

FOREIGN DIRECT INVESTMENT 2010-11 REVIEW



LONDON™
& PARTNERS

About us

London & Partners is the official promotional organisation for London. Our company attracts and delivers value to business, students and visitors.

The foreign direct investment (FDI) team at London & Partners are the experts on doing business in the capital, connecting international businesses to London, helping them set up, succeed and grow.

This review highlights the success of London as a destination for FDI, and the work we have undertaken over the past year. Our service is comprehensive, confidential and funded – therefore provided at no cost to our clients.

We have offices in London, Beijing, Shanghai, New York, San Francisco and Mumbai.

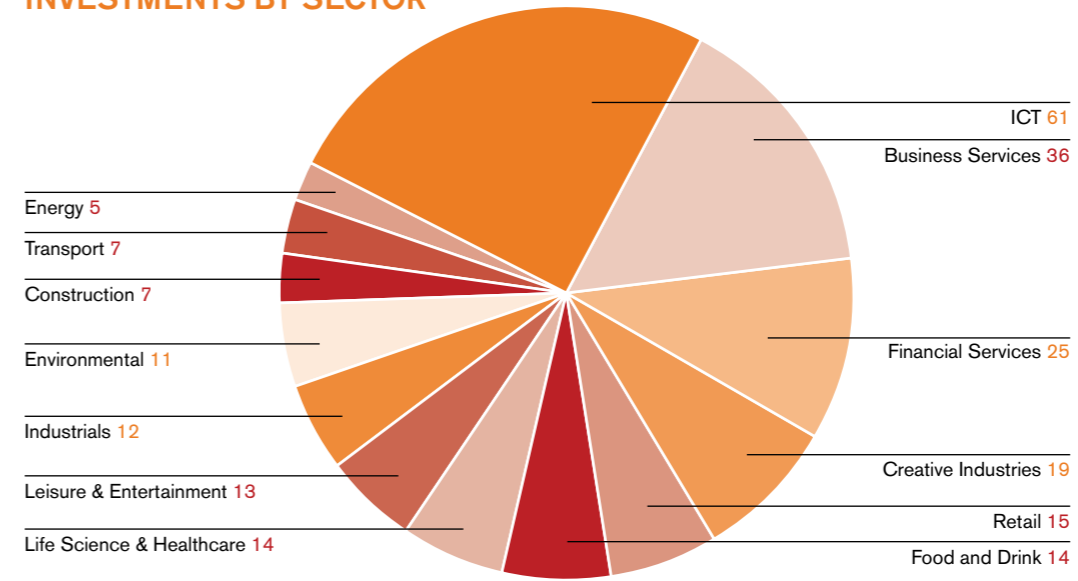
Our value in numbers

London & Partners' business team helped record numbers of overseas companies set up and expand in London.

“The London & Partners' business team were the reason I decided to set up in London. If I needed an attorney, an accountant, an appointment or a referral, they worked so hard to make it happen”

J.T. Marburger, President, Insignia Promotions

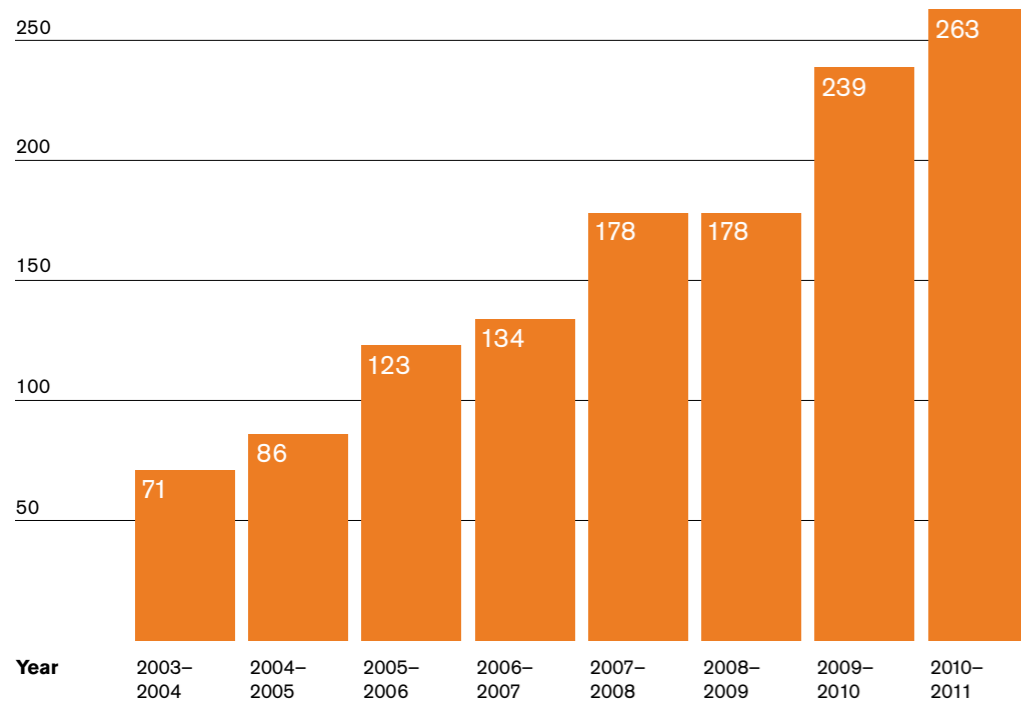
INVESTMENTS BY SECTOR



“This was a year of resilience and durability. London retained its position as a world-leading business centre and destination for foreign direct investment. London & Partners' business team posted fantastic results, despite the underlying global economic conditions”

Terry Mankertz, Fast Track Team Manager, London & Partners

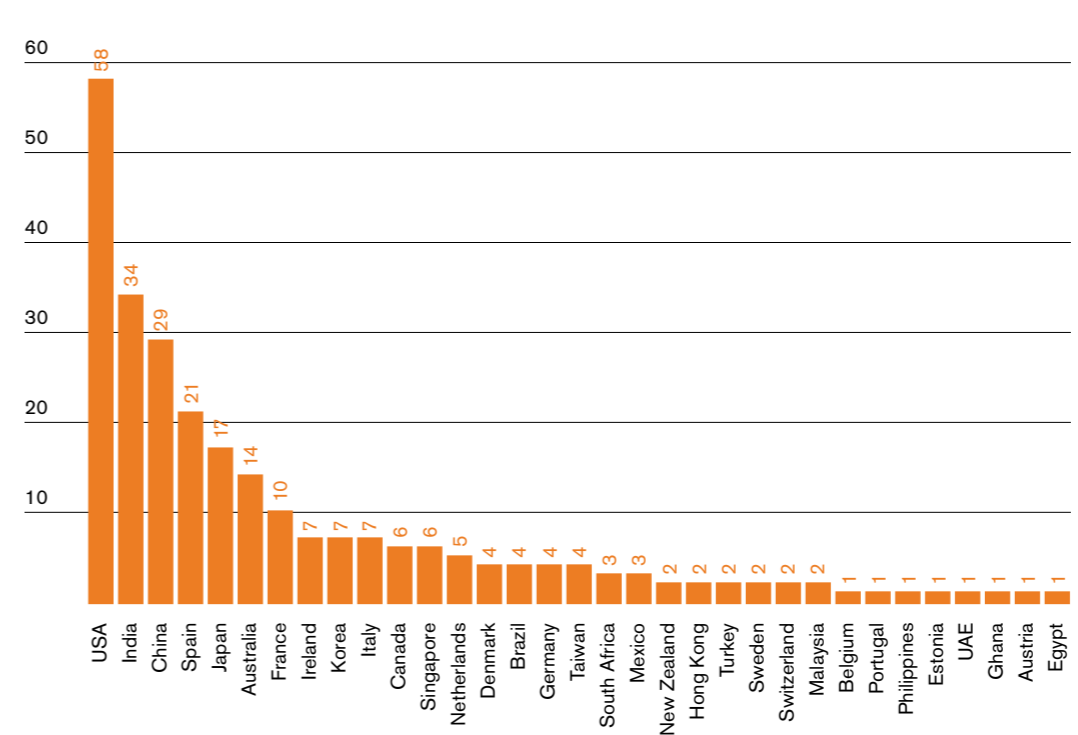
COMPLETED INVESTMENTS



“When considering our move to London, London & Partners really persuaded us. They were helpful, ever present, and really made a good case for making the move”

Jason Leigh, Business Development Manager, Crystal CG International

INVESTMENTS BY COUNTRY



“We are already seeing signs of growth in London. I am sure that the business team at London & Partners will continue to surprise me with their range of services. We will definitely continue to use them”

Prem Sundaravadanam, Regional Director (UK), Aspire Sytems

Key activities 2010–11

From one-to-one briefings in China to mass celebrations at London's Savoy hotel, the London & Partners business team has worked harder than ever to promote the city as a thriving hub for international commerce. Here are some highlights.

Shanghai Expo campaign: taking London to China

We promoted London business and 2012 Games opportunities with companies across China in a series of executive events and one-to-one meetings. The July-September 2010 campaign, organised in partnership with KPMG, took in Shanghai, Beijing, Hangzhou, Nanjing, Qingdao and Wuxi. At Expo we held our One Year To Go event, engaging target corporates such as China's State Grid in meetings with London deputy mayor Richard Barnes.

RESULTS six cities visited / 16 local government partners engaged / 70 one-to-one meetings / 12 companies set up.



International Business Reception: celebrating London's biggest FDI successes

Held in the restored Savoy hotel, we hosted a reception to celebrate London's success as Europe's number one foreign direct investment destination, and to discuss key challenges facing businesses in the capital. Attended by leading investors and industry experts, the event also launched *The 100 Companies to Watch* – our index of expanding overseas businesses predicted to flourish in the global economy.

RESULTS 250 senior executives from overseas owned businesses in London exchanged new business ideas and forged successful partnerships.



“London & Partners are like a concierge service for London. Don't hesitate to use them. They understand the city. They understand who to connect you with. They enable you to move on”

Mike Grafham,
Customer Success (EMEA),
Yammer Inc



95% of the executives at overseas companies that had set up a base in London were satisfied about doing business in the capital

London & Partners' FDI Barometer 2010, conducted by Ipsos MORI and surveying 300 top executives representing 100,000 employees in London.

100 staff employed in London by LivingSocial, a social commerce client who we helped set up in London just 12 months ago

“The job creation results for London are a fantastic testament to the ongoing business opportunities that the capital is seeing as a result of its Olympic host city status and the success of our 2012 campaigns. We will continue to assist companies to make the most of the unique business prospects that the Olympic and Paralympic Games provide”

Janet Coyle, Associate Director
2012 Business, London & Partners

20% increase in the number of Chinese companies we helped set up in London, compared to 2009–10

1,100+ business referrals to our commercial partners



Connect to London: introducing London's senior business and government community

We hosted a business programme for senior executives, featuring a practical seminar on setting up business in London. The event centred on a two-day 2012 business summit featuring workshops to explore digital, sustainability and legacy opportunities. Held in June 2010 in the City of London, it equipped senior executives with the contacts to grow successfully here.

RESULTS 55 executives from more than 13 countries / 18 projects / 5 companies set up.

2012 Games: putting investment into the fast lane

We continued to use the Games to highlight business opportunities in London, campaigning in key markets such as North America, Canada and China. We also worked with 2012 sponsors and pinpointed post-Games legacy opportunities using global webinars and tours of the Olympic Park's broadcast and press centres. Successes included Crystal CG, a 'three tier' Games sponsor and the event's official digital imaging services supplier.

RESULTS Over 100 companies setting up and expanding in the capital to maximise Games time and legacy opportunities.

London: Number one for business



A host of league tables and awards have ranked London as a leading business location. The city's foreign direct investment strategy has been particularly praised, reflecting the efforts of the London & Partners business team.

Number 1 in Europe for business

London has been voted the top city for business in Europe for the 22nd year running, ranking first for access to markets, customers and clients, availability of quality staff, transport links, quality of telecommunications and languages spoken. *European Cities Monitor 2010 and 2011, Cushman & Wakefield*



Leading ICT hub at Tech City

London is Europe's most exciting ICT destination. The Government-backed Tech City is the hub, hosting one of Europe's largest concentrations of fast growing digital technology companies. This multi-cultural and creative district offers low-cost incubator space, networking events, cutting-edge digital facilities at the Olympic Park and beyond, super-fast broadband and WiFi and excellent transport links via the Eurostar, City Airport and soon, Crossrail. It's also a prime investor location, close to the decision-makers in the City and Canary Wharf.

Number 1 in Europe for foreign direct investment

London attracted more foreign direct investment than any other European city in 2010. The city's performance even outstripped the majority of the European countries: only France, Germany and Russia secured more FDI projects in 2010. Sectors driving investment were business and financial services, software, technology and equipment, with cleantech tipped as an emerging growth sector. *Ernst & Young's 2011 UK Attractiveness Survey*

Number 1 European city of the future

London is the top *European city of the Future*, coming first for economic potential, human resources and infrastructure. It also secured first place in northern Europe for its foreign direct investment strategy. *fDi Magazine, European Cities and Regions of the Future 2010/11*



“London's domination... is unsurprising given the city has attracted more than one-third more FDI projects over the past five years than any other European city”

fDi Magazine, European Cities and Regions of the Future 2010/11

“Our ambition is to bring together the creativity and energy of Shoreditch and the incredible possibilities of the Olympic Park to help make East London one of the world's great technology centres”

David Cameron,
UK Prime Minister

London & Partners – The wider story

London's success as an overseas investor hub is underpinned by its ability to adapt and reinvent. Companies making the leap here invariably thrive, buoyed up by the city's boundless energy and new ideas, unbeatable access to markets and world-class talent.

London's foreign direct investment team is also evolving. We are becoming even more efficient and faster moving: as part of the city's new integrated promotional agency.

London & Partners promotes London to international businesses, students and visitors.

To fulfil this aim, we have built a team of specialists to advise on a range of bespoke services:

Foreign direct investment – helping your international business set up or expand in London.

We offer a comprehensive, confidential and free service to assist overseas companies set up or expand business in London.

We open up direct access to expert and experienced professionals, who advise and guide overseas companies through every aspect of locating and doing business in London.

Convention bureau – supporting your company's event needs.

London & Partners is home to London's official convention bureau.

We offer a total event solution service for clients and event organisers, including free and impartial advice on planning meetings, conferences, events, exhibitions, incentives and launch parties in London. We also bid to attract association congresses to London and facilitate all aspects of set up.

Major events – delivering major sporting and cultural events for London.

We offer a 'one-stop-shop' central point of co-ordination and leadership for securing and delivering major sporting and cultural events in London.

Higher education – provide online guide for international students. We host the official website for universities in London, studylondon.ac.uk, helping current, prospective and past international students realise their potential and find inspiration in the world's best big city.

Leisure tourism – attracting international visitors to London. We work to maintain London's position as the no.1 international visitor destination in the world by marketing to established and emerging markets.

We also work with the travel industry to promote London to individual leisure travellers and groups worldwide. We host the official tourism website for London, visitlondon.com

To access any of these services, please get in touch. We have offices in London, Beijing, Mumbai, New York, San Francisco and Shanghai.

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