

# LONDON & PARTNERS

LONDON'S OFFICIAL PROMOTIONAL ORGANISATION

# OUR SERVICES

LONDON™  
& PARTNERS

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

We are a not-for-profit public private partnership, funded by the Mayor of London and our network of commercial partners, combining the previous remits of Think London, Study London and Visit London.





We have built a team of specialists to advise on a range of bespoke services:



**“It was brilliant. They helped me with absolutely everything: opening bank accounts, setting up the company, networking and hiring staff... I’m certainly going to keep the relationship with London & Partners going”**

Óscar Calzado, Export Manager,  
USB Models

## **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, whether they are starting up or established, set up or expand their business in London.

We can help you:

- Make the business case for locating to London and set up as seamlessly as possible.
- Make the right connections by offering access to relevant business networks, professional associations and specialist expertise.
- Find the right people from the huge pool of talents and skills available in London.
- Find the right property with the appropriate infrastructure and business support services.
- Settle in to London life, providing information about housing, schools and local amenities.

**Every 3 days we help, on average, one overseas company to set up or expand business in London.**

## **Convention Bureau**

*Supporting your company’s event needs*

London & Partners is home to London’s official convention bureau, offering a total event solution service for corporate clients, event organisers and associations, including free and impartial advice on planning meetings and events in London.

London is not only a great place to do business, but it is also a constant source of inspiration. If you are looking to train or reward staff, to arrange a conference or launch a new product, we can help you harness the city’s unique qualities to deliver an event that will delight and inspire.

## **Major Events**

*Delivering major sporting and cultural events for London*

We promote London as the most diverse and exciting events destination in the world, and work to inspire major event organisers to bring their events, or brand launches to London.

Acting as a central point between organisers, rights holders and local agencies, we unlock the city and push the boundaries in putting on spectacular events with London as their backdrop.



**“We used London & Partners to source recommended venues. They were excellent at putting us in touch with partner organisations... which ensured our planing ran smoothly”**

Kate Rook, Event Planner,  
MCI UK



## Higher Education

*Providing an online guide for international students*

As a champion of London and its world-class universities, we provide international students with the official website [studylondon.ac.uk](http://studylondon.ac.uk), where they can search London's 30,000 courses and contact all universities.

## 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](http://visitlondon.com), where visitors can find information on everything from accommodation and travel to the latest London shows and restaurants.

## Partnerships

*Experience the benefits of becoming a Partner*

As a London Partner, you can take advantage of a wealth of leisure and business tourism marketing opportunities and expertise from our specialist teams.

Whether you are seeking brand exposure in our official visitor or business marketing campaigns, market research to help your business planning, or you are looking to network with key industry partners, becoming a Partner offers all of these benefits and more.

There are several levels of Partnership available. Your London & Partners package will be tailored to your individual needs and will reflect the focus of your business.

To access any of these services,  
please get in touch.

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