

Top Tips: Making the most of your initial visit to London

London is Europe's premier city for businesses to set up in. Here are our top tips for making the most of your prospecting visit to London.

Allow a few days

The most important step in deciding to open an office in London is coming to visit. "Some companies fly into London in the morning, have a meeting, and then fly back, but I'd argue that isn't the best way," says Carolina Arriagada Peters, Head of EMEA and Latin America at London & Partners. "You need to come over to London, develop your network and meet people. It's about finding that intangible asset that you only develop by spending some time here. You can't do that from an airport."

Decide your strategy

What are you trying to achieve for your company? Developing your strategy in advance will help to find the right fit in London. Whether it is more customers, better connectivity or prestige, London caters to all tastes and needs, as Arriagada Peters explains: "Being in London enables companies to grow faster, jump to markets they hadn't recognised before and accelerate their innovation."

Scope out different areas

It is also worthwhile organising meetings in different parts of London so you get a feel for which area you would like to base your business. From the City to the West End, east London to Mayfair, each area has a atmosphere vibe – find out which works best for your business by visiting as many areas as possible.

Enjoy the culture

As well as being a global business city, London benefits from a world-class cultural scene. In between business meetings, try to enjoy some of the culture on offer. London boasts 857 art galleries in total, four UNESCO World Heritage Sites and more than 17,000 music performances a year across London's 300+ venues. The blend of business and culture is one of London's strongest pulls for businesses and, more importantly, employees.

Arrange meetings in advance

Ensure you set up meetings with customers, suppliers and local experts before you arrive. London & Partners can help introduce you to other businesses and experts who can help make your move a smooth operation.



Contact us

Imagine the potential. Find out more about finding the perfect office for your business.

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Our Commercial Partners

We have a range of approved partners that are experts in their field and have significant track records of assisting overseas owned companies into London.

Find out more about our Commercial Partners, and how they can help you build and grow your business in London.