** dsubero@londonchamber.co.uk

07/06/18 Time 09.30-16.50 ALL MEMBERS AND NON-MEMBERS

**Colombia: One-to-One Business Clinics****Venue:** London Chamber of Commerce and Industry, 33 Queen Street, London EC4R 1AP**Nearest stations:** Mansion House, Cannon Street and Bank**Patron Member, Premier Plus Member: Complimentary****Local Member and Non-member: £7.50****Contact:** Vanessa Vlotides **Tel:** 020 7203 1713**Email:** vvlotides@londonchamber.co.uk

14/06/18 Time 08.30- 10.00

ALL MEMBERS AND NON-MEMBERS

**Breakfast Briefing with Guest Speaker Steve O'Connell, GLA Member for Croydon and Sutton****Venue:** Regus, 1st Floor, Interchange, Interchange House, Station Road, Croydon CR0 2AJ**Nearest station:** East Croydon**Patron Member, Premier Plus Member, Local Member and Non-member: Complimentary****Contact:** Linda Saran **Tel:** 020 7556 2393**Email:** lsaran@londonchamber.co.uk

11/06/18 Time 09.00-12.25 ALL MEMBERS AND NON-MEMBERS

**Bulgaria – Focusing on the ICT Sector: One-to-One Business Clinics****Venue:** London Chamber of Commerce and Industry, 33 Queen Street, London EC4R 1AP**Nearest stations:** Mansion House, Cannon Street and Bank**Patron Member, Premier Plus Member: Complimentary****Local Member and Non-member: £7.50****Contact:** Vanessa Vlotides **Tel:** 020 7203 1713**Email:** vvlotides@londonchamber.co.uk

\* Members are welcome to bring a non-member guest to a Changing Places/ Cereal Networking event. Please note that non-member guests are only able to attend one Changing Places/Cereal Networking event per year. If they wish to attend more than this they will need to join the London Chamber of Commerce.

26/06/18 Time 08.30- 9.45

ALL MEMBERS AND NON-MEMBERS

**London Business Views on Brexit: Marking the Two-year Anniversary of the EU Referendum****Venue:** One Birdcage Walk, London SW1H 9JJ**Nearest stations:** Westminster and St. James's Park**Patron Member, Premier Plus Member, Local Member and Non-member: Complimentary****Contact:** Events Team **Tel:** 020 7203 1700**Email:** events@londonchamber.co.uk

27/06/18 Time 18.00-20.00

ALL MEMBERS AND NON-MEMBERS

**Network Social: Wine Tasting Evening****Venue:** Coda di Volpe Pizzeria, 44 The Mall, London W5 3TJ**Nearest station:** Ealing Broadway**Patron Member, Premier Plus Member, Local Member and Non-member: £15.00****Contact:** Donna Subero **Tel:** 020 7556 2394**Email:** dsubero@londonchamber.co.uk

28/06/18 Time 18.00- 20.00

ALL MEMBERS

**The Grapevine Network****Venue:** Metro Bank Croydon, Centrale Shopping Centre, Unit 1-2, Croydon CR0 1TY**Nearest station:** East Croydon**Patron Member, Premier Plus Member, Local Member and Member's Guest: Complimentary****Contact:** Linda Saran **Tel:** 020 7556 2393**Email:** lsaran@londonchamber.co.uk

July 2018

03/07/18 Time 18.00-20.00

ALL MEMBERS

**Changing Places Evening Networking****Venue:** London Metropolitan University, Electra House, 84 Moorgate, London EC2M 6SQ**Nearest station:** Moorgate**Patron Member, Premier Plus Member, Local Member and Member's Guest: Complimentary****Contact:** Events Team **Tel:** 020 7203 1700**Email:** events@londonchamber.co.uk

05/07/18 Time 18.30-20.30

ALL MEMBERS AND NON-MEMBERS

**LCCI Annual Summer Party****Venue:** College Garden, Westminster Abbey, Great College Street, London SW1P 3RX**Nearest station:** Westminster**Patron and Premier Plus Member: £118.80****Local Member: £150.00****Non-member: £180.00****Contact:** Events Team **Tel:** 020 7203 1700**Email:** events@londonchamber.co.uk

10/07/18 Time 08.15-09.30

ALL MEMBERS AND NON-MEMBERS

**Capital 500 Quarterly Economic Survey Presentation - Quarter 2 2018****Venue:** Moore Stephens LLP, 150 Aldersgate Street, London EC1A 4AB**Nearest station:** Barbican**Patron Member, Premier Plus Member, Local Member and Non-member: Complimentary****Contact:** Events Team **Tel:** 020 7203 1700**Email:** events@londonchamber.co.uk

11/07/18 Time 12.00-14.00

ALL MEMBERS

**ABP Royal Albert Dock - London's Next Business District Presentation and Networking Reception**
**Venue:** ABP, 4th floor, Newham Docks, 1000 Docks Road, London E16 2QU**Nearest station:** Royal Albert DLR**Patron Member, Premier Plus Member, Local Member and Member's Guest: Complimentary****Contact:** Irene Fatuzzo **Tel:** 020 7203 1965**Email:** ifatuzzo@londonchamber.co.uk

12/07/18 Time 18.00- 20.30

ALL MEMBERS AND NON-MEMBERS

**Summer BBQ****Venue:** Farleigh Golf Club, Old Farleigh Road, Farleigh CR6 9PE**Nearest station:** Upper Warlingham**Sponsored by:** Murgitroyd**Patron Member, Premier Plus Member, Local Member and Member's Guest: £25.00****Non-member: £50.00****Contact:** Linda Saran **Tel:** 020 7556 2393**Email:** lsaran@londonchamber.co.uk

18/07/18 Time 07.45-09.15

PATRON AND PREMIER PLUS MEMBERS

**Cereal Networking****Venue:** London Chamber of Commerce and Industry, 33 Queen Street, London EC4R 1AP**Nearest stations:** Mansion House, Cannon Street and Bank**Patron Member, Premier Plus Member and Member's Guest: Complimentary****Contact:** Events Team **Tel:** 020 7203 1700**Email:** events@londonchamber.co.uk

19/07/18 Time 08.00-09.45

ALL MEMBERS AND NON-MEMBERS

**London Business 1000: Year 2 Results Presentation at The Shard****Venue:** 24/25 The Shard, 32 London Bridge Street, London SE1 9SG**Nearest station:** London Bridge**Patron Member, Premier Plus Member, Local Member and Non-member: Complimentary****Contact:** Events Team **Tel:** 020 7203 1700**Email:** events@londonchamber.co.uk

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**How to book your place(s) at a London Chamber of Commerce event**Visit [londonchamber.co.uk/events](http://londonchamber.co.uk/events) to book your place/s on any of the above events following the instructions below.

- For ticket fee events use our online booking facility or download and complete a booking form and fax, post or scan it back to us with your payment.
- All prices are inclusive of VAT
- For free events book by following the instructions under each event's entry on our online events diary



19/07/18 Time 18.30-21.00 ALL MEMBERS

**Property and Construction Summer Reception**

**Venue:** No 4 Hamilton Place, London W1J 7BQ

**Nearest station:** Hyde Park Corner

**Sponsored by** Bond Bryan Architects, CBRE and University College of Estate Management

**Patron Member and Premier Plus Member:** £118.80

**Local Member:** £150.00

**Contact:** Events Team **Tel:** 020 7203 1700

**Email:** events@londonchamber.co.uk



31/07/18 Time 18.00-20.00 ALL MEMBERS AND NON-MEMBERS

**Asian Business Association (ABA) Summer Reception**

**Venue:** Grange St Paul's Hotel, 10 Godliman Street, London EC4V 5AJ

**Nearest station:** St Paul's

**Patron Member and Premier Plus Member:** £66.00

**Local Member:** £96.00

**Non-member:** £126.00

**Contact:** Events Team **Tel:** 020 7203 1700

**Email:** events@londonchamber.co.uk

August 2018

02/08/18 Time 12.00-14.00 PATRON AND PREMIER PLUS MEMBERS

**Changing Places Lunchtime Networking**

**Venue:** University of Westminster, Regent Street Cinema, 309 Regent Street, Marylebone, London W1B 2UW

**Nearest station:** Oxford Circus

**Patron Member, Premier Plus Member and Member's Guest:** Complimentary

**Contact:** Events Team **Tel:** 020 7203 1700

**Email:** events@londonchamber.co.uk

07/08/18 Time 18.00-20.00 ALL MEMBERS

**LCCI & WeWork Summer Reception**

**Venue:** WeWork Mansion House, 33 Queen Street, London EC4R 1AP

**Nearest stations:** Mansion House, Cannon Street and Bank

**Patron Member, Premier Plus Member, Local Member and Member's Guest:** Complimentary

**Contact:** Events Team **Tel:** 020 7203 1700

**Email:** events@londonchamber.co.uk

09/08/18 Time 08.30-10.30 ALL MEMBERS AND NON-MEMBERS

**Summer Prestige Breakfast**

**Venue:** Dartmouth House, 37 Charles Street, London W1J 5ED

**Nearest station:** Green Park

**Sponsored by** Middlesex University

**Patron and Premier Plus Member:** £60.00

**Local Member:** £84.00

**Non-member:** £108.00

**Contact:** Events Team **Tel:** 020 7203 1700

**Email:** events@londonchamber.co.uk



**LCCI events highlights**

■ **Annual Summer Party**

Westminster Abbey Gardens will provide the perfect setting for this year's Summer Party taking place on **Thursday 5 July** from 6.30pm-8.30pm. Guests will enjoy a fabulous evening of networking in this stunning venue boasting views of Westminster Abbey and the Houses of Parliament. Tickets start at £99.00 exclusive of VAT for Patron and Premier Plus members.

■ **Property and Construction Summer Reception**

The annual reception will take place on **Thursday 19 July** at No 4 Hamilton Place Sponsored by Bond Bryan Architects, CBRE and University College of Estate Management the event will welcome up to 120 guests for an evening of high level networking. Tickets are £99.00 exclusive of VAT for Patron and Premier Plus members.

■ **Changing Places Evening Networking**

Our bi-monthly flagship networking receptions are regularly attended by up to 100 members from a wide range of industry sectors. Our next event will be hosted by **London Metropolitan University** on **Tuesday 3 July**. This complimentary event is open to members only.

■ **Capital 500 Quarterly Economic Survey – Q2 of 2018 Launch**

LCCI's Capital 500 Quarterly Economic Survey - in partnership with leading polling agency ComRes - is London's largest and most authoritative business survey, measuring business performance and confidence in the capital. Join us for a presentation of the findings from the first quarter on **Tuesday 10 July** at **Moore Stephens** which will include expert analysis on what the results mean for your company and London's economy. This complimentary event is open to all members and non-members

■ **Annual Golf Day**

Book now for the LCCI golf day on **Thursday 6 September** at **The Richmond Golf Club**. Guests will enjoy a day of networking and 18 holes at the beautiful parkland course. Breakfast, refreshments and a post-round meal will be provided. The day is open to all members and non-members with prices starting at £135.00 exclusive of VAT per person.



■ **Summer Prestige Breakfast**

Embrace morning networking in style at **Dartmouth House** on **Thursday 9 August** from 8.30am - 10.30am. Sponsored by **Middlesex University - London's premier University for skills and workplace learning** this event will

provide high-level networking opportunities over a glass of fizz and breakfast in the heart of Mayfair. Open to all members and non members prices start at £60.00 inclusive of VAT per person.



■ **Cereal Networking**

Aimed at members from a variety of different business sectors and companies, ranging from SMEs to the big corporates. The next breakfast will take place on **Wednesday 18 July** from 7.45am - 9.30am at LCCI. This complimentary event is exclusively open to Patron and Premier Plus members only.





# Kent makes business sense to me.

“Kent has been home to Cripps since it was first founded in 1852. There are some fantastic companies based in the county – it is a great location for modern, professional and innovative businesses. As well as having its own diverse and vibrant economy, it is well-connected for doing business with clients from both London and mainland Europe. Kent is an inspiring place to work and live, offering an excellent quality of life. We are proud to be based here.”

**Gavin Tyler**  
Managing Partner Cripps

Read Gavin's story and find out how Kent can make business sense for you.

[locateinkent.com](http://locateinkent.com)





## Yintong talks with...

**Yin Li Chuan, chief executive of East and Silk International**



I am delighted to have found a woman entrepreneur, the boss of a company that supplies silk fabrics around the world. And – here's the surprise – she is none other than my English teacher that I miraculously reunited with recently in London after a gap of over 30 years.

First question. How has an academic in English literature become a successful business woman?

Having graduated from Beijing Normal University, Li Chuan stayed on to become a lecturer. In the 80s, China was in desperate need of English teachers and speakers so she and some of her fellow lecturers were encouraged to gain further education in the West to enhance their skills. Like other young people at that time, Li Chuan was enticed by Western charms and opportunities, especially those in America. However, as fate dictates, she won a Commonwealth Scholarship to read a Master's degree at the University of London, becoming one of just over 2,000 Chinese students to study in the UK in 1988 – the figure today is 80,000.

### Destined

On completing her Master's degree, Li Chuan felt one year was too short to completely soak up the

***"I believe if I do my best today, tomorrow will look after itself."***

English language and its cultural context. To pursue her continuing American dream she was planning another degree in the States. But it seems she was destined for a life in the UK as she was granted a long-term visa to remain here and, after meeting her partner, she decided to settle down and start a family.

After the birth of her second child, Li Chuan started to contemplate a second career. On one of her visits to China she had been provided with some sample pieces of silk velvet to investigate business opportunities in the West. Despite her lack of experience in the industry she took up the challenge and on her return to London went straight to a garment fair. After an initial lack of success Li Chuan finally met her first client who bought a small amount but gave hope of larger orders to come. This gave her the confidence she needed and led to a ten-year business relationship, setting her on the path to creating East and Silk International Ltd.

### Commitment

Initially her company sold off-the-shelf silk material but in 2004 Li Chuan began to develop her own patterns by commissioning Italian designers. She recalls that at times she would write out big cheques for tens or even hundreds of patterns hot from designers' desks – she was very popular with the Italians. Her ongoing commitment had put a very niche market of the Chinese 'burnout silk' onto the map internationally, keeping this traditional labour-intensive technique alive and sustaining the whole industry, albeit small.

Her life has certainly been hectic – trade fairs in London, Paris, Munich and Los Angeles, regular trips to Lake Como in northern Italy, visits to China five or six times a year. On top of looking after a fledgling business she has also single-handedly brought up two children, now excelling at university. How, I asked, did she manage the work life balance? Does she have any regrets as a 'business mother'?

### Example

"I am proud that I have been able to provide the best education to both my children, and put a roof over our heads. It is true that I had to be absent some of the time during their school years, but I do believe in leading by example. Hopefully, they share my hardworking and independent ethics, it will become part of their DNA, setting them in good stead for the future," she says.

From zero business background, experience and zero contacts, East and Silk International now has a solid foundation with two offices, one in north London and one in Shanghai, a collection of up to 10,000 designed patterns for clients to choose from, and a vast resource of suppliers, customers and designers at her finger tips. The company is turning over half a million metres of silk per year at peak times and she can spot her products in department stores and boutique shops up and down the country. Does she feel she is successful and what is the secret of achieving her success in business?

### Control

"My company is relatively small. When I first decided to stay on in the UK, my single priority was to make a living, providing for my young family. If this is the goal, I have certainly achieved it. It is satisfying to be in control of my own life and still enjoy what I do," Li Chuan continues. "If there is anything that may be useful to other new entrepreneurs, I think it is about being persistent, positive and focusing on today's good work. There were times that I could be tremendously worried about the mortgage and school fees, but I tend not to focus on future worries. I believe if I do my best today, tomorrow will look after itself."

What is Li Chuan's next goal for her business. Can she relax a bit now? "Other than looking after our customers in the UK and Europe, we are also consolidating the business coverage in North America and are trying to open up the market in Latin America. In today's social media dominated world, we will give more focus to our online business, so that more people globally will have access to our beautiful product ranges. On a personal level, with the support of my colleagues, I am now able to enjoy interests between travels. For example, language has always fascinated me, I am learning Spanish at the moment, and this may well benefit the business when we open up the South American market."

Any regrets, especially with not having made it to the USA? "Not at all. My life spent here has now lasted longer than that in China. Britain is where I raised my family and it has nurtured my career. I love this country with its green scenery. I look back with immense gratitude for the opportunities and consider it my home."

Yintong Betser is the author of a series of books on doing business in China and the UK and managing director of ACTIVE Anglo Chinese Communications.

[www.activeukchina.com](http://www.activeukchina.com)  
[www.eastandsilk.com](http://www.eastandsilk.com)

# Going underground

The wine cellars at the Stafford London was the venue for last month's address to LCCI patron members by The Rt Hon Caroline Nokes MP, Minister of State for Immigration.



The Rt Hon Caroline Nokes MP



## 3D Trade marks- All You Need to Know (& Understand!)

**Gareth Jenkins, Partner, and Don Pennant, Trade Mark Attorney, Wynne-Jones IP**

**Three-dimensional (3D) trade marks have featured prominently in the media in recent years with exposure given to some of the world's largest companies, who have seen triumphs and failures in relation to registration.**

Coca Cola, Mondelez (Toblerone), Hard Rock Café, and Chanel are a few to have obtained protection for their product's shape or packaging because of unique and distinctive characteristics; these successful applications undoubtedly cement their place in the commercial marketplace and support ongoing success. In contrast Nestle (Kit Kat), Jaguar Land Rover and Rubik's Brand (Rubik's Cube), all failed in their bids for 3D trade mark protection.

At Wynne-Jones IP our trade mark team believe that 3D trade marks can provide unparalleled commercial benefits and industry success. In recent years we've seen several high-profile cases of brand owners failing in securing or enforcing 3D trade mark rights, when many would agree they were in fact probably deserving of them. But don't let this discourage you if you're confident you have a legitimate case in seeking this protection.

A 3D trade mark needs to fulfil the standard criteria for registration but must not be descriptive and needs to be able to distinguish goods and/or services of one undertaking from those of others. Simply put, the more uncommon or fanciful the shape, the more likely the rights will be granted.

What makes the 3D trade mark desirable is that, if registered, it should provide the owner with a right to the exclusive use of the shape of the product itself or for the packaging, in relation to a range of goods and/or services. This provides the owner with a clear commercial advantage in both manufacturing and sales, plus a monopoly in perpetuity so long as it's renewed and used.

This first criterion is where the shape of the goods is unique to the generic function of them. For example, the shape of a football will be refused protection. Stokke A/S was granted a 3D trade mark for its Tripp Trapp high-chair but this was invalidated because it was found that the shape results from the nature of the goods themselves.

The second criterion has been the pitfall for many branded products such as Lego - the mark applied for was a shape with essential characteristics which performed the technical function of the product i.e. Lego bricks attaching to each another. Days after Lego's registration was obtained competitor Mega Brands contested it and a lengthy legal process followed with Lego's registration ruled invalid as its shape allowed, and was necessary, for the product to achieve a technical result.

The third criterion relates exclusively to the intrinsic value of the shape and does not take any account of the attractiveness of the goods flowing from the reputation of the trade mark or its proprietor; this criterion has become the subject of many legal cases. In the famous 2016 London Black Cab case the cab's shape was found to be giving substantial value to the goods and was rejected as it was already registered as a design.

A successful example and one of the first 3D registrations is for the global iconic drinks brand Coca Cola. The distinctive bottle, with its recognisable contouring, was deemed individual enough to receive 3D trade mark protection. Coca Cola's bottles are instantly equated with the company itself, and Coca Cola has been able to maintain exclusivity for its own bottle's unique shape and appearance on high street shelves worldwide, helping to set it apart as a market leader.

In conclusion: "The more distinctive a brand is, and its individual shape, appearance and ability to be linked exclusively with the overarching company, the greater the chance of success. Wynne-Jones encourages any companies considering registering their product as a 3D trade mark to thoroughly research the marketplace. 3D trade mark rights remain a complex and evolving area of intellectual property law but it's clear that future rulings will help define the scope of registrations made. Success, whilst rare, can result in transformative benefits and brand rights for any company."

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own thinking



# Two minute interview



**Stefano Maifreni, director and founder of Eggcelerate**



## Who are you?

An engineer by education, a product marketing manager by role and an expert at achieving growth by career, I'm the founder of Eggcelerate.

We deliver core business services to post-seed start-up businesses, or established firms with between £1 million and £10 million turnover within the B2B sector.

Clients choose us to help them identify the right business targets, client-base, sales channels and to build the right business proposition. When you undertake a project like this, it's important that you have a certain level of organisation and process in place to support your strategy.

That's where my team and I come in.

## What was your first job in London?

When I moved to London, I already had ten years work experience. My first job here was in B2B strategy for a pan-European telecom operator.

## Which one business achievement over the last 12 months are you most proud of, and why?

The growth of our clients' businesses, and of ours as a result.

***"We are focused on execution. It's important to invest in and define a strategy"***

We are focussed on execution. It's important to invest in and define a strategy – but not in overthinking. If you invest too much in strategy, you risk becoming bound to it and becoming less agile, meaning you may miss an opportunity.

And we want to be different. Our own pricing strategy is always achievement-based. It's about delivering results, not about the amount of time we take to deliver them. The sooner we deliver results, the better it is for our clients.

## ***"If there is one thing I hate about my job it's ..."***

... my boss, i.e. myself! I think I'm the harshest boss I've ever had ..."

## ***"If you were advising a young entrepreneur which business person would you suggest as a model?"***

I wouldn't advise them to have a model. Rather, they should try and 'steal' the best from several people, more from their failures than from their successes. I would advise them to create their own personal 'board of directors', with people they admire for any reason – family members, friends, more experienced professionals, anyone able to mentor/coach them and help them to move towards success.

First of all, help them to define what success means for them, without being influenced by how the majority define it.

## **How is your business reacting to Brexit?**

In a very pragmatic way. We are conscious that Brexit hasn't happened yet, and we are keeping our eyes wide open to understand if/when/how it will happen.



We have found ourselves in a position to defend the UK reputation and its attractiveness for businesses with our international clients.

We recently run a survey, and it emerged that one in five companies based in the UK has been impacted by the Brexit vote, resulting in at least thirty projects being delayed, put on hold, or cancelled. Businesses are experiencing uncertainty at an unprecedented level.

What should businesses do? There are two options - one is to see Brexit as an opportunity and the other is to baton down the hatches and make cutbacks in anticipation of a downturn.

Both could be the right option for your business and it's possible to feel paralysed by fear and uncertainty. The danger is, however, that companies end up doing nothing and lose years of pondering time while their competitors drive forward.

Overall, we're advising companies to invest carefully, rather than cut back – either in expansion or in

innovation – and get ready to grow again. It is crucial however to do this in a flexible, focused way.

## **How do you think the transport system in London can be improved?**

Since I moved to London, I haven't used a car or a moped – I find the transport system here excellent. Crossrail, night tube, and the new Hopper fare are making it more available and affordable.

## **Which piece of red tape causes most problems for your company and why?**

I can't grumble on this either. Liaising with HMRC has been very easy so far. We always found competent people, available to help.

## **What is your favourite and least favourite thing about London?**

In London, you can do what you want, when you want, with whom you want. You find yourself in a unique environment, with unrivalled diversity and variety.

At the same time, London doesn't leave much space for improvisation, and you need to plan weeks in advance even to just meet a friend. People also come and go, making it very difficult to build long-lasting relationships of any sort.

## **If you were Mayor of London for the day which one thing would you change?**

I would create incentives to avoid listening to music and reading free-press on public transportation. It would allow for more interaction among commuters.

[www.eggcelerate.com](http://www.eggcelerate.com)



# Green belt is central to London's housing solution



by Simon Dishman

Statistics show that London's population has risen in the last 20 years by 25 per cent (1.7 million), with job growth at 40 per cent (1.6 million). Over the same period housing supply has lagged, growing at only 15 per cent. It is no surprise then, that the lack of housing supply is impacting negatively on businesses that operate in the capital.

The chronic undersupply of housing in the capital is impact on businesses ability to recruit and retain staff. In July 2017, a joint research project carried out by LCCI and London Councils found that 44 per cent of firms polled said better availability and affordability of housing would assist them in recruitment.

## Delivery

LCCI recognises that there are numerous barriers to increasing housing delivery throughout London. Amongst these barriers is the current state of the planning system, that according to Nick Raynsford, former housing minister and now president of the Town and Country Planning Association, has been deemed "not fit for purpose" in his recent report 'Planning 2020'.

Recently, the government unveiled its draft revised National Planning Policy Framework (NPPF) for public consultation, building on the first NPPF published in 2012. As part of its consultation response, LCCI sought the views of its property and construction committee members.

At the core of the Chamber's submission was the contentious issue of the green belt which successive governments continue to rule out for development despite evidence that suggests not all green belt land is lush green fields. LCCI conducted in-depth research, in conjunction with mapping specialist FIND, into the metropolitan green belt, which identified up to 329 hectares of either derelict or disused green belt land that we de-

**"The Mayor of London's draft new London Plan, published in November last year, set an ambitious target of building 65,000 new homes annually to meet demand."**

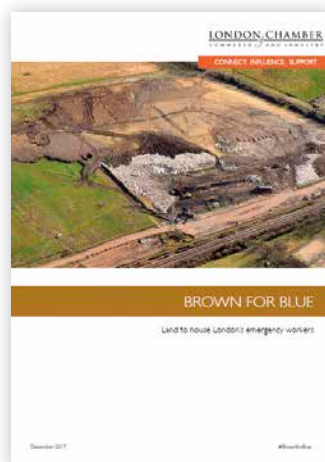
financed as 'brown space'. This space, it was argued, could be used to build up to 20,000 homes.

## Affordable



This research was carried out following evidence that LCCI published within its *Living on the Edge* report which found that over half of London's emergency services workers were living outside the capital, in part due to a lack of affordable homes. LCCI recognised that this posed challenges for future resilience, particularly in relation to ongoing incidents.

Consequently, in its *Brown for Blue* report LCCI advocated that



the 20,000 homes, mentioned above, be built on 'brown space' land identified within the metropolitan green belt and should be utilised for the capital emergency services workers.

While it is recognised that any discussion of building on the green belt is contentious, it cannot be right that those who serve London with such commitment and valour are unable to afford to live in the same city. The Chamber therefore urged the government through its NPPF response to look again at the green belt.



## Crisis

In addition, vital to addressing to undersupply of housing in the capital is reversing the decline of small builders whose market share in 2008 stood at 28 per cent against 12 per cent in 2015, exacerbated by the 2008 financial crisis. Research published by LCCI in its *Getting Our House in Order* report noted that there were several issues affecting small builders including; cashflow concerns, access to finance and the sluggishness and complexity of the planning system.

Furthermore, boroughs throughout London lack up-to-date Local



Plans which compound an already difficult situation for small builders. In its response LCCI welcomed the fact that the NPPF stressed the importance for local authorities to have current Local Plans in place, with a new requirement that these must be reviewed every five years.

## Ambitious

The Mayor of London's draft new London Plan, published in November last year, set an ambitious target of building 65,000 new homes annually to meet demand. This would represent a substantial 100 per cent plus increase on what has been delivered each year for the past decade.

With the capital's housing crisis very rarely out of the news, it is essential the planning system, integral to housing delivery, is fit for purpose.

The NPPF must recognise the scale of the challenge and be bold in its approach to addressing chronic undersupply of housing, not least through a fresh look at the role of the capital's green belt. An absolutist position on protecting the green belt, whatever the evidence says and based on the false premise that all green belt is of equal value, does no good to Londoners, particularly young Londoners and our emergency service personnel, who are being priced out.

The revised NPPF provides an ideal platform for an honest reassessment of the green belt. Any discussion making mention of 'building' and 'green belt' is contentious. But limited intervention, with suitable safeguards, to make best use of poor quality and undesirable land to help house London's emergency workers is right.

Simon Dishman is policy manager at LCCI



# Celebrating success – the next generation

London will again witness the distinctive 21st Century Icon Awards this September, termed the ultimate platform for successful individuals – inheritors and creators of wealth – their businesses and entities and individuals most likely to connect and interact with them.

Nominees for the awards are invited globally across all categories. Finalists are selected based on research, personal meetings and nomination papers submitted. A high-profile panel of judges decides the winners.

At the inaugural Awards in 2017, winners came from 14 countries. Over 250 very successful individuals attended a perfect mélange of a social and corporate event and attendees included royalty, professionals, celebrities, successful entrepreneurs, creators and inheritors of wealth. The raison d'être of the 21st Century Icon Awards is to showcase, highlight and then hand-hold the next generation, taking them to the next level. They are given life

***“The raison d'être of the 21st Century Icon Awards is to showcase, highlight and then hand-hold the next generation”***

coaching, lifestyle mantras, how to be cognisant about the optics of their personal brand, managing conflict between living one's dream vs stewarding their parents' dream and fast track leadership skills. Last year CNBC were the global media partners and London School of Economics – South Asia Centre, the academic advisors.

## Visionary

The awards are the brainchild of Tarun Ghulati, president and chief executive and Preeti Rana, chief creative officer of Squared Watermelon. Ghulati has led businesses across Asia Pacific, Europe,

Middle East and Africa primarily for Citibank, HSBC, ING and UTI International Ltd. He is a visionary, trailblazer, globally acclaimed financial services leader and now serial entrepreneur. He was part of HSBC's very elite and select group of international managers. His roles include Vice Chairman of a listed bank, head of HSBC Premier managing over \$40 billion, head of HSBC International Personal Banking, chief executive, UTI International Ltd with assets in excess of \$2.4 billion, operations manager, HSBC Hong Kong, responsible for 15 countries across Asia Pacific, credit manager, HSBC Hong Kong, managing credit and risk for 14 countries in Asia Pacific. He has sat on over 30 boards in Singapore, Guernsey, Mauritius, Botswana, Kenya, Dubai and UK.

Preeti Rana is a seasoned marketing professional with an enviable track record as a marketer, creative director, entertainment guru and media coordinator and IT consultant. She founded RaRa events

in 2008, an integrated marketing company which has an international footprint with affiliates and partners in the UK, India, Dubai, and Bahrain. She has handled public affairs mandates for corporate entities, managed international brand building campaigns, undertaken client acquisition and retention activities, assisted in creating movie and music distribution reach, organised international sports events, award events and fashion shows and improved business outcomes through digital marketing.

Squared Watermelon Ltd assists clients internationally with marketing, branding, business development and PR.  
[www.squarewatermelon.com](http://www.squarewatermelon.com)

Celebrate Success of the Next Generation Awards will be held on 21st September 2018 at the Jumeirah Carlton Tower, Knightsbridge, London.  
[www.21stcenturyiconawards.com](http://www.21stcenturyiconawards.com)



Tarun Ghulati and Preeti Rana

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# Cashing in on the Chinese travel boom



by Jen Reznick

If you are a travel brand – a tour company, hotel chain or a tourist attraction, for example – the Chinese market deserves your attention. Visitors from all nations are valuable customers but Chinese travellers are especially important because they make up the largest market segment in the world.

## Adventures

According to a World Tourism Organisation report, Chinese travellers embarked on over 145 million international adventures last year and spent \$261 billion – 21 per cent of global tourism expenditure. These figures are expected to rise this year when over 154 million trips will be made.

Several leading bodies in the tourism industry have been collaborating to increase the annual levels of Chinese visitors to Europe by 10 per cent, a figure which would inject €1 billion per year into the tourism industry. To capitalise on

this boom, you need to make your business 'China ready'.

## Savvy

Chinese travellers are affluent, and their financial outlay covers mid- to high-priced accommodation, must-see attractions and generous spending on the high street and in shopping centres. Studies have shown that in each destination they visit, the Chinese spend double the amount of money that the majority of international visitors do. The impact of even a single Chinese tour group can therefore be huge.

"Chinese tourists may not be penny-pinchers, but they are savvy customers seeking value for money."

While many Western tourists search for ways to minimise costs by selecting Airbnb rentals over luxury accommodation, Chinese visitors (especially middle-aged travellers) tend to prefer the full-service benefits of hotels. Similarly, many Chinese travellers prefer the security and ease of a guided tour experience.

Roll out the welcome mat to Chinese visitors with these key steps.

**"Chinese tourists may not be penny-pinchers, but they are savvy customers seeking value for money."**

## Translate your content into Chinese

Although many younger Chinese visitors study English, many others will be more comfortable reading promotional material in their native Mandarin (if they are from mainland China and Taiwan) or Cantonese (for residents of Hong Kong and Macau). To facilitate more bookings, have your website, brochures and key signage translated into Chinese. Don't rely on Google translate, consult professionals and ensure nothing is lost in translation.

## Have a Chinese online presence

The majority of Chinese travellers

plan their vacations months in advance, and although some use travel agents, many like to conduct their own online research into holiday service providers. On the mainland, a version of Google is the third-ranked search engine after Baidu and Soso.com. Homegrown Weibo and WeChat are key social media platforms for mainland Chinese users.

## Work with a Chinese influencer

Influencer marketing was a huge trend in 2017, and it's set to continue in 2018. Many young people trust the words and recommendations of their peers and influencers more than traditional marketing. Getting the endorsement of a *wanghong* (internet celebrity) is an invaluable way to convert their social media fans into your customers. There has been a proliferation of agencies which help brands establish those connections.

Jen Reznick is marketing manager at Loveurope and Partners  
[www.leap.london](http://www.leap.london)

# Six factors driving up office rents

Business owners are being urged to get clued up on what could be driving their office rent through the roof so they can avoid having to pay sky-high rates unnecessarily.

Commercial property experts at LondonOffices.com have revealed the six key factors – besides size and location – that contribute to an office's rental value in a bid to help businesses avoid paying unnecessary rates.

In general, the size and location of a commercial property are usually the first things to consider when setting a budget or negotiating rent.

But while these factors play a key role in an office's value, there are many other factors – such as IT infrastructure and top of the range facilities – to consider as, if they aren't on your 'must have' list, they could be driving up your rent unnecessarily.

Alex Williamson, corporate account director at LondonOffices.com, said: "Many business people come to us with a very loose brief when it comes to finding a new home for their business.



"They know that the size and location of a property will play a significant role in deciding its rental value, but many fail to realise that even an office's position in the building will be a huge deciding factor too.

"This information will give business owners a heads up, so they know what to expect and what to budget for when it comes to relocating or moving into serviced offices for the first time."

## Your office's position in the building

If you're lucky enough to work on one of the top floors in a high storey building – one which boasts pano-

ramic views of your surroundings – you could be paying a considerable amount more than if you took an office on the lower floors.

An office at the front of a building that has access to lots of natural light will also carry a much higher premium than a rear facing office, especially compared to internal offices with no windows.

## Facilities

If your office is in a building that boasts access to lots of high-quality breakout space, meeting rooms or even a luxury roof terrace, you'll obviously be paying will be more than one without. If you're trying to reign in your finances a little, you should perhaps consider whether these added extras are necessary to the functionality of your business.

## IT infrastructure

This is something that a lot of business owners don't think about unless they operate within the IT supply industries, but office buildings with top notch IT infrastructure will demand a premium. Some buildings will even have 10 gig lines,

backup lines and backups to the backups! These will be more expensive than a building with basic spec IT.

## Quality of the space

Simply the quality of the space will also have a big impact on rental value. A newly refurbished building with the best fit out and new aircon will always be a step up in price compared to a neighbouring 1970s building that is starting to become dated.

## Length of contract

If you are able to commit to a 12 or 24-month contract, this would typically place you in a much stronger position to negotiate lower rents than if you were looking for a shorter term, or a rolling contract.

## Occupancy of the building

New buildings with lower occupancy levels will typically have more scope for negotiation than a building that is at a higher occupancy.

[www.londonoffices.com](http://www.londonoffices.com)

# Connecting with charities and communities

It all adds up to  
**Livability**

by Ros Whitlock

Partnerships between charities and companies can offer many benefits in today's competitive marketplace, such as increasing customer engagement or strengthening organisational reputation. Utilising partnerships to meet company's internal objectives e.g. carbon reduction projects like tree planting is an effective way of meeting a specific business need.

When charity-corporate partnerships are done well they can influence a significant number of people and create impact that fosters an impetus for change. At the heart of each partnership is the need to address a societal issue that negatively affects people and to provide solutions to these challenges such as mental health, loneliness or homelessness.

And they don't necessarily have to be headline-grabbing partnerships like 'Shwopping' (the clothes exchange programme with M&S and Oxfam) or the 'one pack equals one vaccine' (Procter & Gamble and UNICEF) cause-related marketing purchase incentive. Principality Building Society raised £90,000 for its charity of the year partner Mind Cymru by engaging staff and custom-

ers to deliver counselling services and community projects close to its sites.

## Livability

Livability is the disability charity – the partner charity at this year's ABA global dinner reported on pages 4 and 5 – that connects people with their communities, tackling loneliness and social isolation and the barriers that can cause this in the UK and Asia. From lack of awareness of disability and mental health issues, to unemployment, rehabilitation, or lack of access to suitable education and care, the needs are complex.

Olympus KeyMed, leading UK healthcare and consumer electronics company, teamed up with Livability for a work experience project. Wheelchair-user Chris Yeates, took part in a week-long work experience programme which saw him gain skills and develop confidence resulting in them offering him a permanent position.

Meanwhile, Anglian Home Improvements have supported Livability's residential services within their local communities providing much needed environmental improvements. They installed conservatories and triple glazed windows providing comfort for the people that live there, turning their house into a home again as well as creating important energy efficiencies.

## Engagement

Motivating employees using cause-related marketing campaigns enhances brands. Innocent and Age UK have been partnering since 2003, inspiring people to knit woolly hats for their smoothies, with donations from bottles helping keep older people warm in the winter. The partnership has won awards, generated enormous publicity and raised over £2 million for

Age UK. Jamie Mitchell, former managing director of Innocent, explains why it is still going strong, "The marketing benefit is it generates huge PR and gets people talking about the business in the right kind of way. It is also brilliant in terms of employee engagement where everybody who works at Innocent has a go at knitting."

## Joining forces

Macmillan and Boots started off with an aim to connect people and their loved ones to information and support in their community. By combining their expertise they were able to deliver improved access to localised support for the practical and emotional issues at a time when people need it most. It has allowed Boots colleagues to become active ambassadors for Macmillan in their local communities.

Since the partnership began in

2009, Boots colleagues and customers have raised over £12 million for Macmillan to help improve the lives of people affected by cancer.

## Strategic partnership

In January 2018, the British Heart Foundation, Cancer Research UK, Diabetes UK and Tesco came together in partnership to launch 'Little helps for healthier living' with an aim to help lower the risk of heart disease, cancer and Type 2 diabetes. Over the next five years, they plan to reach millions of customers and their colleagues to remove barriers to healthier eating with a key focus being to establish the UK's leading workplace health programme, whilst sharing key health findings with other organisations.

## Business and community

There are many ways partnerships can work for companies including: sponsoring a training or employment programme, getting employees engaged with community projects, engaging with your customers through your products by supporting a charitable cause.

Ros Whitlock is corporate partnerships manager at Livability [www.livability.org.uk](http://www.livability.org.uk)





# Celebrating the UK-India special relationship



The second Indian Awards, organised by the India Business Group (IBG), a leading business advisory consultancy took place last month in the Palace of Westminster.

The awards, attended by Home Secretary Rt Hon Sajid Javid MP, recognise UK-based individuals, businesses and organisations that have contributed to furthering the relationship culturally, socially or economically, between India and the UK.

The Awards were founded by Amarjit Singh, chief executive of the India Business Group (IBG), an established thought leader on UK-India business affairs and special advisor for India to the University of Southampton.

## Force for good

Sajid Javid spoke of the deserved recognition of outstanding contributions to the UK-India relationship. "The UK is one of the world's oldest democracies, and India the

largest. Our collaboration is a force for good – our shared values magnified by the 'living bridge' formed of a breadth of personal, professional, cultural and institutional ties. With so much in common, it's only natural that Britain and India continue working together to make our people, and the world, safer and more prosperous."

HE Y.K. Sinha, High Commissioner of India said: "The Indian Awards recognises and celebrates the

outstanding work done by individuals, businesses and organisations in the UK, who have contributed to strengthening the UK-India partnership in recent years. I had the pleasure of presenting the Special Recognition Award to the former Prime Minister David Cameron last year. I would like to extend my best wishes for the second edition of these awards."

## Prominent

Following the recent successful

UK visit of Prime Minister Narendra Modi, the gala invitation-only dinner and ceremony featured senior business leaders, government officials, opinion formers and prominent members of the Indian community and guests from India and other parts of the World. Nominations were invited by members of the public and the handful of winners were chosen by a panel of judges and announced on the evening.

The awards ceremony was supported by a range of high-profile partners, including Associated British Ports, Heathrow Airport, Invest India, the Institute of Directors, Hampshire Cricket, the Lalit Hotel, and Niine. Star TV Networks was the official media partner. The awards were also supported by Indus Net Techshu, Chivas Brothers, HCL, Here&Now365, London Chamber of Commerce and Industry, and Taylor Wessing.

[www.theindianawards.com](http://www.theindianawards.com)

## Award winners on the night

**Larger business** - Rolls-Royce PLC

**SME** - EnergyPro Limited

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**Entrepreneur** - Alpesh Patel, Founder of Praefinium Partners

**Arts and culture** - Gurinder Chadha OBE

**Special Recognition** - Dr Rami Ranger CBE, chairman of Sun Mark Limited



(L-R) Lord Patel of Bradford OBE, HE Y.K. Sinha, Indian High Commissioner, Rt Hon Sajid Javid, Home Secretary and Amarjit Singh, India Business Group

# To move, or improve? Knowing what's right for your organisation



by Colin Tarsey

Office space is at a premium in Britain. According to a recent edition of the British Council for Offices Guide to Specification, the average density of workspace in the UK is 9.6 square metres. Yet this figure has been falling in recent years and is a lot lower than the worldwide average.

London is one of the world's most expensive cities to rent office space, so cutting costs remains a top priority for property and facilities managers. Leaving an expensive piece of real estate space for a postcode with a lower price-tag is not always the answer, with moving costs, disruption to business and the ability to recruit and retain staff all major considerations. This is why an increasingly popular trend in estates and property management is staying where you are and improving your existing space. So, if you are paying a fixed cost to own or rent a space, you want to extract the most value out of it as possible by using the space to the optimum level.

## Practical

This might sound a little negative, but it needn't be. By taking a long, hard look at how the workplace is

laid out and considering new and improved ways of working, you can easily implement practical alternatives to furnishing brand new, often expensive, workplaces that are often left only half full. This may include embracing open plan and flexible working or making the most of shared spaces by doubling up collaborative hubs as dining space.

Sometimes relocating is the only answer. Maybe you want a more modern space or a 'smarter' building that adheres to sustainability agendas, or your lease can't be renewed, or is under unfavourable terms for instance. However, it is not always a viable option. The two greatest costs in any organisation are employees and space. By owning a building or even leasing it, you are paying for rent and operating costs, capital investment in furniture, technology that supports the space, initial fit out costs, and ongoing costs like the facilities and maintenance. It is therefore natural to want to get the most out of your property before you decide to up sticks and move to a new location. You should always ask: 'What can I do to get the most out of this space?'

## Co-working

With costs of real estate increasing in certain locations, particularly in London's West End where costs have

risen sharply, occupiers are looking to reduce costs by offering access to office space in less expensive and more convenient shared spaces, such as co-working offices. Rather than investing in traditional corporate offices, co-working spaces that accommodate 20 or 30 people enable staff to interact with colleagues or clients.

Business should harness the latest technology and review the design and layout of the existing workplace to enhance workspace performance and reduce costs. Utilisation studies can tell you how often spaces are being used and how many people are using them, peak utilization times, and who requires a desk. All of this can deliver data that can be used to establish the possibility of subletting some of the space for a period of time, which may provide an additional revenue stream.

When fitting out a new workspace, whether that's refreshing an existing one or moving to a new location, most businesses will default to including the provision of several meeting rooms – the smallest of which typically accommodates six to eight people and the largest up to 40 people. One way to action this often-unused space is to look at ways of creating informal meeting areas, which can incorporate soft seating and stand-up meeting zones

to enable smaller groups of people to collaborate, while taking up less time and space. Areas like these also enable the quick exchange of information, allowing people to get on with their daily routine.

## Interaction

Making the most of your existing space should not be about limiting the scope of the workplace but taking the opportunity to create a more practical office for task specific needs. Private zones with furniture booths or 'pods', individual lighting for individual tasks, collaboration areas featuring high backed sofas that allow for easier interaction, and social zones that encourage people to socialise and engage may all sound like a lot - but this is all part of utilising the space you have and not creating wasted space that isn't used effectively.

These solutions will ultimately help businesses make the most of their space, without needing to move offices or compromise on the quality of the workplace environment. They could prove crucial if you are going to either move or redesign your current workplace to create a space that's bespoke to your organisation.

Colin Tarsey is director of Active [www.activefm.co.uk](http://www.activefm.co.uk)

# Silos hinder customer experience



Joined up customer experiences that are differentiated and relevant are drivers of business growth, writes Steve Dudley

Tesco, Asos and Lidl are just a few of the many brands who are currently enjoying success as a result of new customer experience (CX) strategies. One of the key factors which have proven successful for all these organisations is the breaking down of the many silos which previously existed. Traditionally many large companies, with the way they have grown and because of constant restructures, have developed a 'silo mentality'.

These silos prevent teams being able to focus on the end-to-end cus-

tomers journey. They also increase bureaucracy, create differing work practices and cultures – all of which are barriers to teams being able to see and understand the full CX picture, the role they play and, most importantly, how they can help to enhance the overall customer experience.

In fact, PwC and SAP jointly commissioned a research study, surveying over 300 retailers and 2,100 consumers across six countries in Europe (UK, the Netherlands, Germany, Italy, France and Spain) to explore consumer and retailer perspectives on the integrated shopping experience. Their image below shows their findings with over 60 per cent of retailers agreeing business silos are having an impact on their omni-channel fulfilment strategy.

## Culture

Success in CX comes where change doesn't start from an overhaul or restructure, which can create more complexity. It begins with a focus on how people work together, what the needs of customers are, and understanding the culture of the different functions. It is critical to get everyone on the same page, to understand what the overall CX Vision is and the role that each individual must play in helping to deliver that Vision.

## Benefits

From our experience with many major brands, where you can get different departments to work closely together, to understand one

another, to understand each other's goals, aims and challenges. This understanding can make a significant impact on their ability, and indeed willing, to work together to improve the overall CX.

One of the main benefits of breaking down the silos is that it opens up understanding and opportunities for differing departments to provide each other with an enhanced internal customer experience. After all, it's a fact that the only way to deliver great external customer experience is by delivering a great internal one.

Steve Dudley is lead customer experience consultant at Multifarious Experience [www.experience.mulfarious.co](http://www.experience.mulfarious.co)



# Former officers make a big impact in business



by Liz Stevens

Working at the Officers' Association, I see at first-hand the positive impact former officers make when they move into civilian employment. Their military training and work ethic means that their new employers, whatever their size, receive a tangible benefit. Some employers are taking advantage of the range of skills that veterans can offer, yet research shows that many businesses are still missing out.

There remains, in some organisations, a lack of understanding of the core skills and values that veterans possess. For example, a report that we co-produced, *Veterans Work*, showed only 66 per cent of large and medium organisations perceive veterans as having good communication skills. Yet one of the key strengths which employers consistently highlight is the brilliant communications and interpersonal skills that veterans have. Research

also shows over half of organisations who employ veterans tend to promote them more quickly than the rest of the workforce.

## Abundance

Once a business takes the initial leap of faith and employs their first Service leaver, it doesn't take very long before they want to tap into that talent pool again. Yet taking that first step can be an issue for many. Research shows that whilst 71 per cent of employers say they would consider employing veterans, only 39 per cent would employ someone with no industry experience. This means that organisations can overlook the abundance of often hard-to-find soft skills and positive behaviours that Service leavers bring to the workplace. Our research shows veterans are loyal employees – which means you get a better return on investing in their training – they have a lower sickness rate, perform well in a team and can work under pressure. They are also problem-solvers and often task-focussed, which is an asset in many roles.

At a recent networking event or-

ganised by the Officers' Association, Jolyon Harrington, a veteran, got chatting to the owners of a small creative agency called Ragdoll. The company owners were preparing for a new business pitch and realised mid-conversation that the one thing missing from their proposal and team was standing right in front of them. Whilst Jolyon did not have creative sector experience, he had the right mix of logistics and supply chain management skills that could win them a substantial new contract, involving project management and working with a large number of stakeholders. Ragdoll and Jolyon came to an arrangement that saw him join their pitch team. The presentation went brilliantly and Ragdoll won the business – hiring Jolyon as a result.

## Challenges

There are 136,000 veterans living in London. As London businesses brace themselves for the coming challenges and opportunities created by Brexit, we at the Officers' Association are looking for new ways

to make sure that businesses are aware of the potential veterans offer. The chamber of commerce framework offers an ideal structure for smaller businesses to support each other as they adapt to the changing circumstances of our time. Where businesses have benefited from employing a Service leaver, this experience can be shared, and the Officers' Association is able to work with different groups to facilitate these conversations.

The government has invested heavily in training our military over the decades. As a result, London businesses of all sizes can now benefit from that training investment. By considering veterans when hiring, just as Ragdoll did with Jolyon, businesses can find themselves with an individual that will make a real, tangible difference to their organisation.

Liz Stevens is head of employment services at the Officers' Association  
[www.officersassociation.org.uk/](http://www.officersassociation.org.uk/)  
 employment

## Classic performance

The London Symphony Orchestra launched *Half Six Fix* at the start of their 2017/18 Barbican season with Sir Simon Rattle as the LSO's new Music Director. *Half Six Fix* is an initiative aimed at new audiences with early evening concerts starting at 6.30pm and offering an hour of world-class orchestral music at the end of the working day. Each concert features one or two major works, introduced from the stage personally by the conductor, and gives first-timers a more relaxed introduction to classical music.

Differing from regular LSO concerts, the musicians are showcased 'close-up' on screens, programme notes are delivered to audience members synced to the music via a smartphone app, and they are even encouraged to enjoy the music with a drink in hand.

## Accessible

The three *Half Six Fix* concerts during the 2017/18 season proved a great hit for companies looking for unique and accessible ways to reward their staff teams and to host and build stronger relationships with their clients. The earlier concert start time allows for both pre-concert and post-concert drinks without the evening finishing too late.

The LSO's new 2018/19 season has been announced and will include four *Half Six Fix* concerts between November 2018 and March 2019. They will feature works by some of the great composers including Bernstein, Debussy and Stravinsky.

For full concert details visit <https://iso.co.uk/half-six-fix> or to find out more about how businesses can get involved through the LSO Corporate Partnership programme, contact [kyle.buchanan@iso.co.uk](mailto:kyle.buchanan@iso.co.uk).





## Knowing when to let go

Last month East London Chamber of Commerce put the spotlight on entrepreneurship at a networking reception hosted by Porsche Centre East London and sponsored by Smartdeskers.

Addressing the reception, Khuram Zubair, chief executive of Smartdeskers

argued that you don't have to be young to be an entrepreneur. As a business owner, he said, it was important to know when to 'let go' and take on board advice from those around you.

Wayne Lloyd, chief executive of Ocean who started his company from scratch

and runs a highly successful tech company recommended the support of non-executive directors. Fellow entrepreneur, Steve Shinn, founder of TripePad offered his top tip: "Ignore baseless doubt, remove emotion, use only evidence as your guide. Have the self-discipline to weather doubt."

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# EU and Mexico reach new agreement on trade

The European Union and Mexico reached a new agreement in April on trade, part of a broader, modernised EU-Mexico Global Agreement. Practically all trade in goods between the EU and Mexico will now be duty-free, including in the agricultural sector. Simpler customs procedures will further benefit the EU's industry, including in sectors like pharmaceuticals, machinery and transport equipment. The agreement also lays down progressive rules on sustainable development. The EU and Mexico have also committed to effectively implementing their obligations under the Paris Agreement on



climate change. In addition it will be the first EU trade agreement to tackle corruption in the private and public sectors.

European Commission President Jean-Claude Juncker said: "Trade can and should be a win-win

process and today's agreement shows just that. Mexico and the EU worked together and reached a mutually beneficial outcome. We did it as partners who are willing to discuss, to defend their interests while at the same time being willing to compromise to meet each other's expectations. With this agreement, Mexico joins Canada, Japan and Singapore in the growing list of partners willing to work with the EU in defending open, fair and rules-based trade."

The agreement – once finalised and approved – will benefit both companies and consumers across Europe and advance the EU's values-based trade policy agenda.

The agreement in principle struck brings the EU's trade relationship with Mexico into the modern era, tearing down most of the remaining barriers to trade.

Since the previous EU-Mexico trade agreement came into force in 2000, trade between the EU and Mexico has risen at a rate of around eight per cent per year, resulting in an overall increase of 148 per cent in trade in goods over the period. Despite these positive results, there was still a wide margin for improving the trade relationship that the new agreement is addressing, by making virtually all trade in goods duty-free.

## Ensuring Europe's global competitiveness

Last month the Commission presented its contribution to the informal discussion that Heads of State and Government hold in Sofia on research and innovation and the steps needed to ensure Europe's global competitiveness.

The Commission invited EU leaders to give strategic orientation on ensuring that regulation and financing are innovation-friendly. Proposed measures include giving priority to the transposition of the directive on preventing restructuring frameworks,

second chances and measures to increase the efficiency of restructuring, insolvency and discharge procedures; Increasing the procurement of innovative products and services by public authorities by applying the guidelines published by the Commission today. Other proposals include:

- Swift adoption of the next EU 2021-2027 budget with the proposed allocation of €100 billion to Horizon Europe and the Euratom

research and training programme, as well as other major funding programmes that will provide a significant stimulus to innovation

- Rolling out the VentureEU initiative to boost private investment and venture capital
- Further simplification of EU State aid rules to facilitate public funding of innovative projects including blending of EU and national funds.

The Commission also proposed to establish a full-scale European Innovation Council to offer a one-stop shop for high potential and breakthrough technologies, as well as for innovative companies with potential for scaling up. The European Innovation Council will build on the €2.7 billion pilot phase for the period 2018-2020, with the objective to help identify and scale up fast-moving, high-risk innovations with strong potential to create entirely new markets.

## WTO rejects vast majority of US claims in Airbus dispute

The EU has welcomed the report by the Appellate Body in the dispute brought by the US on support to Airbus. The report rejects the vast majority of the US allegations that the EU had not complied with the World Trade Organisation (WTO) findings.

The Appellate Body definitively dismissed all US claims that any of the EU support is outright "prohibited" under WTO rules.

Commissioner Malmström said: "Today the WTO Appellate Body, the highest WTO court, has definitively rejected the US challenge on the bulk of

EU support to Airbus, and agreed that the EU has largely complied with its original findings. Significantly, it dismissed the vast majority of the US claims that this support had damaged Boeing's aircraft sales. The EU will now take swift action to ensure it is fully in line with the WTO's final decision in this case. Also, we look forward to the upcoming ruling by the Appellate Body on US compliance with the WTO findings of the massive and persistent government support to Boeing."

The Appellate Body found that the majority of EU support

to Airbus challenged by the US had expired in 2011. It ruled that under WTO rules the EU is not required to take any further action regarding state support that no longer exist, such as the alleged support for the A300, A310, A320 and A330/A340 aircraft models.

This ruling leaves the EU with only a few remaining compliance obligations in order to bring itself fully into line with WTO rules. These are linked to repayable loans provided to the newer A380 and A350 XWB models. There are no obligations that remain regarding single-aisle aircraft.

The Appellate Body also significantly downgraded the assessment of the economic damage that the remaining EU support has allegedly caused to Boeing's aircraft sales. The US had put forward 218 claims of 'adverse effects' - such as lost sales - to Boeing as a result of alleged support to Airbus. The Appellate Body rejected 94 per cent of US claims and only upheld 14 instances where the support had negatively affected Boeing, related only to the support for the A350 XWB and A380.

# Kenya floods: EU releases initial €1.5 million to help victims

In response to the recent devastating floods in Kenya, the European Commission has provided €1.5 million in emergency humanitarian funding to assist the most affected families.

The funding will help cover basic needs such as emergency shelter and basic household essentials, food and nutrition, drinking water and repair of damaged water and sanitation facilities as well

as emergency health care and epidemics prevention.

“The European Union is saddened by the loss of life in Kenya from the dam burst in Solai and from extreme flooding in different parts of the country. The EU is doing its part to assist the most affected by this tragedy. Our new funding will help deliver emergency supplies. As members of one global family and humanity, we

are committed to help people in crisis, wherever in the world they may be, and to bring relief to their suffering,” said Christos Stylianides, the Commissioner for Humanitarian aid and Crisis Management.

Kenya has been facing ongoing floods, which have so far claimed the lives of over 170 people and displaced more than 300 000. On 9 May, the Patel dam in Solai area of Nakuru county, 190 km

north-west of Nairobi, burst its banks after heavy rains, killing at least 40 people.

At least 40 counties have been affected by the flooding and over 8 000 hectares of farmland decimated, causing widespread damage to crops, livestock and food stocks. The current flooding is likely to continue as heavy rainfall is forecast to continue for the coming weeks in the region.



The brokerage event e-Health Connection will take place in the surroundings of Castres, in Occitanie (Southern France), during the e-Health Summer University on 3-5 July 2018, an event organised by Castres-Mazamet Technopole CEEI. The event gathers healthcare professionals, industrials, industrial solutions providers, patients, healthcare and social financial backers, institutional representatives, researchers and students.

**Location: Castres, France**

**Registration Deadline: Monday 2 July 2018**



NANOTECHNOLOGY 2018 Business Forum, 3-5 July 2018, Thessaloniki, Greece

The event is organized by PRAXI and NANOTECHNOLOGY 2018, to provide an opportunity for transnational technology, business and research partnerships in the emerging fields of nanotechnologies, organic electronics and nanomedicine.

The aim of the brokerage event is to encourage business and collaboration meetings between technology developers and technology users in order to foster technical and entrepreneurial cooperation in these fields.

**Location: Thessaloniki, Greece**

**Registration Deadline: Tuesday 26 June 2018**



Enterprise Europe Network invites you to an international matchmaking event that will be organised on the 4th and 5th of July 2018 in the wake of the start of the Tour de France ('Grand Départ') in the Vendée, France. The Tour de France is the biggest annual sports event in the world and it combines tradition with the latest innovations in several areas. The SportTechMatch will comprise face-to-face meetings and is embedded in the Science & Cycling conference. The intention will be to establish international partnerships between companies, especially small and medium-sized enterprises, as well as between companies, researchers and technologists.

**Location: Toulouse, France**

**Registration Deadline: Monday 2 July 2018**

► 4<sup>th</sup> to 6<sup>th</sup> July  
SAINT-MALO Palais du Grand Large

8<sup>th</sup> COSM'ING 2018

Cosmetic ingredients & biotechnology

EEN in partnership with CBB Capbiotek, organizes a brokerage event on 4 July 2018 during COSM'ING, an international symposium on cosmetic ingredients and biotechnology. This event will take place in Saint-Malo in Brittany (France).

Growing demand for sustainable products or natural cosmetic actives led the ingredients suppliers to develop many sustainable, performing and innovative biotechnological processes for industrial production of actives or additives. Thus, in the last few years, sustainable ingredients obtained from plant cell cultures (stem cells), fermentation, enzymatic hydrolysis or synthesis reactions appeared successfully on the market and are now present in cosmetic products of many brands.

**Location: Saint Malo, France**

**Registration Deadline: Wednesday 20 June 2018**



SHARING SCIENCE: TOWARDS NEW HORIZONS



As part of ESOF2018 Toulouse (EuroScience Open Forum) Enterprise Europe Network is organising Face2Face meetings to give companies, universities, scientists and R&D organisations the opportunity to exchange knowledge, secure potential partners to collaborate with, identify other applications areas to grow their businesses and, secure future funding to commercialise new products.

The focus for the matchmaking event will be around science to business collaborative projects.

**Location: Toulouse, France**

**Registration Deadline: Saturday 30 June 2018**



Registrations for all events are now open. For further information contact the Enterprise Europe Network London office enterprise.

[enterprise.europe@londonchamber.co.uk](mailto:enterprise.europe@londonchamber.co.uk)



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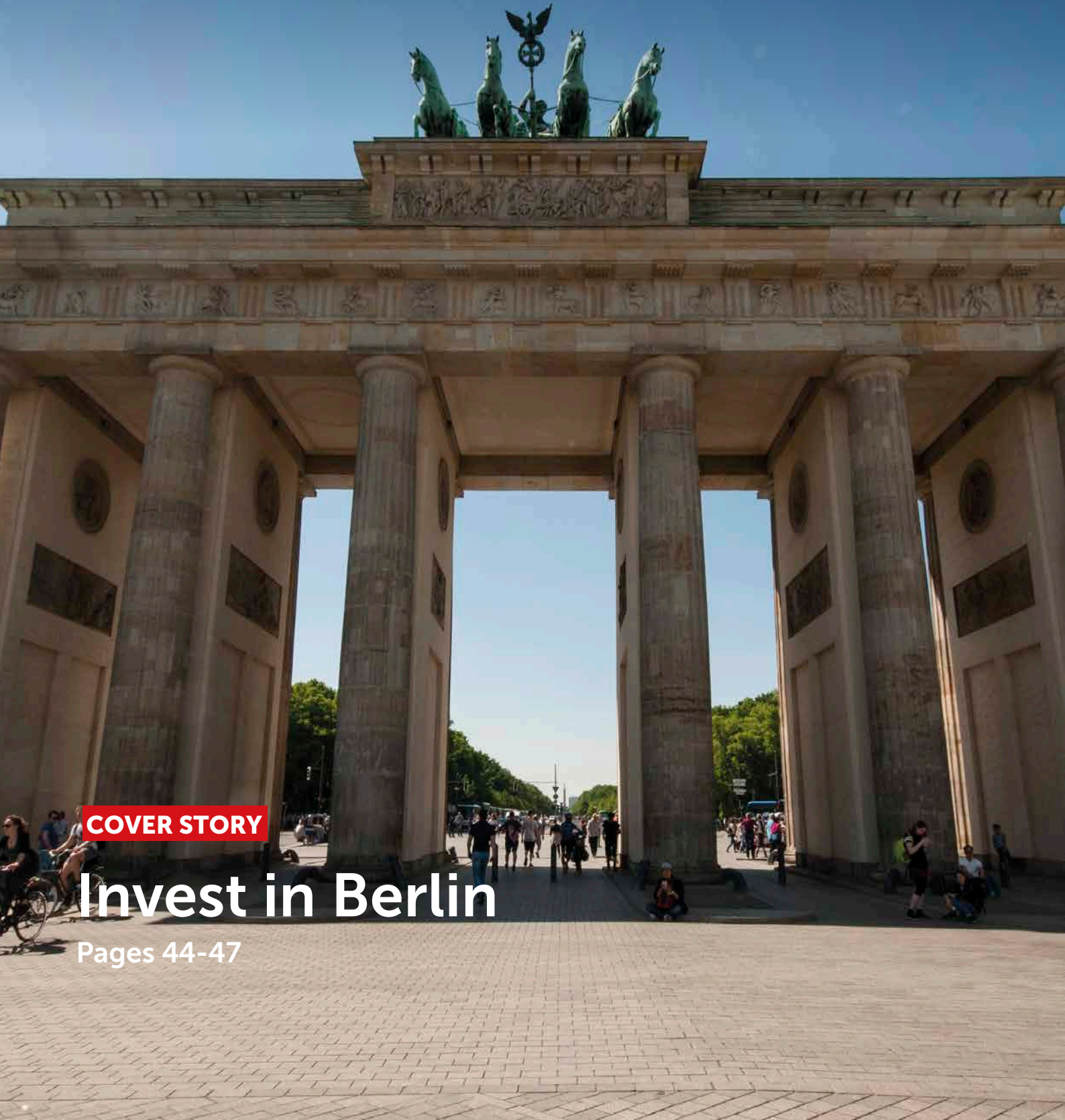
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# Capital matters



**COVER STORY**

## Invest in Berlin

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# Air Astana takes London - Astana daily from June 1st

**Air Astana, the Skytrax award-winning national carrier of Kazakhstan will offer daily, non-stop flights from London Heathrow (LHR) to Astana, effective 1st June. The additional frequencies, on Wednesdays and Fridays, are already available for purchase.**

"We are delighted to have finally secured daily flight status on what is such a prestigious and popular route – the only direct service linking the UK to Kazakhstan," said Air Astana CEO and President Peter Foster. "London has consistently grown in significance, with both business and leisure travellers and it comes at an opportune time too for the airline strategically, as we start to plan for an IPO listing in both London and Kazakhstan."

Passengers flying direct with Air Astana also benefit from seamless immediate connections to Kazakhstan's

second city Almaty and excellent onwards connections via the airline's domestic and international network. From Astana, passengers can benefit from convenient international connections to Urumqi, northwest China; Delhi, India; and the Russian cities of Novosibirsk, Omsk, Tyumen and Yekaterinburg.

Air Astana offers a three-class product aboard its comfortable Boeing 757 aircraft – 16 seats in business; 108 in economy and up to 12 unique Economy Sleeper Seats. Return fares start from £505 for Economy, £1,107 for Economy Sleeper, and £2036 for Business. Fares include all taxes and are valid for year round departures from London including the peak season. Tickets can be purchased via airline's website: [www.airastana.com](http://www.airastana.com) or Air Astana's ticketing offices.

**Air Astana named Winner in TripAdvisor 2018 Travellers' Choice Awards**

"Air Astana has always been dedicated to delivering the very highest standards of service to its passengers and I'm naturally delighted that the airline has been named a Winner in this year's TripAdvisor Travellers' Choice Awards"

– Air Astana CEO and President Peter Foster

TripAdvisor, the global travel planning and booking site, has named Air Astana as a Winner in the Regional-Asia category in the 2018 Travellers' Choice Awards, which identifies travellers' favourite carriers around the globe. Travellers,

who submitted reviews to TripAdvisor after flying with Air Astana highly rated the airline's Customer Service, Cabin Cleanliness, Food & Beverage, Seat Comfort, Value for Money, Check-in and In-Flight Entertainment. Award winners were determined using an algorithm that took into account the quantity and quality of airline reviews and ratings submitted by travellers worldwide between February 2017 and February 2018.

"Air Astana has always been dedicated to delivering the very highest standards of service to its passengers and I'm naturally delighted that the airline has been named a Winner in this year's TripAdvisor Travellers' Choice Awards," said Peter Foster, President and CEO of Air Astana. "I'd like to sincerely thank every one of our passengers, who submitted a review to TripAdvisor following their flight and look forward to your continued support for Air Astana".

# 7 Steps to Protect your Business

The Currency Account is a financial technology (FinTech) company specifically designed to empower businesses and organisations that want to transact business internationally. With the company's multi-currency banking service, businesses and corporates can stay in control of overseas currency cash flows, make and receive payments in foreign currencies and enjoy better exchange rates. Currency hedging and risk-management are available for those looking to reduce or eliminate risk. Payments can be sent to over 160 countries and the service is authorised by the Financial Conduct Authority (FCA). The Currency Account is a trusted partner for many brands worldwide.

## Protect your cash flow

Work with our team of specialists to secure your cash flow against a rapidly moving market. We'll develop a precision risk management strategy, tailored to your business objectives and powered by our tools and analysis.

### 1. Plan

First, review the foreign exchange requirements of your current business and how you expect them to change. Speak with a currency specialist and explore the strategy and solutions that work for your company.

### 2. Resist Speculation

It is best practice to convert surplus currencies as and when received – only hold the currencies that you intend to pay away in the short term.

### 3. Mitigate your risks by Hedging

Hedging can help you to mitigate the risk of international transactions. When paying for goods or services in foreign currency your costs will fluctuate with the exchange rate movements.

### 4. Protect your profits with Forward Contracts

Forward contracts can help protect against adverse currency movements and can be used to lock into favourable exchange rates.

### 5. Lock in your exchange rates with Market Orders

Market orders allow you to automatically purchase or sell foreign currency when the market hits your target, favourable, exchange rate.

### 6. Check if Foreign Currency Accounts are beneficial for you

It may be useful for you to have foreign currency accounts for currencies that you trade in on a regular basis.

### 7. Ensure your funds are Safe

The security of your foreign exchange transactions is crucial, but often overlooked. Ensure your currency specialist has taken the appropriate measures to keep your funds secure.



Contact us at  
[fxdesk@thecurrencyaccount.com](mailto:fxdesk@thecurrencyaccount.com)  
 020 7014 3377  
[www.thecurrencyaccount.com](http://www.thecurrencyaccount.com)

# YouGov finds that UK businesses are missing out on £millions in interest income - Is yours one of them?

THE majority<sup>1</sup> of UK small and medium sized businesses are earning less than 0.10% on the cash they hold on deposit with their bank.

More than a third<sup>2</sup> don't have a separate account for surplus funds and hold all their cash in their current account, despite the fact that 80% of these accounts pay no interest<sup>3</sup>.

In light of this, more than three quarters<sup>4</sup> are unsurprisingly dissatisfied with the rate of interest they are getting from their bank.

These are the key findings of a YouGov survey which explored the challenges facing UK companies when it comes to getting a decent return on their cash at bank.

For hard-pressed Financial

Directors and owner managers juggling myriad competing priorities, the prospect of opening new deposit accounts to achieve a better rate of return for their company is regarded as prohibitively time-consuming and onerous. 40% said that researching the market and filling out all the necessary paperwork to open a new account was "too much hassle".

But as with so much today, technology holds the key.

LCCI Member Flagstone is revolutionising the deposit market by empowering UK businesses through technology to make their cash work harder.

Flagstone, an FCA authorised and regulated fintech company, has developed a secure online platform

to provide companies with access to hundreds of market-leading and exclusive deposit rates from 24 banks through a single application.

It makes finding the best rates (and researching the banks that provide them) quick and easy - whilst opening and funding a new account then takes just three clicks of a mouse!

With instant access rates on the platform as high as 1.40%<sup>5</sup>, not only can businesses now easily benefit from the best rates on an ongoing basis, but they can efficiently diversify their cash to manage their liquidity and increase their FSCS<sup>6</sup> protection.

By harnessing technology, businesses can now take matters

into their own hands to maximise their income, manage their risk and eliminate hassle.

Exclusively for LCCI Members, Flagstone will waive its £500 set-up charge and make a £500 donation to the charity of your choice when you open and fund a Flagstone account.

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For more information go to  
[www.flagstoneim.com/lcci](http://www.flagstoneim.com/lcci)



**FLAGSTONE**  
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YouGov September 2017 - Survey of 615 SME Senior Managers. The figures have been weighted and are representative of British business size. SME Senior Managers who expressed an opinion: 1) 53% 2) 36% 4) 76%

3) Competition & Markets Authority - 'Retail Banking Market Investigation' 2016

5) Rate quoted correct as at 18/05/18

6) Financial Services Compensation Scheme deposit protection of £85,000 per authorised bank per depositor. For more information refer to <https://www.fscs.org.uk>

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# London meets Berlin

Did you know that London and Berlin cooperate in the field of startups? Despite the often proclaimed “rivalry” due to the ongoing Brexit communication both cities work closely together when it comes to innovative business models. London and Berlin have agile startup ecosystems from which the innovations and growth generators of the future will emerge. It was therefore only logical that London joined the Start Alliance network of the most important global startup hubs in 2017.

## Start Alliance: Helping ideas to spread faster.

The Start Alliance is a new type of city partnership designed to accelerate entry into new markets for international startups. It forms a **business network** between the most vibrant startup hubs around the globe, **supports startups** to adapt business models to international requirements and **accelerates corporate innovations**.

Start Alliance was initiated by Berlin's business development agency Berlin Partner in 2016. Its main goal is to internationalize and scale up start-up businesses faster by cities working together to foster growth. Furthermore, it aims to accelerate corporate innovation and efficient connections of global startup hubs.

## Startup Programs, City Network, Scouting Trips and more

The Start Alliance Programs are aimed at:

- **Startups** get the possibility to try the city either in an organized group program several times per year or on their own equipped with a free office space for up to 2 months.

On site, startups receive extensive services for successful internationalization, from accommodation, providing a free desk in a co-working space, seminars, contacts to corporates and venture capitalists all the way to pitch training, demo days and networking events.



Berlin PopUpLab in London 2016  
© Berlin Partner



Start Alliance FinTech Program in Berlin 2018 | © Berlin Partner

- **Cities** can participate as a host for various programs like delegation trips or co-working programs and in this way internationalize itself.
- **Large corporates** get insights from many global startups and thereby access to newest technology and business trends.

Today, 10 cities are working together in the Start Alliance network:

Berlin, Paris, Vienna, Tel Aviv, New York, Beijing, Shanghai, Dubai, and London.

Since Start Alliance was founded in 2016 it gave more than 100 startups the opportunity to test the startup ecosystems of Berlin, Paris or New York. On top of that, more than 50 startups from Berlin got an insight to a new business environment during delegation trips to the Start Alliance partner cities. Numerous corporates use Start Alliance to scout for innovative solutions around the world.

## Meet the Start Alliance - At London Tech Week!

Start Alliance is regularly present at international tech and startup events such as SXSW in Austin/Texas, VIVATECH in Paris or TOA/Tech Open Air in Berlin.

The next opportunity to meet the Start Alliance in London is London Tech Week in June: As part of London Tech Week, the Start Alliance will present itself with 5 startups from Berlin at the TechXLR8 - Festival from 12 to 14 June at ExCeL London (One Western Gateway, Royal Victoria Dock, London, E161XL).

## Get informed!

All information about the programs and participation possibilities at the Start Alliance under: [www.startalliance.net](http://www.startalliance.net) #StartAlliance

All Information about the Berlin Start Alliance delegation at London Tech Week: <https://reason-why.berlin/londontechweek/>

We look forward to seeing you!



Final Demo Day of the FinTech Start Alliance program in Berlin, 2018 | © Berlin Partner



Start Alliance partner Tusstar in Shanghai 2017  
© Berlin Partner

# START ALLIANCE



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# Next Exit: Berlin

## Navigating the Flourishing Startup Ecosystem of Germany's Capital

**While Berlin is not exactly a blank spot on the global map of venture capital, the scene in the continent's most hyped startup hub is still growing up fast. Here are some of the secrets of Berlin's success and how it attracts international capital and talent.**

"Made in Germany" – the label once introduced by the British to expose the origin of imported supposedly low-quality industrial goods – has long gained a stellar reputation across global markets. However, Germany's history of innovation and technical excellence did not immediately land it a top spot in the digital revolution. In the early 2000s, while multi-million dollar companies were founded in the Silicon Valley and London, venture capitalists regarded Germany as a niche market, and a German Google (or perhaps: Göögle) or Facebook was nowhere to be seen. After almost half a century as a divided city, Berlin suffered from high unemployment, a burgeoning public debt and the absence of a solid industrial base. There were other things to worry about than creating the latest cool app or coming up with a disruptive business model.



Lucie Rohr

But over the past ten years or so, Berlin has quickly been catching up. The special Berlin atmosphere has played its part with its low rent levels, crazy nightlife and a culture of "anything goes" that has attracted talent from around the world.

Berlin welcomes 50,000 new residents every year – lots of them talented workers hailing from Southern and Eastern Europe or the Middle East. With the average salaries of qualified engineers and software developers

(for now) being less competitive than in more mature ecosystems like London or the Valley and comparatively low costs of living, digital entrepreneurs – over 40% of them are non-Germans – are off to a good start.

One might think that the German passion for accuracy, precision and predictability does not mix well with the trial and error attitude that drives the start-up world – every successful entrepreneur will tell you that they have failed many times before they succeeded. Yet Berlin, with its legacy of underperforming public services, petty political scandals and infrastructure projects notoriously behind schedule and over budget seems to provide just the perfect backdrop for the "culture of failure" that experts agree is best suited to foster a successful start-up ecosystem (some German universities even offer courses teaching what exactly it takes to create just such a culture).

The political environment is investment-friendly, with public co-investment funds and special subsidy programs for startups. The coalition agreement of the newly elected German government promises to lower bureaucratic hurdles with a number of measures (e.g. a "One Stop Shop" for licensing procedures) and to expand well-proven public funding programs.

The funds swashing to the shores of river Spree are increasingly international with more and more non-European investors sourcing deals and investment opportunities in the city which its former mayor once (in)famously claimed to be "poor but sexy". Recent success stories include online car dealer Auto1's \$566 million investment by Softbank and the attention-drawing IPOs of Delivery Hero and Hello Fresh. Both the European fashion ecommerce giant Zalando, now one of the biggest employers in the city, and the incubation and investment power house Rocket Internet (seen by many as the original catalyst for the surge of VC activity in Berlin), went public already in 2014. Berlin-based tech companies are slowly but surely making their mark on corporate Germany.

As a consequence, major German corporations from more traditional industries have discovered Berlin as an exciting breeding ground for new and disruptive business models. Many German blue-chips have established an innovation hub, startup lab or corporate accelerator in or focus their corporate VC activity on the city.

While other German cities and regions have their own ecosystems and selling points



Felix Blobel

– Frankfurt's dynamic Fintech growth, or Munich founders benefitting from the abundant presence of leading research institutes and industry giants, making it a haven for high tech B2B ventures – Berlin is now equal to major international VC hubs such as London, Paris, or Tel Aviv. With an increased awareness of the political and administrative actors for the specific needs of the start-up community, a growing pool of seasoned business angels and serial founders helping to professionalize the scene, and funding pouring in at record levels, most pundits agree that the prospects are bright.

**Felix Blobel (felix.blobel@noerr.com) and Lucie Rohr (lucie.rohr@noerr.com) are from the Berlin office of Noerr LLP, specialising in venture capital transactions, advising domestic and international investors, growth companies and founders on equity capital financings, acquisitions and exit transactions.**

**Noerr LLP is a leading European law firm in eleven countries, including offices in London and Berlin. Its Private Equity & Venture Capital practice group enjoys an outstanding reputation, has advised on numerous significant deals in the field and is the go-to legal counsel for major players in cross-border investments.**

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# New trade body offers common voice for alternative lenders



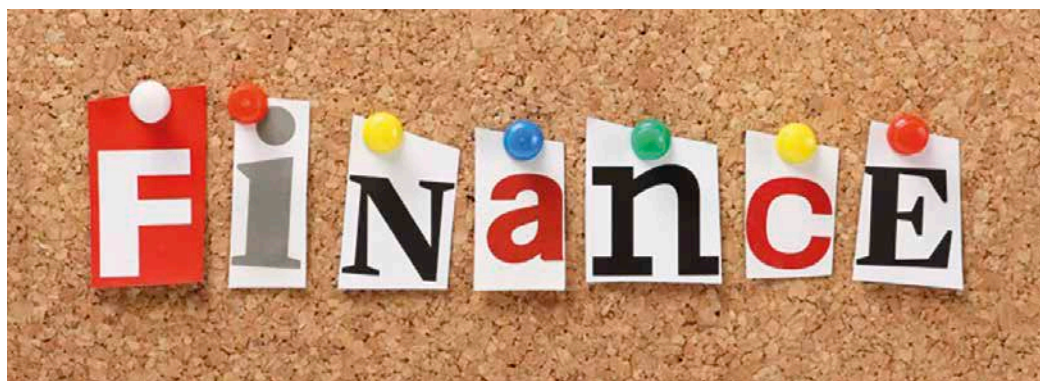
**John Davies, Director Just Cash Flow PLC and Chairman of the Association of Alternative Business Finance gives the background to the how and why this new association was formed.**

Just over 18 months ago a group of alternative lenders to UK SMEs sat down over a working dinner to test the enthusiasm for forming a trade association.

The timing was thought to be right because alternative lending had come a long way since it first gained a foothold in the UK following the 2008 financial crisis. It has been well documented how traditional banks urgently needed to rebuild their capital buffers and couldn't fully meet the demand for finance from SMEs that wanted to invest and grow. A range of alternative lenders moved into this space, using financial technology to make quick and well informed lending decisions. Additionally, they were happy to use FinTech to provide convenient and flexible access to finance.

At the dinner there was immediate consensus that the challenge facing the sector was 'alternative lending' meant different things to different people and SMEs considering this type of finance had understandable questions and concerns about how these new lenders operated.

Additionally, awareness was highlighted as an issue and I was able to share some Just Cashflow research that showed 30% of businesses would shelve their investment plans if their traditional bank turned down their finance application. By far the biggest



"Importantly, the new Association also provides members with a common voice to influence how the sector develops and can best support the needs of SMEs."

reason (63%) was not being aware of alternative sources of finance.

So before we got to the coffee we had two powerful reasons to form an association – standards and awareness. We soon had a third when we learnt about the success the US alternative lending trade association was enjoying through sharing data to help prevent fraud and SMEs becoming over committed.

It was agreed that a working party would be formed and that's when the hard work started – drafting and agreeing the best standards of industry practice that members of the Association of Alternative Business Finance (AABF) would be required to agree to.

The original working group became the six founding members, Capify UK, Catalyst, Credit4, Fleximize, Liberis and Just Cash Flow PLC.

The AABF was officially launched on 1 February 2017 promoting the best practice in UK alternative lending with members adhering to four key operating principles; Transparency Responsibility, Fairness and Security.

Below are just a few examples of the commitments that underpin the Transparency Principle alone.

- *Disclose all fees and charges together with the amount of*

*funds provided, and the total amount owed to the Member. These terms should be disclosed in a clear and transparent way in documentation that is easily understood*

- *Clearly disclose how the funding and repayment process works, the frequency of payments, and the amount of each payment (as applicable)*
  - *Clearly disclose any charges that may be applied and how.*
  - *Clearly disclose any early repayment policies and if early repayment charges apply (if applicable)*
  - *All marketing and promotional material must be clear, balanced, fair and not misleading and set out properly the key features, benefits and risks associated with the members lending proposition.*
- Not surprisingly our operating principles lean heavily on the British Bankers Association Lending Code (in place at this time).

Importantly, the new Association also provides members with a common voice to influence how the sector develops and can best support the needs of SMEs.

In our launch announcement we stressed the importance of SMEs feeling confident when they see the distinctive AABF logo and being reassured they would be dealing

with an alternative lender that totally embraces responsible lending.

**SMEs can gain added comfort by accessing the detail behind the four key principles from the Association's website ([www.aabf.co.uk](http://www.aabf.co.uk))**

The new Association is successfully working with other well established finance associations and has had positive meetings with the All Party Parliamentary Group on Fair Business Banking.

I am often asked what our immediate focus is and how I would know if the AABF has been a success.

My answer – Our immediate focus is to recruit like minded alternative finance providers that share our passion for the best standards of industry practice.

We will have achieved our major aim when SMEs looking for finance recognise the distinctive AABF logo and feel confident that they are dealing with a transparent, responsible, fair and secure lender.



**The Association of Alternative Business Finance**



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“ What we see with Nucleus is stability and an organisation that wants to work with us long term. We have ambitious plans and working with Nucleus is an integral part of that. ”

ALI PEERBHOY, CFO, BUSINESOPTIX





# Why should the UK care about the growth in alternatives to bank funding?

## What is the problem?

10 years on from the financial crisis, too many UK SMEs are still not getting the funding that they require from the banks. The problem is particularly acute for growth SMEs who do not have large amounts of assets against which the banks are more willing to lend. As a result, many SMEs are not investing in their growth, or are delaying until such time as they can fund it themselves. The knock-on effect is that the UK's productivity and growth is being held back.

## What is the solution to narrowing the gap?

The solution lies in finding a different way to fund SMEs using capital from sources other than the banks.

Non-bank capital has already started to flow to SMEs via peer-to-peer business lending platforms. Funding Circle is the largest of these with the majority of funding coming from retail investors. The introduction of the Innovative Finance ISA in April 2016 is a further incentive for retail investors to invest while earning tax-free returns.

However, by far the largest proportion of retail investment is controlled by financial advisers or discretionary wealth managers. These companies are not yet participating in direct business lending for a number of reasons which may take years to overcome. It is unlikely, therefore, that retail investors on their own will be able to provide sufficient capital to fill the gap between bank funding

and SME requirements. This is especially so for SMEs looking for strategic capital of more than £250k.

The real solution to directing much larger flows of new capital to SMEs is via institutional investors who control billions of pounds of investments. Non-institutional capital is still the primary source of funding in the alternative finance sector, but there is increasing interest from large institutions in direct lending, especially direct to SMEs.

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# Safety in numbers as Essex makes good business sense

**An increasing number of companies are recognising the value of being part of co-working environments in Essex by setting up a base in the county.**

Essex's proximity to London – but without the costs of running a business from the capital – coupled with expanding transport links, makes it a hugely attractive proposition.

With the Crossrail train project's Elizabeth Line – running from Shenfield in Essex through to Reading in Berkshire - set to open at the end of 2018 and the county's airports at Stansted – which launched new flights to New York, Boston and Toronto through Primera Air in April and a new service to Dubai with Emirates this June - and Southend introducing new routes all the time, as well as ports at London Gateway, Tilbury and Harwich, the lure of the county from a business perspective continues to strengthen.

Business centres are among those reaping the benefits of Essex's prime position.

A report last year by the Chartered Institute of Purchasing & Supply found businesses operating from them could reduce their TCO (Total Cost of Occupancy) by up to 50%.



**Vision's co-working spaces in Chelmsford**

Wilmott Dixon, a leading UK independent construction and property services company, is one of the most recent big-names to secure a presence in Essex – setting up its new Eastern Regional office at Vision's ([www.visionoffices.co.uk](http://www.visionoffices.co.uk)) co-working spaces in Chelmsford.

The City is the jewel in the county's crown, having been praised as a prime centre for doing business, following its success in being named as the best place to live in the East of England by the Sunday Times, in March.

Joseph Price, Vision's co-founder, believes the latest arrival is further proof of the value Chelmsford, and Essex in general, offers to businesses.

"Having major companies such as Willmott Dixon and Ellisons Solicitors warming to this

style of co-working environment shows that larger corporations can benefit from this form of collaborative setting, as well as start-ups and SMEs," says Price.

"We believe Chelmsford, specifically, is such a 'Hot Bed' because of its international connections as well as in Europe. We have seen a lot of changes and interest from America and China, reason being we are only a stone's throw from the City of London and we can feel the ripple effect directly."

With a proven track record of growing business within the county, when INVEST Essex moved into new premises last year it seemed the perfect fit to locate in Chelmsford, at the Kingsdale Business Centre – another to take advantage of the shared business space experience.

David Rooke, Location Services Director of INVEST Essex, explains: "As an investment promotion agency (IPA) and business support provider it made sense for us to locate our expanded service centrally in the county. We chose the City of Chelmsford for its thriving economy, over 17,000 businesses and 85,000 jobs which contribute over £3.5 billion to the national economy, and fast connectivity to London and the rest of the county."

But it is not just Chelmsford where businesses are flocking in the county, especially to become a part of thriving co-working set-ups.

The Essex Technology & Innovation Centre (ETIC), in Ongar (<http://essexenterprise.com/centres/essex-technology-innovation-centre-ongar>), is operated and managed by INVEST Essex, specifically designed to support entrepreneurship and SMEs.

According to Knight Frank's first 'Serviced Office Submarkets' research, released in November 2017, the cost of a single serviced office desk in the West End of London can be as high as £1500 per month. While it is possible to find the equivalent space in one of the Eastern and Northern fringes of central London starting from £450, there is far greater value to be had just around the corner in Essex.

Compare this to four to six person work spaces available at ETIC for between £655 and £822



**The Essex Technology & Innovation Centre (ETIC)**



covering rent, power, lighting, heating and kitchen facilities. Workspaces also come with free on-site parking (which includes spaces for electric car charging) and have easy in and out licences, meaning there is no long-term commitment required.

Meanwhile, INVEST Essex also supports the M25 Business Centre ([www.m25businesscentre.co.uk](http://www.m25businesscentre.co.uk)) at Waltham Abbey, a more sizeable building than ETIC at 55,000 square feet - with just a few vacant areas left among the 70 businesses already in occupancy.

The Centre was first conceived in 2013 by Managing Director Paul Zimble, who received help from INVEST Essex, then operating as Essex County Council's inward investment team – including resolving Highways and Local Council issues, as well as ensuring political support at several levels.

Zimble has seen the Centre, and those who occupy it, go from strength to strength.

"There is a huge financial advantage to being based out of London," Zimble says. "With rising travel charges and much higher desk rates we are finding more and more companies basing themselves here and taking advantage of the 28-minute journey time from Waltham Cross into Liverpool Street. We have over 130 parking spaces here, making commuting by car an additional cost saving."

Elsewhere, in the south-east of Essex, 'the hive enterprise centre' (<https://thehive.org.uk/>) is able to take particular advantage of the expanding list of routes provided by Southend Airport.

Last month (May 2018), Air Malta launched flights from Southend to Malta, Cagliari in Sardinia and Catania in Sicily, joining two other established airlines at the airport, easyJet and Flybe.

Co-working environments are making an increasing impact on ensuring the future of business in the county is bright.

**You can find out more about the work done by INVEST Essex at: [www.investessex.co.uk](http://www.investessex.co.uk), email: [business.support@investessex.co.uk](mailto:business.support@investessex.co.uk) or follow them on Twitter (@investessex).**

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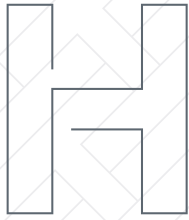
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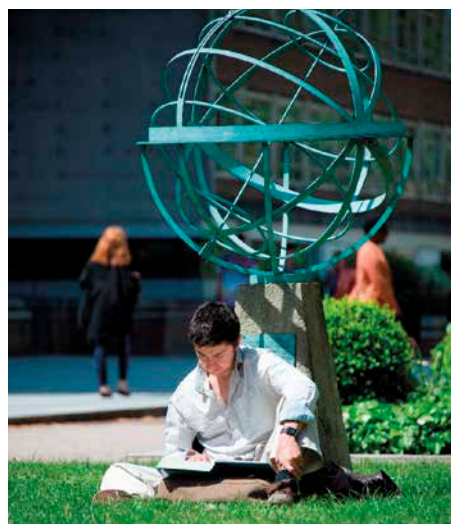
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SOAS has more than 20 years' experience in distance learning education, delivering specialist masters to over 3,000 students

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- MSc in Public Financial Management
- MSc in Public Policy and Management

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Drawing on the cross-disciplinary academic expertise from the university's economics, law, and politics departments, CISD creates programmes that push beyond borders.

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- MA in Muslim Minorities in a Global Context
- MSc Global Corporations and Policy
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# WAKE UP TO WOOLWICH

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# BUCKING THE TREND AND BUYING A FIRST HOME

The chances of a young person on a middle income owning a home has dropped significantly, according to new research from the Institute for Fiscal Studies. In London, home ownership among 25 to 34-year olds has fallen to just 20 per cent from around 45 per cent in the mid-1990s\*. One property hotspot in South East London that is helping young people buck the trend is Trinity Walk in Woolwich by Lovell

Homes, a development of one, two and three-bedroom apartments and three and four-bedroom townhouses. More than 120 homes have been sold at Trinity Walk and 95 per cent of these have been bought by first-time buyers in their 20s and early 30s, using the London Help to Buy equity loan scheme.



John Banks and Sophie Meads, both 24

Buying a home had always been high on the couple's wish list but although they had been saving hard, they had expected to wait far longer before being able to afford the move.

**JOHN COMMENTS:** *"Everything came together for us. We were renting nearby and watched the homes at Trinity Walk being built. They were released for sale shortly after we got engaged and were exactly what we wanted. We worked out the finances on a spreadsheet and found that with our savings (including a Help to Buy ISA), some help from my dad and using London Help to Buy equity loan, we could afford to take the plunge."*  
As more people move into Trinity Walk, it is becoming a real community.

**SOPHIE COMMENTS:** *"It's so friendly here, everyone says 'hi' in the corridors and people help each other out, like taking in parcels. There was even a 'get to know the neighbours event' at Christmas, which was great fun, and we'll hopefully meet more new residents at the summer event too."*  
Trinity Walk is the first phase of the exciting £400 million Trinity Woolwich regeneration scheme. Development partners Lovell, PA Housing and The Royal Borough of Greenwich are transforming three ageing estates to create desirable yet affordable places for city living.

IN THE PAST, YOU COULD BE FORGIVEN FOR OVERLOOKING WOOLWICH AS A PLACE TO BE SEEN. HOWEVER, THE RECENT REGENERATION INITIATIVES HAVE GIVEN THE AREA A NEW LEASE OF LIFE; BUILDING UPON ITS RICH HISTORY AS A TOWN THAT PRIDES ITSELF ON ITS STRONG COMMUNITY WITH AN EXCITING BUZZ



Mark Nelson, 34, and Michael Wolter, 33

When they became engaged, they were desperate to start off married life in a home of their own. Although they'd saved for a long time, raising enough for a deposit on a London home was a stumbling block. This changed when they visited Trinity Walk and discovered they could buy a new two-bedroom apartment with a five per cent deposit thanks to London Help to Buy.

**MARK COMMENTS:** *"We were renting in Woolwich and wanted to stay in the area because it's undergoing a massive regeneration and is so accessible, but with our budget we thought we could only afford a small one-bedroom apartment. The availability of London Help to Buy at Trinity Walk is ideal – it helped us buy our perfect home in the place we want to be."*



Prices at Trinity Walk start from £360,000 for a one-bedroom apartment and London Help to Buy is available on all homes priced under £600,000. This means that homebuyers only need a five per cent deposit and the government provides a loan for 40 per cent of the home's value, which is interest-free for five years; a mortgage is arranged for the remaining 55 per cent.

VISIT THE SHOW HOME TODAY TO FIND OUT MORE!  
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### LoveEurope

Presenting leap.london the new website for LoveEurope and Partners  
LoveEurope and Partners are pleased to present our new website which was designed and built by the creative and digital teams at our Chichester office. Leap.london, the new domain name and website, consolidates our brand and emphasises the partnerships at the heart of our business. We are the UK's leading independent creative services agency. We work in collaboration with agencies, directly with brand advertisers and partner with the professional marketing community to support their creative implementation and project delivery requirements across all media. We invite you to explore our new website as well as sign up to receive monthly newsletters. <https://leap.london/>



### Aspire to Ride London

Get your place for Ride London 2018 and set yourself a challenge with Aspire. We would love to invite our fellow Chamber members to ride with us on this iconic route taking in London's landmarks and cycling with the pros. For Individual entry or team of 4. The 'sold out' event is just a few weeks away (Sunday 29th July) but there is still time to get some mileage in your legs and do something amazing for an incredible charity. Special offer for Chamber Members. To find out more about Aspire and secure your place contact [Claire.kremer@aspire.org.uk](mailto:Claire.kremer@aspire.org.uk) or call 07946 042078.



### London's Air Ambulance

London's Air Ambulance is developing a product for small to medium sized firms (£1 - 10 million turnover and non-subsidiary) to help create more sustainable streams of income for the charity, to enable us to run our life saving service. We would like to invite you to a research session on Tuesday 3rd July 2018 from 6 - 8pm to gauge your views and test ideas with a follow up Helipad visit. If you are interested, please contact Suzanne Smith: [s.smith@londonsairambulance.co.uk](mailto:s.smith@londonsairambulance.co.uk).



### SecsintheCity launch PA of the Year 2018

Nominations are now open for the SecsintheCity PA of the Year Awards 2018. They are acknowledging, championing and celebrating the business critical contribution that PAs and EAs make to the organisations they work for. The winners will be announced at an exclusive awards ceremony at The Ivy, London, on Thursday 8th November. If you would like to nominate yourself, or a colleague, please go to the SecsintheCity website - [www.secsintheCity.co.uk](http://www.secsintheCity.co.uk) - and complete the application form. Nominations close on the 14th September 2018.



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