



**The Think London 100 Companies to Watch is a celebration of the Think London clients that we think are most likely to grow and flourish in the global economy.**

As London's official foreign direct investment agency, we have been at the heart of international business in London for nearly two decades. Since our founding in 1994, we have helped companies from more than 40 countries set up and thrive here, giving us a first-hand insight into how overseas organisations can fast track expansion with a London base.

This publication highlights some of London's greatest inward investment successes. While just a snapshot of our work, it marshals the 100 Think London clients that we think have the greatest chance of dominating London, European and even world markets. Our list also recognises the hard work of the Think London team, demonstrating how our experts, from China to Australia, the US to Europe, have helped companies access the best people, places and opportunities in London.

We've split our selection into eight 'archetypes' – distinct groups that we think will come to define London's role in the global economy. You'll find a mix of sectors in all categories: Industry Innovators, Go-ahead Globalisers, Green Pioneers, Niche and Nimble, Knowledge Champions, Intelligent Optimisers, Flagships and Great Inventions.

Ultimately, our list is a testament to London's world-wide reach, receptiveness and plurality, creativity, ambition and peerless 'can do' attitude. We look forward to helping thousands more companies set up and succeed in this remarkable world city.

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Where else but London could music impresarios and circus acts, app marketeers and e-publishers, asset and pension fund managers, medical researchers, anti-fraud experts, carbon traders and green power generators find their feet with such ease?

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- 10 Flagships**  
These companies have set up outstanding showcases of products, services and expertise.
- 18 Great Inventions**  
These firms are true revolutionaries, creating entirely new business models and industry sub-sectors.
- 30 Green Pioneers**  
As leaders in the low-carbon economy, these companies are developing the know-how and technology to help 'green' the planet.
- 40 Go-ahead Globalisers**  
Having set up vital operations in London, these companies are driving rapid and successful growth in markets and territories across the globe.
- 60 Industry Innovators**  
These companies are at the cutting-edge, combining determination with radical thinking to move their industries forward.
- 72 Intelligent Optimisers**  
Canny consolidation and clever take-overs have seen these firms thrive during challenging economic times.
- 78 Knowledge Champions**  
These organisations are developing and nurturing knowledge and expertise for broader personal, social and business gain.
- 90 Niche and Nimble**  
These highly specialised firms are succeeding through opportune, targeted and speedy expansion into new markets world-wide.

### **It's been exhilarating to be involved in making London an increasingly successful city.**

Think London has been a friendly face and a helping hand for thousands of overseas businesses coming to London. It has played a key role in initial decisions to expand, benchmarking London against competing cities, and the execution of the move, plus helping overseas businesses already based here to grow further.

One of London's strengths is its internationalism: a quarter of London's companies are overseas owned. I am proud to say that we have contributed to that.

I've been on Think London's board since 2002 and became Chairman in 2005. Our board members have brought invaluable support, connections and experience, providing professional skills in sectors such as finance, law, human resources, ICT, healthcare and beyond. It's given us huge credibility, provided clients with grass roots contacts and informed our sector knowledge. Importantly, it's generated excellent value for money for London.

To me, Think London feels like a high-quality professional services firm. It thinks and acts like a business. Our people come from the commercial world and have complete empathy with clients. They are on the ball, engaged, knowledgeable, proactive, highly professional and above all, innovative.

If an international company is coming to London, partnering with them, befriending them and helping them set up can make them a friend for life. They never forget it, particularly when they are expanding and looking for a base for their European or global headquarters. In this report we describe many of the great companies we have been proud to help. We hope they will be an inspiration to many other international investors of what London can do for your business.



**Ian Barlow**  
Chairman

**If you're going to do this job, what better city to do it for than London? It's a privilege and an honour. By banging the drum for London, we have helped change the face of the city.**

Since our inception in 1994, Think London has attracted nearly 2,000 companies set up and expand here, creating over 40,000 jobs for London. And despite a downturn in foreign direct investment flows coming into Europe, we have helped London attract an increasing market share. As a result, London is on an upward trajectory bucking the trend.

While we've helped thousands of companies over the years, we think that these 100 organisations deserve particular recognition in our first 'Think London 100 Companies to Watch'. In our opinion, they are revolutionising the way things are done in the city and will help shape the capital's economy for years to come. From an international perspective, they will help redefine London's key strengths in the global economy.

When we began in 1994 we were pioneers, breaking new ground for London. Now we are professionals and other city agencies are modelling themselves on us

and what we do. We've been through two economic downturns, the dotcom bubble and burst and the recent global economic crisis. Think London has now been recognised by the World Bank as among the world's leading city agencies.

Our success is largely down to a unique model: we are commercially run but can call upon central and local government as well as the business community.

Looking ahead, we need to continue making the services and skills that we offer relevant to the new businesses of the future. We need to work out what companies from these fast growing economies are going to need and how London can satisfy these needs.

Our team of committed, enthusiastic, knowledgeable and connected people look forward to continuing to help our existing and new clients, set up, succeed and grow their businesses in London.



**Michael Charlton**  
Chief Executive

An aerial night photograph of a city, likely London, showing a dense urban landscape with numerous illuminated buildings and a large body of water in the foreground. A large, stylized blue arrow points from the bottom left towards the right side of the page. The word 'FLAGSHIPS' is overlaid in large, white, bold, sans-serif capital letters on the left side of the image.

# FLAGSHIPS

These companies have set up outstanding showcases of products, services and expertise.

Welcome to centres of green enterprise, pioneering retailers and shopping hubs, a show-stopping performance venue and the fastest electric cars money can buy.

## AEG Worldwide

United States

*A leading provider of live entertainment and sporting events.*

At east London's O2, AEG has created one of the world's most advanced music, sport and entertainment venues. The centre combines a 20,000 capacity arena – which will host 2012 Olympic and Paralympic Games events – with an 11-screen multiplex cinema, exhibition centre, bars and restaurants. We're also impressed with the company's '1EARTH' programme, designed to improve its environmental performance.

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



## Amgen

United States

*One of the world's leading biotechnology companies which develops, manufactures and delivers innovative human therapeutics.*

A biotechnology pioneer since 1980, Amgen therapeutics has changed the practice of medicine, helping millions of people around the world in the fight against cancer, kidney disease, rheumatoid arthritis and other serious illnesses. One of the *Sunday Times* '100 Best companies to work for' in 2009 & 2010, and heaped with accolades from *Fortune* and *Forbes* magazines, this biotech company set up its £100 million International Research & Development Centre in London in 2006. We made the case for London, highlighting its leading biopharma cluster, scientific pedigree and transport links. Amgen has since created more than 250 jobs here.

[www.amgen.co.uk](http://www.amgen.co.uk)

## Clas Ohlson

Sweden

*Scandinavia's largest hardware and homeware chain store employing more than 3,500 people.*

We congratulate this retailer for pumping new blood into the British high street: it has created family- and women-friendly outlets staffed by people who really know their stuff. We persuaded the company to open its first store outside Scandinavia in London and it set up a flagship outlet in south London in 2008. The chain is now growing by 10–20 stores a year and expanding across the UK.

[www.clasohlson.co.uk](http://www.clasohlson.co.uk)

## Microsoft European Search Technology Centre (STC)

United States

*Researches and develops online search functionality.*

We applaud Microsoft for entering the web search market with Bing in 2009, competing with the likes of Yahoo and Google. Working with UK Trade & Investment's R&D specialists, we helped set up the company's Search Technology Centre in London. The result: a search engine designed to help users make faster, better informed decisions and commanding a steadily growing market share.

**"My team has been working with Think London from the very start – when we first looked into finding sites across Europe for our search technology centre. We met with their San Francisco team at a networking event in Silicon Valley, California. It's been very productive since then. Think London was obviously hungry for us to come to the UK capital... We are excited to be in London."**

Jordi Ribas, General Manager,  
Microsoft Search Technology Centre, Europe.

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



## Siemens

Germany

*A leading global electrical engineering and electronics company tackling major challenges across energy, industry and healthcare.* Founded in the UK in 1847, this cutting-edge firm is now helping London realise its eco ambitions. Its £30 million sustainability 'pavilion' in Royal Victoria Docks is set to be the showpiece of east London's Green Enterprise District. The centre, featuring photovoltaic panels, energy-efficient lighting and rainwater harvesting, is due to open in time for London's 2012 Olympic Games and will showcase new ways of living and working in a sustainable city. There will also be an office for around 230 Siemens employees and the potential for 50 new local jobs. The company employs more than 16,000 people in the UK.

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





## Tesla Motors

United States

*The world's leading manufacturer of performance electric cars.*

With its 2010 NASDAQ listing, \$30 million investment from Panasonic and 800-strong workforce, this company is in the fast lane of the electric vehicle road race. At the core of Tesla Motors is the belief that an electric car need not be a driving sacrifice. It aims to make the best electric cars and electric powertrains in the world. We helped set up its flagship European showroom in Knightsbridge, central London.

[www.teslamotors.com/london](http://www.teslamotors.com/london)

## The Sting

Netherlands

*A youth fashion retailer with around 80 shops and 1,800 staff across the Netherlands, Belgium, Germany and the UK.*

This store unleashes the full power of the brand. Rather than stocking its own labels, the retailer purveys more than 25 established brands, running from surf- and streetwear to funky evening attire. We provided information on London's fashion industry, introducing it to the British Fashion Council, and helped with residential accommodation, telecoms and insurance. The Sting opened a flagship 33,000-plus sq ft store in central London in 2010.

[www.thesting.eu](http://www.thesting.eu)



## Westfield Group

Australia

*The world's largest listed retail property group operating 119 shopping centres in Australia, New Zealand, the UK and the US.*

Having opened Westfield London, Europe's largest urban shopping centre, in west London in 2008, this ambitious developer has turned its attentions to regeneration in the east of the city. Its 2011 venture is a 4 million sq ft mixed-use project in Stratford City, situated next door to the 2012 Olympic and Paralympic Games site, and sure to play a key role in the revitalisation of Newham.

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



# GREAT INVENTIONS

These firms are true revolutionaries, creating entirely new business models and industry sub-sectors.

Our bright sparks are helping us set up stall in a global marketplace, use apps to promote our brand, experience dramatic art and entertainment, slash our energy use and learn how to cook in our lunch break.

## Alibaba.com

China

*The world's largest business-to-business online marketplace, connecting more than 56 million small and medium size buyers and suppliers worldwide.*

This Chinese success story came to us in 2009 to set up a European HQ, aiming to raise its profile, get closer to its UK users and attract more members globally. We helped it set up in London and recruit from the city's rich talent pool. As of September 2010, the company's UK membership expanded by 63%, making this country one of Alibaba's fastest growing regions. One of the world's best innovators that can only thrive longer term.

**"Think London has been instrumental in helping Alibaba.com set up our office here in London from the very beginning. Without Think London we wouldn't be able to set up business in London so quickly and efficiently."**

Maggie Choo, General Manager, EMEA, Alibaba.com.

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



## Apprapt

Germany

*Enables developers to market apps on a targeted, pay-per-download basis; helps publishers offer users a tailored selection of apps and to monetise mobile traffic.*

With plaudits from publications *TechCrunch* and *Mobile Marketer*, we knew that this innovative mobile app marketing company was going places. Setting up in London put the company at the heart of Europe's most advanced and competitive mobile market as well as firmly on the road to international growth.

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

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## BATS Trading

United States

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*A global financial markets technology company; operates the BATS 1000SM Index, a US-listed securities benchmark helping investors gauge current market conditions.*

BATS trading platforms are fast becoming a powerful force in the UK and Europe, offering an alternative to AIM for companies keen to list. This company used aggressive price cuts to wrest business from established US exchanges, and London-based BATS Europe demonstrates similar confidence with a multilateral trading facility, executing 5–6% of the European market in 2010.

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

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## Bookboon.com

Denmark

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*An online publisher of free ebooks covering academia, business and travel; the books contain relevant adverts every third page on average.*

This company is breaking the publishing mould, producing free ebooks on everything from engineering and economics to all kinds of business disciplines from presentation techniques to time management. Owned by Danish company Ventus Publishing ApS, the imprint had cracked 20 markets worldwide by 2010. We helped set up its UK sales and marketing hub in London, guiding on property and staff relocation and connecting it to banks, telcos and insurance providers.

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

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## Cirque du Soleil

Canada

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*A performing arts circus group with some 5,000 employees and ten permanent shows around the world.*

Formed in Montreal in 1984, this group has melded circus pageantry with cutting-edge street performance to create a global brand spanning Europe, the Americas, Asia, the Middle East and Australasia. Having worked with the group since 2002, we joined forces with UK Trade & Investment in Montreal to bring its HQ to London, fighting off bids from Barcelona, Madrid and incumbent city Amsterdam. A high-flyer indeed.

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

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## Costco

United States

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*Operates a global chain of membership warehouses selling merchandise at low prices to businesses and individuals.*

This company combines business with a conscience. Underpinning Costco's no-nonsense 'rapid inventory turnover' model is an excellent record in corporate social responsibility, equal opportunities and customer satisfaction. We approached Costco in 2005, having spotted several possible London sites, and went on to help secure a new location in Croydon, south London. By 2010, the company had 21 outlets across the UK.

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[www.costco.co.uk](http://www.costco.co.uk)



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## EmSense

United States

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*Uses neuroscience to inform clients' advertising, content and product strategies. Its five product lines comprise advertising, in-store, video games, packaging and online.*

Eminent neuroscientists are guiding this company, which is taking marketing metrics to a new level by inventing the world's first scalable, non-invasive physiological and brainwave measurement technology specifically for market research. In 2010, we helped set up EmSense's European HQ in London, on track to employ 30 staff by June 2013.

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



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## EnerNOC

United States

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*Helps organisations use energy more intelligently and cost-effectively.*

Led by the entrepreneurial CEO Tim Healy, this well-capitalised firm looks set to replicate its rapid US growth in the UK. By the close of 2010 it had secured several key UK clients from its new London base, including National Grid. We introduced partners and trade bodies, as well as advising on tax, law and commercial property.

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

## Google

United States

*The world's most powerful and successful search engine.*

We've worked with this huge global success – ranked fourth in the *2010 Fortune 100 Best Companies to Work For* – since it came to London in 2001, helping set up its first office, connecting it to government and assisting with its *Survival of the Fastest* business YouTube channel.

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



## L'atelier des Chefs

France

*Runs cookery classes for time-pressed professionals.*

Riding the British cooking craze, this firm launched its irresistible business model in London in 2008. It offers a range of speedy cookery classes – teaching everything from Asian to Thai cuisine – while its flagship 'Eat, Cook & Run' sessions see city workers prepare and devour a main course in just 30 minutes during their lunch break. The company's 12 schools in London, France, Brussels and Dubai have taught more than 100,000 would-be Jamies and Nigellas. We helped it open in London, building a bridge to planned US expansion.

"We've had help from Think London since the beginning and our business is a great example of the difference Think London can make. Think London advisors got back to us with answers within 24 hours. That's just priceless."

Tom McNeille, Managing Director, L'atelier des Chefs.

[www.atelierdeschefs.co.uk](http://www.atelierdeschefs.co.uk)



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## LivingSocial

United States

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*A 'social commerce' company securing consumers discounts of up to 90% at restaurants, spas, sporting events, hotels and other attractions. With a fast-growing user base – 85 million-strong in 2010 – it's easy to see why this firm has been named the world's 25th most valuable start-up by *BusinessInsider.com*. We helped set up its European HQ in London in 2010, and it attracted 30,000 new customers to British businesses in just 15 weeks. It plans to employ 100 people in London by 2013.*

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

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## Reply

Italy

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*A leading consultancy, systems integration, application management and business processing outsourcing company.*

This company is revolutionising communication networks and digital media, working at the heart of telcos, media and consumer electronics convergence and pioneering cloud computing through partnerships with Amazon, Google, Microsoft and Oracle. We're also impressed with its focus on key European markets such as financial services, telco, retail, manufacturing and energy. We helped persuade the company that London was the ideal city in which to expand and set up a UK presence and then helped it establish a London office.

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[www.reply.eu](http://www.reply.eu)



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## vente-privee.com

France

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*Runs membership-only internet-based sales events, retailing fashion, homeware, sports products and electronics.*

vente-privee.com buys excess inventory and sells it online, generating excitement around 'flash' sales and heavy discounting. It came to us seeking advice on UK and global expansion, and we helped open its west London office in 2009. By the year's close it had a UK membership of 210,000. The firm clinched number one position among *TechCrunch Europe's Top 100 list* in 2010, which ranks Europe's most innovative and high-potential tech companies. A clever formula, brilliantly executed.

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[www.vente-privee.com](http://www.vente-privee.com)

# GREEN PIONEERS

As leaders in the low-carbon economy, these companies are developing the know-how and technology to help 'green' the planet.

Creating energy from steam, sea water and solar, developing clean-tech cars, managing waste, upcycling and recycling and drastically cutting our carbon emissions – these companies are showing us how.



## altPOWER

United States

*A leading supplier of renewable energy systems for commercial and residential buildings.*

New legislation and government-backed incentive schemes have made Europe's renewable energy market a hot prospect. This New York-headquartered company was quick to seize the opportunity, choosing London over Stockholm for its European hub. We helped it set up in 2010 and are convinced that its strong point of difference – its photovoltaic systems are integrated into a building's façade or roof – will lead to a string of high-profile deals.

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



## Closed Loop Recycling

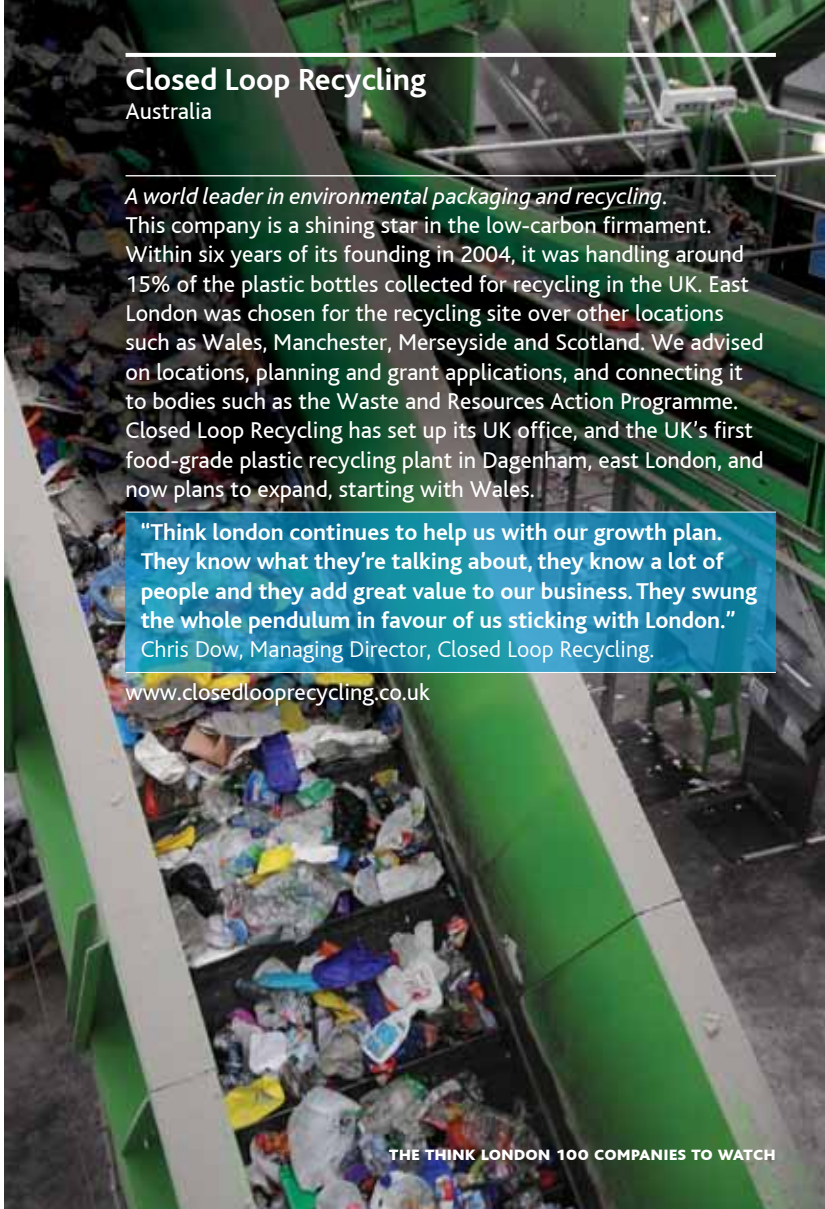
Australia

*A world leader in environmental packaging and recycling.*

This company is a shining star in the low-carbon firmament. Within six years of its founding in 2004, it was handling around 15% of the plastic bottles collected for recycling in the UK. East London was chosen for the recycling site over other locations such as Wales, Manchester, Merseyside and Scotland. We advised on locations, planning and grant applications, and connecting it to bodies such as the Waste and Resources Action Programme. Closed Loop Recycling has set up its UK office, and the UK's first food-grade plastic recycling plant in Dagenham, east London, and now plans to expand, starting with Wales.

**"Think London continues to help us with our growth plan. They know what they're talking about, they know a lot of people and they add great value to our business. They swung the whole pendulum in favour of us sticking with London."**  
Chris Dow, Managing Director, Closed Loop Recycling.

[www.closedlooprecycling.co.uk](http://www.closedlooprecycling.co.uk)



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## CT&T

Korea

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*Electric vehicle manufacturer with global expansion plans.*

We think this go-ahead company will kick-start the electric car manufacturing industry in Europe. Critically, its European operation is tackling the 'whole life costing' conundrum by ensuring that components can be recycled post-use and by sourcing materials locally from the Continent and the UK. CT&T also deserves plaudits for its planned electric vehicle training and education centre in London, designed to inform everyone from government to the layperson.

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[www.ctnt.co.kr/eng](http://www.ctnt.co.kr/eng)

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## Environment, Energy, Forestry & Agriculture Network (EEFA)

Japan

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*A Japanese non-profit organisation promoting sustainability and environmental practice in Japan and across the world.*

London is vying to become the world's leading low-carbon city, making it an obvious partner for this cutting-edge Japanese research body. We helped EEFA set up as a non-profit entity in London and have been impressed by its ambitions so far – it hopes to build an 'ecopark' in east London – as well as heartened to see backing from Japan's universities, Ministry of Economy, Trade and Industry and the Ministry of Environment.

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[www.jetro.go.jp/uk](http://www.jetro.go.jp/uk)

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## Insignia Promotions

United States

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*Provides environmentally friendly promotional merchandise and strategy to leading brands.*

This is a creative company with a niche offer: it advises numerous Fortune 500 companies on their eco-friendly strategies, recycling PET plastic bottles to make corporate merchandise to boot. We piqued its interest in London during our 'Route to 2012' business programme in North America, advising it on how best to tap into opportunities around the 2012 London Games. We went on to help Insignia Promotions set up an office here, and it's now using London as its gateway to Europe.

"To be included in the *Think London 100* list is a tremendous honour. It is thrilling to be recognised internationally for our leadership role in taking waste and repurposing it into useful products that can be branded. When we decided to set up our European operations Think London convinced me that London would be the ideal place to locate our office. They have been crucial in helping us set up and develop our international business, which has allowed us to enter the market much quicker."  
J.T. Marburger, President, Insignia Promotions.

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



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## Internorm

Austria

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*Austria's leading name for window and door production.*

Internorm is contributing to London's energy efficiency drive and helping make it a greener city. The company's products help tackle the average 25–30% of energy that is lost through windows. We highlighted London's ambitious plans to become a greener city and introduced Internorm to potential partners and suppliers to ensure that its London business got off to a good start.

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[www.internorm.co.uk](http://www.internorm.co.uk)

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## Mitsubishi Power Systems Europe

Japan

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*A global leader in efficient and sustainable power generation.*

This fast-growing green energy company is both multi-disciplinary and ambitious. Its services span gas and steam turbine, marine propulsion, solar and wind. In 2010 it was exploring sites in the north-east of England for its proposed £100 million wind turbine research centre. We helped set up its London base, which manages its operations in Europe, the Middle East and Africa.

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

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## RecycleBank

United States

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*A rewards and loyalty programme designed to motivate people to recycle and engage in eco-friendly activities.*

We think that this award-winner will blaze a trail for recycling world-wide. Its innovative system measures household waste weight using a chip and awards householders points, which can then be converted into shopping vouchers. The system impressed London Mayor Boris Johnson in New York and was successfully piloted in the UK capital in 2010. We introduced RecycleBank to key contacts including the Greater London Authority, several London boroughs and London Remade – a body dedicated to helping London re-use, recycle and cut consumption. Contracts in south-east and north-west England are now in place and, thanks to help from us, London is home to the company's European HQ.

**"When we decided to expand the RecycleBank business to the UK, London was the obvious choice to base our operations. The assistance that Think London has given us has been invaluable. They have made the transition from New York to London as seamless as possible, introducing us to the wider London business community, helping us to source essential service providers and continuing to link us to interesting connections in the UK."**  
Sue Igoe, Managing Director, RecycleBank UK.

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



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## Silver Spring Networks

United States

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*A 'smart grid' solutions firm helping utility companies operate more efficiently, reduce carbon emissions and enable their own customers to manage energy consumption.*

Of all the emerging 'smart grid' players, this is our pick. It took the top spot in the 2010 *Global Cleantech 100* and is striving to deliver the field's most advanced technology through innovation, operational excellence and strong relationships with utility partners. We helped it set up its European HQ in London. A clear front-runner in a booming sector.

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

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## TerraCycle

United States

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*One of the world's fastest growing eco-friendly manufacturers.*

This award-laden 'up-cycling' company has a brave ambition – to eliminate the concept of waste by re-using materials traditionally regarded as rubbish. And with \$100 million being invested into London's waste technologies, its arrival here is well timed. We found the company a London base, secured it a high-profile role in our North American 'Route to 2012' business campaign and introduced numerous potential partners. In 2009, it clinched a major partnership deal with Kraft Foods UK.

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[www.terracycle.co.uk](http://www.terracycle.co.uk)

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## Vattenfall

Sweden

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*One of Europe's leading energy companies with some 40,000 employees and operations in eight countries.*

Founded in 1909, this firm is transforming the energy production sector as we know it. Although it still runs coal and gas power stations, it's also investing heavily in hydro, wind, nuclear, biomass and wave power together with carbon capture and storage technology. We helped Vattenfall expand, putting its UK HQ within easy reach of utility companies and government. An acquisition spree in Germany, Poland, Finland, Denmark, the UK and beyond make it a force to be reckoned with.

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[www.vattenfall.co.uk](http://www.vattenfall.co.uk)

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## Veolia Environmental Services

France

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*A global provider of waste management services.*

Having arrived in 1990, this company is now the UK's leading recycling and waste management brand, employing 13,000 people, of which almost 4,000 work inside the M25. London is a key test bed. In conjunction with US firm RecycleBank (page 37) Veolia is discussing the introduction of recycling award schemes with several London boroughs. It has also helped address London's road congestion by using the waterways to transport waste from the Olympics site during the construction phase. We've been helping it network with our cleantech partners.

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[www.veoliaenvironmentalservices.co.uk](http://www.veoliaenvironmentalservices.co.uk)



# GO-AHEAD GLOBALISERS

Having set up vital operations in London, these companies are driving rapid and successful growth in markets and territories across the globe.

Starting from small beginnings, our choices are now conquering the world in banking, television and newspapers, transport, electronics, software and telcos, clinical research and organic food.



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## Abdi Ibrahim

Turkey

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*One of Turkey's leading producers of pharmaceutical products.*

Not content to rest on its domestic laurels – it has a healthy 7% market share in Turkey – Abdi Ibrahim now exports to 15 countries world-wide. It has chosen London for its international headquarters, using its UK base to manage all operations outside Turkey and drive expansion across Europe, South America and Africa. In a joint effort with UK Trade & Investment we assisted with the business case for London and then helped the company find office space and contacts.

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

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## Bank of China

China

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*China's most international commercial bank with more than 600 operations overseas.*

We first met Bank of China at one of our Chinese New Year business receptions and were pleased to learn that London already hosted its most important European operation. We like the bank's gutsy ambition: in 2009 it offered the UK's lowest mortgage rates and in 2010 opened new flagship offices right opposite the Bank of England. It also supported our 'Road to London' business campaign during the 2008 Beijing Olympic Games.

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[www.boc.cn/en](http://www.boc.cn/en)



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## Biomnis

France

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*A leading medical testing company providing an international reference laboratory service across the complete range of pathology disciplines from autoimmunity, and human genetics to virology.*

We applaud this medical pathology company's global growth strategy: it has established 23 hubs to collect and transport biological samples from the United States, Europe, Africa and Asia. We helped it expand into the UK, assisting with the set-up of its subsidiary company in London. Biomnis now conducts some 40,000 tests per day to improve prevention, screening, diagnosis and therapeutic efficacy monitoring.

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

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## BravoSolution

Italy

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*A leading provider of supply management software, technology and services.*

We helped set up this company in London in 2004. Within four years, the UK was its second largest market world-wide. Consistent growth, innovation and entrepreneurialism have secured its place on our list; it recently won contracts with the London 2012 Games, the NHS and other public sector bodies. Beyond London and Italy, BravoSolution has offices in China, France, Mexico, Spain and the Netherlands.

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

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## China Central Television (CCTV)

China

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*A leading television broadcaster in China with a domestic audience of one billion people; runs international channels CCTV-4 and CCTV-9 covering the whole world.*

CCTV wanted to set up a hub to be an 'eye-witness' and 'communicator' between China and Europe. Against fierce competition from Paris, we worked hard with UK Trade & Investment to persuade the broadcaster to come to London, including meeting in Beijing to help close the deal. London is now the home of CCTV Europe.

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

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## China Daily

China

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*China's only official English language national newspaper with a world-wide circulation of 400,000; also printed and circulated in the US.*

We're impressed by this newspaper's international growth strategy. Having hatched plans to expand across Europe, it found that Touchdown London – our partnership with Avanta offering free desk space in London – proved to be the perfect solution for its initial starting point. Through meetings in Beijing and London we've been helping the newspaper register its UK entity and push ahead with plans to publish weekly in this country. London is now its European HQ.

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[www.chinadaily.com.cn](http://www.chinadaily.com.cn)

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## China Mobile

China

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*Operates the world's largest mobile network and services the world's largest mobile customer base.*

At the vanguard of China's boom, this leading telco called on us to help set up its London base in 2007. Today, it's sticking to its founding principles of a high-quality network, competitive costs, excellent customer service and innovative products. London is now its European HQ.

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

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## China Telecom (Europe)

China

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*The world's largest fixed line carrier and broadband service provider.*

This global voice, data, image and multimedia behemoth knows no bounds. Having expanded across Asia Pacific and America, it came to Think London for help in expanding into Europe, the Middle East and Africa through London. We have been working with China Telecom since 2004 and supported its initial steps into London as well as its further growth. We advised on recruitment for its new European HQ in London, hosted missions to London from its China head office to present London's business opportunities and provided information on the London market, including around the 2012 Games. China Telecom (Europe) has since rolled out operations to Frankfurt, Moscow and Dubai, and now has South Africa in its sights.

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

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## Crystal CG

China

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*China's largest computer graphics development and application company, creating 3D imagery and animation for the entertainment, culture, sport and education industries.*

This firm has 'successful global player' tattooed into its DNA thanks to cutting-edge technology, first-class training and an impressive portfolio of film, TV, architecture and sports clients. It wanted to use London as a springboard to global expansion and we secured office space through our Touchdown London scheme, complete with Mandarin-speaking on-site manager.

**"When considering our move to London, Think London really persuaded us. They were helpful, ever present, and consistently made a good case for making the move."**

Jason Leigh, Business Development Manager,  
Crystal CG International.

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





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## Everis

Spain

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*A multi-national consulting company offering business development and strategy, technological applications maintenance and outsourcing solutions; employs 7,000 consultants.*

Boasting fast growth in Spain, Latin America and the United States, we predict that this company will be a major UK player in three years' time. We commend its employee-owned structure and 'innovation ecosystem', featuring its own corporate university. We've helped Everis find London premises, staff and service providers and introduced it to opportunities in east London's burgeoning IT hub.

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

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## Ferrovial

Spain

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*The world's largest private manager of transportation infrastructure and a leading services provider with operations in 49 countries.*

Having led the consortium that bought BAA in 2006, Ferrovial is clearly committed to growing its UK operation. Full marks for getting under the skin of UK commerce: it came to us for advice on training and for guidance on its UK corporate social responsibility strategy.

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

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## ICICI Bank

India

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*India's largest private sector bank with a presence in 17 countries.*

Think London helped set up this bank's global HQ and UK subsidiary in London, the latter now offering retail, direct, corporate and investment banking services to British customers. We're particularly impressed by its speedy growth in the UK – by the close of 2010 it had already expanded to Birmingham and Leicester – and its headline-grabbing saving accounts strategy, emulated by competitors.

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[www.icicibank.co.uk](http://www.icicibank.co.uk)

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## LG Electronics

South Korea

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*A global leader in consumer electronics, mobile communications and home appliances employing more than 80,000 people world-wide.*

We think that this firm's globalisation strategy is spot on: it has stepped up its investment in research and development to cater for regional markets, developing new products based on local needs and tastes. We helped it set up its European design studio (formerly based in Dublin and then Milan) in London. Opened by HRH Prince Andrew, The Duke of York, it's LG Electronics' largest design studio outside Korea.

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

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## LKK

China

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*A design consultancy company specialising in industrial, mechanical, brand and user interface design.*

We first met this fast-growing company in Beijing during our 2008 'Road to London' business campaign, designed to attract Chinese businesses to the UK capital. Having planted the seed, we found LKK an office, and it's now thriving in the City of London and expanding globally from here. We're particularly impressed by its client list, which features NOKIA, Samsung and Siemens (page 15), and its brace of Red Dot design awards.

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

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## Mexicana de Aviación

Mexico

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*The fourth oldest airline in the world and with an extensive international reach flying to 50 destinations from Mexico.*

Mexicana de Aviación has its sights set high. The airline started direct flights from London Gatwick to Mexico City in January 2009 with two flights per week and have already extended to four flights per week. We helped set up the company's offices extremely speedily.

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



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## Millennial Media

United States

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*The US's largest independent mobile advertising network with major European expansion plans.*

We're impressed with this company's meteoric growth. In 2006 it was a small Baltimore-based operation; by 2010 it had become a world-class player, ranking among AlwaysOn's top 250 private companies in the world. We helped Millennial Media set up its European HQ in London, advising on locations, employment, PR and banking.

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



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## Nakano UK Holding

Japan

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*A major producer of vinegars, cooking wine, mustard, dressing and soup base. Nakano UK Holding is the global headquarters of Mizkan.* This company combines family values and healthy living with international ambition. The family-run business produces low-calorie, zero fat and zero cholesterol products and spotted a huge market in London's restaurants, supermarkets and consumers. We helped it secure office space through our partner, Avanta, and provided recruitment and immigration guidance. Based in London, Nakano UK is now the company's global headquarters.

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[www.mizkan.net](http://www.mizkan.net)

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## OpenTV

United States

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*Provides advanced digital television solutions to create compelling viewing experiences worldwide.*

This company's global footprint is mind-boggling. Its advertising solutions reach more than 45 million subscribers, while its software has been integrated into more than 145 million devices around the world, delivering advanced programme guides, video-on-demand, interactive advertising and more. We helped OpenTV move from its City offices to new premises in west London and introduced it to our contacts at the London 2012 Olympics, the BBC and Channel 4.

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

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## Paul

France

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*France's biggest bakery.*

Founded in Croix near Lille in 1889, this upmarket bakery and patisserie now has a presence in 27 countries. Still family-owned, it has remained true to its roots, turning out quality bread, pastries and sandwiches using the freshest ingredients. And, if you will excuse the pun, the icing on the cake is reserved for London: by the end of 2014, it plans to open 50 new outlets in the capital. We have also helped Paul with its staff training programme via introductions to the National Bakery School.

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[www.paul-uk.com](http://www.paul-uk.com)

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## Punjab National Bank

India

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*India's third largest bank, with 39 million customers and 4,600 branches.*

We worked with UK Trade & Investment and the City of London Corporation to bring this bank to London, meeting in the UK capital and India to provide advice on property and Indian communities and companies here. The bank now runs its entire global operation from London, offering tailored banking facilities and trade and loan finance as well as specialising in remittances between the UK and India.

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

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## Swatch Group

Switzerland

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*The world's largest manufacturer of finished watches.*

London fought off bids from rival cities to secure this company's UK HQ, creating more than 50 jobs in Newham's Royal Docks in east London, one of London's priority investment areas. We supported Swatch by advising on grants, staff relocation packages and property. We admire the company's ability to combine high-tech elegance and affordability. The clincher is its impressive global footprint: it employs more than 24,000 people in more than 50 countries and is the Olympic official time-keeper.

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



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## Symphony BPO Solutions

Malaysia

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*One of Asia's leading business process outsourcing (BPO) companies servicing more than 3,000 clients across Asia Pacific.*

We worked with this firm for just three months to secure its European HQ for London. We admire its breadth of services, spanning contact management, human resources, cheque processing solutions and wealth management. The only Malaysian company to feature in the *Global Services 100* list three years running.

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[www.symphony.com.my](http://www.symphony.com.my)



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## Takeda

Japan

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*Japan's largest pharmaceutical company.*

We commend this firm for its steady, global growth. In 1781, Chobei Takeda founded a small shop in Osaka, selling traditional Japanese and Chinese medicines. Still headquartered in Osaka, the company now has 46 subsidiaries, 20 associated companies and a world-wide sales network. With disparate research and development and commercial sites spread across London, we helped it consolidate its operations, guaranteeing business continuity throughout the move. We also worked with UK Trade & Investment to effect introductions to central government.

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

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## Synlab

Germany

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*A laboratory diagnostics company with more than 50 labs in Germany and a presence in 19 locations across Europe and the Middle East. Other regions were strong contenders for this company, but we helped bring this new lab to London, making a strong case for the capital and organising tours within a stone's throw of major NHS clients. We also advised on regulations and introduced the company to universities, One Nucleus (previously the London Biotechnology Network) and specialist recruitment agencies.*

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

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## TFS

Sweden

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*Europe's largest non-listed clinical contract research organisation (CRO). CEO Daniel Spasic was just 25 years old when he founded TFS. In 2010, Spasic landed Ernst & Young's 'Man Of The Year' award (among 300 entrepreneurs in Sweden) and his company is now Europe's biggest privately owned CRO employing 480 people with operations in 16 countries. We helped the company set up a sales and marketing arm in north-west London to service UK clients.*

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

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## WholeFoods Market

United States

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*The world's largest natural organic food retailer.*

This plaudit-laden company – *The Grocer* magazine hailed it as the 'World's Greatest Food Retailer' – is setting new corporate social responsibility standards on the high street. It won the US Environmental Protection Agency's Green Power Partner of the Year Award (2010) and the London Kensington store halved its landfill in 2010 and produces electricity with left-over vegetable trimmings. It is now aiming to expand across the UK, so look out for new grocery stores in Glasgow in 2011 and in Richmond, south-west London in 2012. We helped it recruit staff for its first London store in 2007, which now employs around 700 people in the city.

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



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## Wipro Technologies

India

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*A global IT services company.*

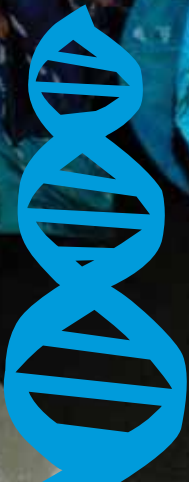
Wipro is the first CMMi Level 5 certified software services company and the first outside the USA to receive the IEEE Software Process Award. The company offers a series of 24/7 solutions and services including consulting, business process outsourcing, business technology services, infrastructure management, product engineering and product support. We persuaded the company to choose London for its European HQ, helped it recruit its team and its push into Europe from here. With more than 100,000 associates, over 72 global delivery centres in more than 55 countries, Wipro is truly a global player.

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



# INDUSTRY INNOVATORS



These companies are at the cutting-edge, combining determination with radical thinking to move their industries forward.

Our selection of companies is changing the way we shop, play games, save and spend our money and fight fraud, buy our houses and park our cars.

## Best Buy

United States

*Best Buy is the world's leading technology store. Best Buy Co Inc's family of brands and partnerships generates more than \$49 billion in annual revenues and has approximately 180,000 talented employees.*

The Best Buy brand launched in the UK in spring 2010 as part of Best Buy Europe, a joint venture with The Carphone Warehouse. It now has six stores nationwide – two in the Greater London area – and an online store. We think their customer service is outstanding as they invest in employees for the long term. In the early stages we helped it craft its 'eco' proposition in the UK, cementing its status as a pioneer in energy products and green technology as it sells energy generation and energy management products as well as electric bicycles and scooters.

**"Think London has been absolutely fantastic in helping us bring great technology, including green technology, to the UK in a new and different way. The help that Think London provided and their introductions to people in the relevant industries were invaluable at the start of our journey here."**

Steve Jensen, Managing Director, Best Buy UK.

[www.bestbuy.co.uk](http://www.bestbuy.co.uk)

## Canon Europe

Japan

*Canon Europe is a subsidiary of Canon Inc. of Japan: a world-leading innovator and provider of imaging solutions.*

This company consistently develops innovative products and is renowned for creating quality environments for employees. Its support of cultural events such as London Fashion Week secures additional kudos. We worked with Canon to bring its European HQ to London, and the base now coordinates more than 30 sales offices across the Continent.

[www.canon-europe.com](http://www.canon-europe.com)

## Changyou.com

China

*A leading developer and operator of online games.*

This NASDAQ-listed firm lit the touchpaper for the digital multi-player boom with Tian Long Ba Bu, a martial arts game set in ancient China. We helped launch the firm's European HQ in London, advised on the city's business and investment environment and guided on company registration, brand communications, data centres, staff, housing and visa applications. Tian Long Ba Bu, already China's third most popular online game, is now garnering millions of UK players. We expect even greater things.

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



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## Finsphere

United States

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*Creates bespoke mobile identity protection solutions designed to reduce consumer credit/debit card fraud losses through wireless location and Finsphere's analytics engine.*

With identity theft and fraud costing the global economy billions of pounds a year, this young company's services are rightly commanding huge interest. Finsphere wanted to expand across Europe, and in 2009 we helped launch its London office in the City, which became its European HQ. Finsphere is now working with wireless carriers and some of the UK's biggest financial institutions.

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

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## LA Make Up Academy

Ireland

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*A dedicated training institute for make-up artists, fashion and hair stylists.*

LA Makeup may have worked with Arnold Schwarzenegger, Alesha Dixon, P. Diddy, Stevie Wonder and many other famous names, but we like the fact that ordinary mortals like us can email our queries to professional artists and find all the latest 'must have' products and services in one place. With our help, London has become the brand's main UK studio.

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

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## Metro Bank

United States

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*Britain's first new high street bank for more than 100 years.*

We think that this bank is a real revolutionary: it's open seven days a week (8am–8pm, Monday–Friday; 8am–6pm, Saturday; 10am–4pm, Sunday) and promises a return to traditional values such as proper customer service, support from local people 24/7 and 'no appointment necessary' consultations. Metro Bank has now announced plans to grow its network of four London branches to 200 across south-east England by the end of the decade.

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[www.metrobankonline.co.uk](http://www.metrobankonline.co.uk)

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## Midrex

United States

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*A process engineering and technology company supplying the steel industry world-wide; wholly owned by Kobe Steel.*

As the world leader in iron ore direct reduction, this company is helping transform the steel industry, driving efficiencies as well as environmental good practice. We applaud its strategic thinking: it wanted to target opportunities in Europe, the Middle East, North Africa and the Commonwealth of Independent States. Following our advice, it chose London as the best central location, setting up with help from our partners in interior design and fit-out, technology, accountancy, recruitment and tax.

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

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## Prime Focus

India

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*Provides post-production services for the film, broadcast, advertising, gaming, internet and media industries.*

This company's ground-breaking business model secured our vote: they encourage closer collaboration between artists and filmmakers and give filmmakers access to global talent including Oscar-winning VFX supervisor Jon Thum (The Matrix) and VFX producer Fiona Foster (Robin Hood). We helped the company set up in London in 2006, enabling it to capitalise on London's outstanding technical and creative talent.

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

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## Secure Parking

Australia

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*The largest Australian-owned car park operator; expanding in Asia and Europe.*

Don't be fooled by this company's breezy 'no parking worries' strapline. Beneath the Aussie bonhomie is a high-tech operation with excellent customer service, rock-solid loyalty and innovative marketing strategies encompassing promotions, iphone apps, twitter and blogs. We helped it find its feet in London and it has already bagged Europe's largest urban shopping centre, Westfield London. A surefire creator of local jobs too.

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[www.secureparking.com.au](http://www.secureparking.com.au)



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## Silicon Valley Bank (SVB)

United States

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*Provides financial services to technology companies and life science, venture capital and premium wine markets worldwide.*

This forward-thinking bank is unafraid to take on the establishment, as proved through its plan to launch a UK lending arm. Already a big name in the US, it has built a particularly strong reputation for funding innovative tech companies and offering affordable housing finance. We helped the bank set up its European HQ in London, enabling it to tap into the technology venture ecosystem across the Continent.

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

## UnionPay

China

*A bankcard association operating China's unified inter-bank clearing and settlement system together with an international acceptance network for its cards.*

This firm has created a ground-breaking bridge between East and West: partnerships with RBS Worldpay and LINK – the UK's only national ATM transaction switching network – have delivered secure payment services for Chinese tourists, students and business people in the UK. We've been by the company's side since 2007, helping it find office space and offering support during critical milestones: Think London's CEO Michael Charlton gave a keynote address at the launch of UnionPay's UK ATM service in 2009, and we've also advised on sector developments, PR and events.

**"We have received detailed instructions on how to set up an establishment in London by Think London and have been recommended reliable options on law firms and accountants, as well as effective PR support for our events."**

Angela Li, Chief Representative, UnionPay UK office.

<http://en.unionpay.com/>



## Worldwide Retail Store

Spain

*Operates National Geographic stores worldwide.*

We're tipping this brand for retail greatness. An association with the globe-trotting National Geographic Society, this retailer is reinventing the humble shop, combining store with café, photo gallery and events space. By 2010 there were outlets in Singapore, Madrid, Malaga, Kuala Lumpur and London, with new openings planned across the world. We hosted our 2009 International Business Reception at the London Store too.

**"London is the perfect place to understand retail trends, customer needs and to develop the right products in the best way. Think London has done a great job helping international companies set up business in London and I would like to thank Think London for helping the first National Geographic store to come to London."**

Pere Matamales, CEO, Worldwide Retail Store.

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

# INTELLIGENT OPTIMISERS

Canny consolidation and clever take-overs have seen these firms thrive during challenging economic times.

They have found perfect partners, taken advantage of a weak pound and London's depressed property prices, and moved and merged operations to exploit lucrative markets.

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## BMFBovespa

Brazil

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*Brazil's only securities, commodities and futures exchange; formed through the merger of the São Paulo Stock Exchange and the Brazilian Mercantile & Futures Exchange in 2008 (BVMF).*

BMFBovespa is currently the world's third largest exchange by market capitalisation. We helped BVMF set up its UK office. Pending regulatory approval from the FSA and HM Treasury, BVMF UK will focus on facilitating trading in its benchmark index, interest rate and commodity derivatives, as well as attracting companies to list and invest in Brazil. Lord Mandelson, the Lord Mayor of London, and numerous senior diplomatic and financial markets executives attended the London office opening in November 2009.

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[www.bmfbovespa.com.br](http://www.bmfbovespa.com.br)

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## John Paul Construction

Ireland

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*A leading Irish building and civil engineering contractor delivering more than 1,200 projects since its founding in 1949.*

Well before Ireland's 2010 economic crisis, this company had the foresight to establish its UK operational base in west London. With guidance on competitors and market opportunities from us, it now manages all UK projects from here. The firm is particularly strong in healthcare, helping insulate it against the worst of the downturn. Credible, knowledgeable and enthusiastic about making its London operation a success.

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[www.johnpaul.ie](http://www.johnpaul.ie)



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## Pestana Hotels and Resorts

Portugal

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*Portugal's largest tourism and leisure group, managing 42 hotels in Europe, South America and Africa.*

This group exploited a golden opportunity in London – created by depressed property prices and a weak pound – to establish a new European HQ and the landmark (and well reviewed) Pestana Chelsea Bridge hotel. The HQ will drive the company's European expansion plans, speeding the set-up of new ventures in Berlin and Amsterdam. We have worked with Pestana since 2008, advising on business development and marketing and introducing key industry contacts.

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



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## Sentilla

United States

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*A leading provider of energy management solutions for data centres.* Companies worldwide are seeking to sweat their IT assets and reduce energy consumption. Step forward enterprise IT energy tracking and management company Sentilla, with its host of ground-breaking solutions, strong innovative streak and partnerships with VMWare, SAP and others. Co-founder Joe Polastre won BroadGroup's European CTO Award for Innovation in Data Centres in 2010. With our help, Sentilla is using its London base to target Europe's growing sustainability market.

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



# KNOWLEDGE CHAMPIONS

These organisations are developing and nurturing knowledge and expertise for broader personal, social and business gain.

Thanks to these firms we are raising money for good causes, understanding what makes youngsters tick, mapping political storms, predicting industry trends and connecting with like-minded people across the globe.



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## ATP

Denmark

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*One of Europe's largest public pension funds.*

This is one of the world's pioneering investors, picking up a well deserved IPE award for Best European Pension Fund in 2009. ATP wins our plaudits for its strong returns, astute risk management, low administration costs and innovative hybrid pension product. Think London helped it set up a sales and marketing office, making the case for London over competing UK regions, providing market intelligence and advising on property, recruitment, banking, accountancy and tax.

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[www.atp.dk](http://www.atp.dk)

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## Decode

Canada

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*A global research consultancy specialising in youth, young adults and young families.*

Founded in 1994, Decode are experts at understanding the motivations and mindsets of young people. We helped the company find its London premises, advising on educational practices and professional services to boot. We were particularly impressed by a commitment to making a positive impact on society, and by its breadth across health, employee retention, corporate social responsibility and more.

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[www.decode.net](http://www.decode.net)



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## Development Bank of Japan

Japan

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*DBJ Europe provides loan, equity and M&A advisory services and trades carbon credit.*

We applaud this bank on two counts: firstly, for headquartering DBJ Europe in London to coordinate operations in Europe, Middle East and Africa. Secondly, for founding a new carbon trading company in the city. We introduced the bank to the City of London, the CBI and the London Chamber of Commerce, in addition to marshalling useful property agents, fit-out companies and recruiters.

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[www.dbj.jp/en](http://www.dbj.jp/en)

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## Electronic Ink

United States

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*An international design consultancy dedicated to improving the way people interact with technology, environments and one another.*

A user-centric methodology and heavyweight public and private sector client list makes this design company the very definition of market leader. We helped it set up in London in 2008, providing industry insight and advice on office space, marketing, recruitment, banking and UK trade bodies. The office now counts Thomson Reuters, Microsoft, E.ON UK, IBM and GlaxoSmithKline among its clients.

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



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## IBISWorld

Australia

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*The world's largest independent publisher of industry research for the UK, US, China and Australia.*

With driven CEO Justin Ruthven and charismatic chief marketing officer Harvey Jones at the helm, we're tipping this business information service for even greater heights. They came to us for contacts for their new European HQ, and we introduced professional service providers, recruitment consultants, the City of London and our own commercial partners. Sophisticated research tools and accurate forecasting now put this company in the same league as heavyweights Datamonitor and Euromonitor.

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[www.ibisworld.co.uk](http://www.ibisworld.co.uk)

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## Journeywatch

Singapore

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*A Singapore-based digital travel network providing updates on political stability and weather throughout the world.*

This is a travel information service for our times: featuring global real-time updates from eyewitnesses and rich user-to-user networking. Organisations such as Goal Ireland, the anti-poverty charity and reality TV shows, *The Amazing Race Asia* and *The Amazing Race Australia* already use the services. We helped set up its London-based operation, Jelawai UK Ltd, which is the company's first base outside Singapore.

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

## LinkedIn

United States

*A knowledge network enabling more than 85 million professionals in more than 200 countries to exchange information, ideas and opportunities.*

No-brainer membership perks and a sharp advertising proposition have seen LinkedIn revolutionise business networking. It contacted us through our San Francisco office, situated less than an hour's drive from its own headquarters. We helped it set up a legal entity and find an office, accountants and lawyers in London, and it's now managing European operations from here. Little wonder a new member joins LinkedIn every two seconds.

**"We considered the UK capital and immediately called Think London. It was a great relationship right from the start. I would highly recommend Think London: they give you access to the professionals you need to make your operation run smoothly so you can focus on the business."**

Kevin Eyres, Managing Director Europe, LinkedIn.

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



## Mirae Asset

Korea

*Experts in emerging Asian markets, offering asset management, investment banking, wealth management, life insurance and venture capital services.*

Born amid the stormy markets of 1997, this Seoul player has since blossomed, bagging awards for its outstanding investment products and performance. It's now one of the largest equity investors in emerging markets worldwide with a presence in Hong Kong, Brazil, India, the US, Vietnam and the UK. We worked to tight deadlines to help set it up in London, introducing accountants, banks, lawyers, recruitment agencies and property advisors.

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



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## Panasonic Design Centre Europe

Japan

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*Panasonic Corporation is one of the world's largest electronic product manufacturers, comprising more than 680 companies.*

European consumers are famously idiosyncratic and diverse, but Panasonic has stepped up to the challenge by setting up a pioneering design centre in London. Relocated from Germany, the centre is tailoring audiovisual products such as flat-screen TVs and digital cameras to European tastes. We helped connect the company to London's world-class design community, including centres of excellence such as the Royal College of Art and the Design Council.

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[www.panasonic-europe.com](http://www.panasonic-europe.com)

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## Octopus Strategies

Canada

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*Creates brand, communication and fundraising strategies for organisations around the world including startups, not-for-profit bodies, international corporations, government agencies and non-governmental organisations.*

This company's strong track record with charities and NGOs won our vote. Clients include Everyclick and American Friends of Sentebale – co-founded by Prince Harry. We've been advising the company in Canada and London since 2009, providing guidance on commercial property, lead generation and networking opportunities, and helped it set up here in 2010.

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



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## Reality Digital

United States

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*Partners with global brands and creative agencies to create social media campaigns, video remix contests and cross-platform communities.*

Experts in Facebook marketing, user-generated contests, mobile and YouTube apps and video 'mashups', this innovative US firm is leading the social media revolution from the front line. It already counts Coca Cola, Nokia, Vodafone, Lonely Planet and Barclays among its clients. Our San Francisco and London teams helped bring its EMEA office to the capital, advising on payroll and recruitment, London's advertising cluster and 2012 Games bids.

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



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## The University of Chicago

United States

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*A private, co-educational university with around 15,000 students.*

All credit to this university for moving its European campus to London. Since it relocated from Barcelona in 2005, it's seen record levels of interest in its executive MBA course and a parallel improvement in the quality of its students. We explored a huge range of properties on its behalf, finally finding a home at the Woolgate Exchange, situated next to the Bank of England. We also advised on salaries, competitors and transport and even hosted one of our own 2010 business events on its campus.

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[www.uchicago.edu](http://www.uchicago.edu)

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## ZTE

China

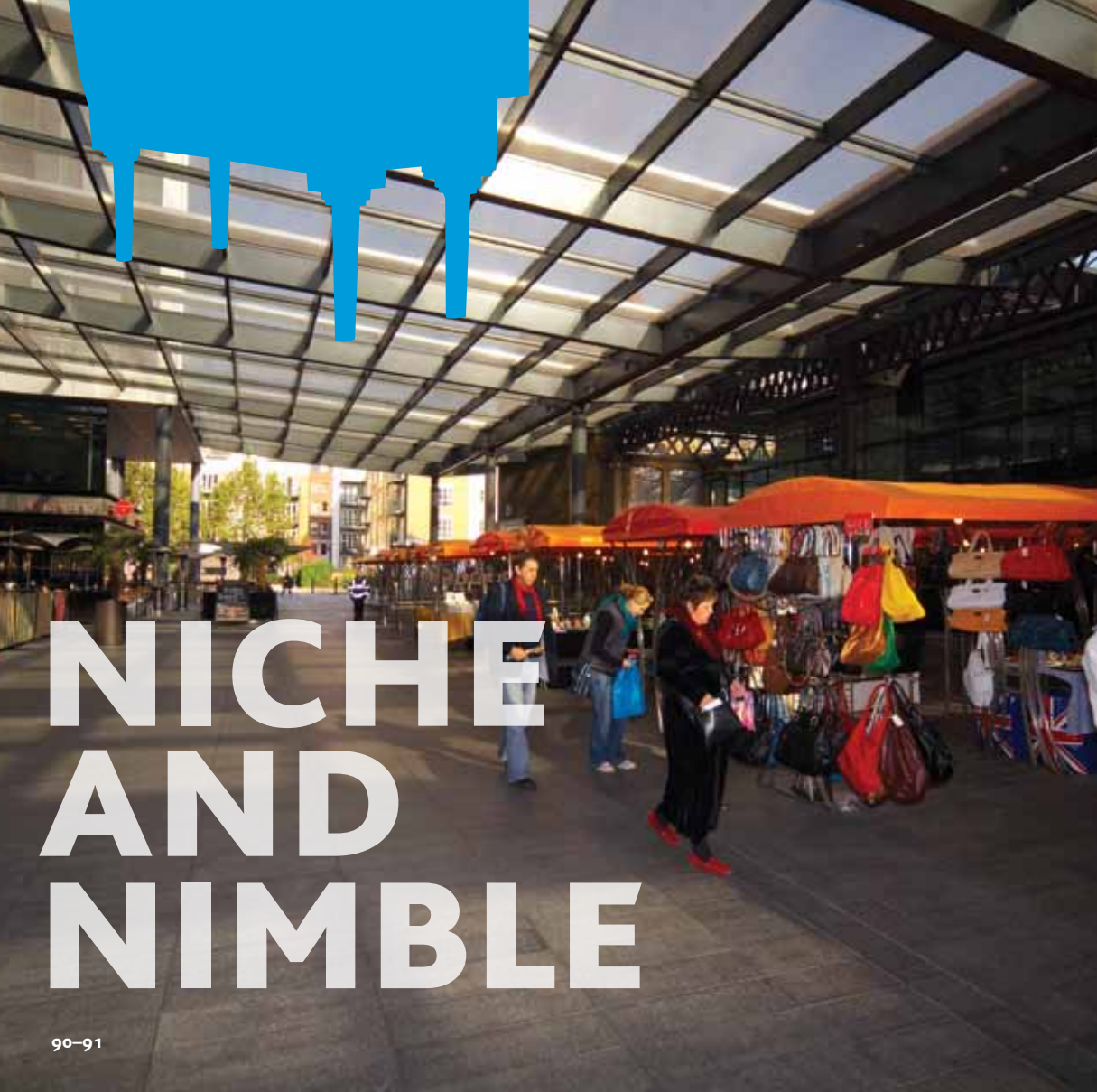
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*China's largest listed telcos equipment provider.*

An in-house army of 25,000 researchers proves that this telco firm takes its R&D seriously. When we discovered that it had dipped a toe into the UK through a joint venture, we tracked it down at Shanghai's 2001 CeBIT tech fair to make a powerful case for London. We then met again at its Shenzhen HQ in 2003, where our presentations on Europe's telecom industry helped build the proposition for London. We have continued to work with ZTE introducing it to networks and contacts in London.

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[www.zte.com.cn](http://www.zte.com.cn)



# NICHE AND NIMBLE

These highly specialised firms are succeeding through opportune, targeted and speedy expansion into new markets world-wide.

Our list is unleashing the power of mobile advertising, introducing us to 'fast-casual' dining, creating venues that last a few weeks and memorabilia that endures for a lifetime.

## Aspire Systems

India

A leading outsourced product development firm helping software vendors and businesses build software products better and faster. A triple winner of *Deloitte's Fast 500 Asia Pacific* – which ranks Asia Pac's quickest growing tech companies – was always guaranteed a place on our list. Aspire Systems also deserves plaudits for the prudent nature of its move into Europe: it took advantage of our Touchdown London scheme, which offers free and subsidised serviced office space in prime locations across the city. Think London also guided on immigration, registration, banking and schools.

**"We are already seeing signs of growth in London. I am sure that Think London will continue to surprise me with their range of services. We will definitely continue to use them."**

Prem Sundaravadanam, Regional Director (UK), Aspire Systems.

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



## Chipotle

United States

A leading 'fast-casual' restaurant chain with around 1,000 US outlets. 'Fast casual' dining – where high-quality food is served speedily – is the restaurant industry's quickest-growing segment. We helped Chipotle open its first restaurant outside North America in London, and it now plans to expand across the UK. We're pleased to see a commitment to sourcing local produce as well as a sound ethical record: Chipotle won the 2010 Libby Award for Best Fast-Food Chain from peta2, the world's largest youth animal rights organisation.

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

## dbox

United States

*A branding and creative agency founded in New York in 1996 by architects, dbox collaborates with architectural firms around the globe including Foster + Partners, Richard Meier & Partners, Robert A.M. Stern Architects, Studio Daniel Libeskind and Frank Gehry. dbox works with its clients to represent their designs and ensure successful and extraordinary property developments. After initially meeting with our New York office, we contacted dbox to discuss the opening of its new European studio in London.*

"London is an opportunity to pursue our passion for design collaboration with new clients, as well as with existing ones. dbox approached Think London to help gauge what establishing a presence in London and expanding into Europe would entail. Their help and knowledge reinforced our initial belief that London was the right choice, and they have made the process of starting up in London that much easier for us. Now we are open for business, we are simply very excited to be in London!"  
Mark Gleghorn, Partner, dbox.

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

## Honav

China

*Designs, manufactures and retails metallic souvenirs and memorabilia. This firm specialises in producing souvenirs for large-scale sporting and cultural events, bagging contracts for the Olympics in Beijing in 2008, Athens in 2004, Sydney in 2000 and Atlanta in 1996. Ever quick off the blocks, it was the first Chinese firm to win a contract for the 2012 London Games. We helped it set up in the UK capital and it's now racing to fast-track global growth.*

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

## InMobi

India

*The world's largest independent advertising network serving more than 100 billion mobile ads to date.*

Speed and precision secured a place on our list for this firm, which helps advertisers target their audiences, and publishers serve contextual ads. It incorporated in 2007 and now has offices in Singapore, the US and London. The canny appointment of former Google executive Rob Jonas, who now heads its European operation, can only spell greater success. We helped InMobi find residential property in London, network and explore 2012 London Games opportunities.

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



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## Macquarie

Australia

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*A global provider of banking, financial, advisory, investment and fund management services.*

Establishing its London presence with three people over 20 years ago, Macquarie has graduated from small player to pillar of the investment establishment. We applaud its dynamism, performance in international financial markets and golden touch for buying companies that generate reliable profits. With more than 1100 people locating to their new premises in 2011, London is important to Macquarie as its EMEA hub. The Macquarie team works closely with Think London to develop key local contacts.

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



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## MAPFRE ASSISTANCE

Spain

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*Provides innovative insurance solutions to the automotive, insurance, travel and finance sectors. Part of MAPFRE ASISTENCIA, a multinational insurance, reinsurance and assistance services provider.* Present in 40 countries, the company works with more than 1,300 corporate clients, has 68 million insured and 136 million beneficiaries. Think London helped MAPFRE ASSISTANCE open a sales office in the City of London in 2009. Following the opening the company launched a raft of new products in travel and today it is one of the five main travel insurers in the UK. And through its brand MAPFRE ABRAXAS it is the country's leading provider of GAP insurance.

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

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## NÜSSLI

Switzerland

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*A leading, international supplier of temporary structures for events, trade fairs and exhibitions.*

Having worked for the 2010 FIFA World Cup and Europe's F1 Telefónica Grand Prix, this company had the Olympics in its sights. Think London helped NÜSSLI come to London to try to fulfil this ambition. NÜSSLI is also supporting Events for London – a partnership between London's Mayor, the London Development Agency and Visit London, vying to secure major events in the capital.

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

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## Shanghai Fosun Pharmaceutical

China

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*One of China's leading pharmaceutical companies.*

Innovation, social responsibility and go-ahead employment practices are hard-wired into this company, driving a compound annual growth rate of 39.59% between 1998 and 2010, and securing top billing on the Shanghai Stock Exchange. We admire its balance of domestic and international expansion and its niche expertise in hepatic disease, diabetes and gynecological medicines and clinical diagnosis products. We helped the company set up in London, finding offices and staff and enabling it to target opportunities among London's world-class pharmaceutical and biotech cluster.

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

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## Shanghai Haobo

China

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*A leading manufacturer of seating for stadia, gymnasias and auditoria.*

Having landed contracts for Beijing's 2008 Games and South Africa's 2010 World Cup, this Chinese player was quick off the blocks in the race to win London Olympics bids. We helped set up its international headquarters here, provided an overview of Games-related opportunities and provided information on seating manufacturers, designers and associations. We're particularly impressed with the firm's diversification plans: it aims to manufacture aircraft seating in partnership with UK companies.

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

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## United Brain Networks

Japan

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*Subscription-based environmental sector web broadcaster targeting UK viewers.*

The Japanese NGO EEFA (page 34) has been quick to spot opportunities around London's sustainability and low-carbon ambitions. With our help, a team that was assisting EEFA's activities in London set up United Brain Networks, a broadcast service producing environmental industry webcasts featuring academics, business leaders and other luminaries. We also referred several potential candidates for interview.

**"We have been extremely impressed working with Think London, who have helped smooth our expansion into the London market. From providing intelligence on London, to contacts for our broadcast service, Think London has enabled us to quickly get set up here."**

Kenji Nagoshi, Managing Director, United Brain Networks.

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



**A**

**Abdi Ibrahim** Go-ahead Globalisers: 42  
**AEG Worldwide** Flagships: 12  
**Alibaba.com** Great Inventions: 20  
**altPOWER** Green Pioneers: 32  
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**Apprapt** Great Inventions: 21  
**Aspire Systems** Niche and Nimble: 92  
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**LG Electronics** Go-ahead Globalisers: 49  
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**LivingSocial** Great Inventions: 38  
**LKK** Go-ahead Globalisers: 50

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**MAPFRE ASSISTANCE**  
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**Microsoft European Search Technology**

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**Midrex** Industry Innovators: 65**Millennial Media**

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**Mirae Asset**

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**Mitsubishi Power Systems Europe**

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**N****Nakano UK Holding**

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**NÜSSLI** Niche and Nimble: 97**O****Octopus Strategies**

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**OpenTV** Go-ahead Globalisers: 53**P****Panasonic Design Centre Europe**

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**Shanghai Haobo** Niche and Nimble: 98

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Industry Innovators: 70

**Z**

**ZTE** Knowledge Champions: 89



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