

# LONDON

## EUROPE'S LEADING TECHNOLOGY HUB



**LONDON™**  
& PARTNERS

# WELCOME

There has never been a better time to set up an Information and Communications Technology (ICT) business in London.

As Europe's leading ICT location, London offers unrivalled access to talent, corporate and consumer markets, and finance.

The 2011 launch of a tech-friendly 'entrepreneur visa'<sup>1</sup> for overseas companies, together with a multi-million pound investment in east London's Tech City, encompassing state-of-the-art facilities at 2012 Olympic and Paralympic Games venues, can only speed the influx of start-ups and ground-breaking ideas.

What is the formula for success in a competitive and global ICT market?

Our research shows that in order to dominate over the next decade<sup>2</sup>, providers need to step up their mix of partnerships, capabilities and knowledge. We also found that as large corporations seek to optimise their world-wide IT operations, huge opportunities await suppliers who have the ability to 'overlay' and capitalise on global footprints. We also predict that as demand steps up, it will be harder to find experienced IT staff: increasingly, companies will source talent from a small number of tech hotspots around the world.

London scores on all three counts.

On partnerships, London is rated alongside San Francisco as one of the best cities for 'convergence'<sup>3</sup>, where technology, telecommunications, creative and media companies collaborate to create mould-breaking businesses. Look no further than east London's Old Street area, dubbed Tech City to find an abundance of cross-sector pioneers such as TweetDeck, sold to UberMedia for an estimated \$30million in 2011.

As Europe's leading HQ base and a prime hub for globalising companies, London offers unbeatable access to decision-makers keen to optimise their IT spend. Logica, Accenture, Wipro, IBM, HP and Tata are among the consultancies securing major contracts with IT managers who oversee multiple territories from London.

As for talent, London will be home to world-class tech expertise for decades to come. IT research and development is key for London universities<sup>4</sup>, with an emphasis on intelligent systems, virtual reality, software engineering and geographical information systems (GIS).

The business team at London & Partners, the official promotional agency for London, has helped hundreds of overseas ICT companies set up and thrive in London.

We look forward to working with you.

<sup>1</sup> UK Border Agency, March 11, 2011. 'Prospective entrepreneurs will be allowed to enter the UK so that they can secure funding and make arrangements for starting their business before they transfer to a full Tier 1 (Entrepreneur) visa while they are here'. [www.ukba.homeoffice.gov.uk](http://www.ukba.homeoffice.gov.uk)  
<sup>2</sup> London 2020, Competing in a New FDI Era, research conducted by IBM's Plant Location International (PLI) and

Chatham House for Think London, 2010  
<sup>3</sup> London at the Centre of Convergence, research conducted by Penn, Schoen & Berland Associates for Think London, 2007  
<sup>4</sup> World-class IT-related research is carried out at Imperial College, University College London (UCL), City University and Queen Mary University of London (QMUL).

# WHY CONTACT LONDON & PARTNERS?

Information and Communications Technology (ICT) is a priority sector for London & Partners' business team. A third of all the organisations we work with operate in this market, and we have helped ambitious ICT companies from all over the world set up and grow in London.

Specifically, we ensure overseas companies can exploit London's outstanding:

- Access to customers
- Talent pool
- Finance opportunities
- Beneficial regulatory environment
- Ability to reduce operating risks
- Taxation and incentives

Read on to find out how London & Partners' connections, insight and opportunities can save you time and money, and speed your path to profit.



**“London & Partners has been incredibly helpful, from locating the right office and looking for local staff, to expanding our network and introducing us to the right people. Without London & Partners we wouldn't be able to set up business in London so quickly and efficiently.”**

Maggie Choo, General Manager, EMEA, Alibaba.com

**“London is the perfect launch pad to get into the other European regions. When we first came to London the IT industry was booming; London was the best place to be. London is still the best.”**

Ramesh Phillips, European Operations Coordinator, Wipro

**For the 21st year running London has been voted the number one European city<sup>8</sup> for:**

- Access to markets
- Access to qualified staff
- Transport links<sup>9</sup>
- Telecommunications
- Languages spoken



# LONDON: A LEADING LOCATION FOR ICT

**Welcome to the single most exciting ICT market in Europe.**

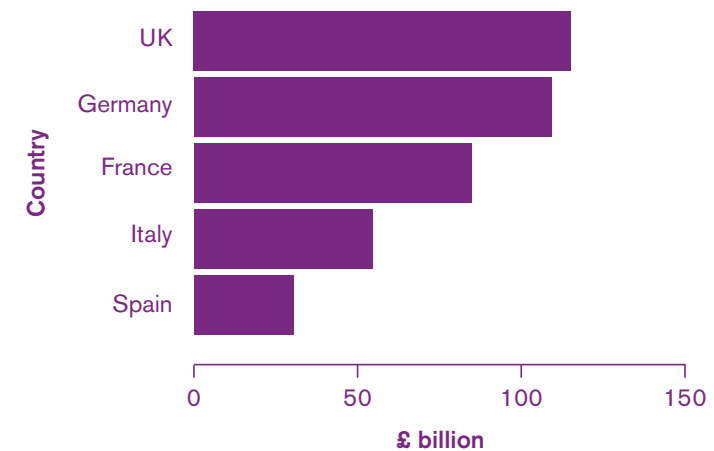
London offers world-class opportunities for companies in IT software, services and equipment. No other world city offers such a potent mix of technical infrastructure, entrepreneur-friendly environment, and ready cross-sector collaboration.

London's vast business and consumer base plays a key role. The city hosts the continent's largest end-user market: 392,000 registered businesses and 7.8 million people are based here, while the city is the gateway to the European Union's 27 member states, the biggest single market in the world, with a population of nearly 500 million.<sup>5</sup>

ICT companies from the world over are also drawn to London because:

- The city's state-of-the-art telecommunication networks offer fast, reliable connections to the globe 24/7.
- London households have the highest level of internet access at 86% compared to 58.4 % average for the EU.<sup>6</sup>
- There are fewer restrictions concerning international ownership and doing business in the UK than in any other major European country.<sup>7</sup>
- London is a hub for global decision-makers, enabling ambitious companies to strike up lucrative partnerships and deals.
- London offers a high-quality business infrastructure spanning finance, premises, utilities, support services, suppliers and logistics.

## Europe's Top ICT Markets By Revenue<sup>10</sup>



<sup>5</sup> Eurostat, 2009

<sup>6</sup> Internet World Stats, June 2010

<sup>7</sup> The UK is ranked 4th in the World Bank – Ease of Doing Business Index, 2010, while France is ranked 26th

<sup>8</sup> Cushman & Wakefield, European Cities Monitor, 2010

<sup>9</sup> There are direct flights to 530 destinations worldwide from

London's five international airports (OAG Flight Disk, 2008) and high-speed rail services run to Paris, Brussels and beyond. Heathrow is Europe's largest air hub.

<sup>10</sup> London & Partners analysis based on EITO market size and share data for Europe, 2011



# FIVE REASONS TO SET UP YOUR ICT BUSINESS IN LONDON

## 1. MARKET SIZE

### At the heart of Europe's largest ICT market

Worth £115 billion<sup>11</sup> the UK boasts the biggest ICT market in Europe. London is the magnet, hosting the largest concentration of companies, with some 40% of UK IT businesses based here.

In addition, London's excellent transport links and concentration of European HQs puts the continent's entire ICT market, worth more than £600 billion, on your doorstep.

Software and IT Services (SITS, see p14) is a key sub-sector, worth £39 billion in the UK, while IT Outsourcing offers opportunities worth £17 billion.<sup>12</sup>

In particular, there is huge scope in financial services (see p8). There are more international banks here than in any other city<sup>13</sup>, generating a raft of service contracts for external IT providers.

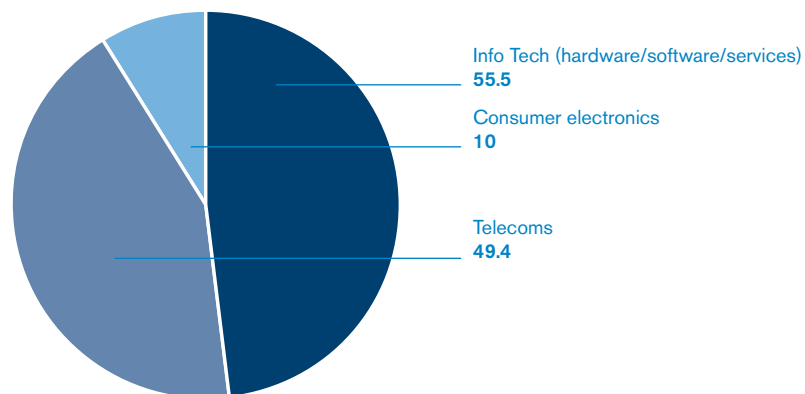
**"The business team at London & Partners helped us to set up business in London, find the right people and start growing – all at an amazing speed."**

Jeff Brennan, Vice President Marketing, Finsphere Corporation



### UK ICT Market, 2010<sup>14</sup>

£ billion



<sup>11</sup> London & Partners analysis based on EITO market size and share data for Europe, 2011

<sup>12</sup> The State of the Technology Sector 2010, Intellect – President's Report

<sup>13</sup> There are 249 overseas owned banks in London compared to around 200 for New York and fewer than 50 for Tokyo,

<sup>14</sup> EITO, 2010

## 2. TALENT

### Highly qualified tech skills pool

With a 100,000 strong ICT workforce, London offers one of the largest concentrations of information technology and communications expertise in the world.<sup>15</sup>

In addition to attracting qualified staff from around the globe, London's business schools and universities<sup>16</sup> are cultivating the tech experts of tomorrow. Currently around 100,000 ICT students are studying in the UK, while more than 19,000 students enroll into London's computing and technology-related courses each year.<sup>17</sup>

Also, London's cultural diversity gives incoming companies vital insight into target markets across Europe and the globe: the city speaks 233 languages<sup>18</sup>, is home to more than 200 nationalities and 40% of its workforce was born overseas.

**"A key factor was the availability of top talent. It's critical for an organisation like ours to be able to tap into the best talent and some of Europe's leading universities are here in London."**

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

London & Partners can connect you with The London Technology Network, which brokers collaboration between London's academic institutions and technology-intensive companies. Contact us at [business@londonandpartners.com](mailto:business@londonandpartners.com).



<sup>15</sup> Nomis, Office for National Statistics licensed under the Open Government Licence v1.0, July 2011

<sup>16</sup> Some of the world's leading universities are in London, including University College London and Imperial College.

<sup>17</sup> HESA, 2009–10

<sup>18</sup> London School of Economics, London's Place in the UK Economy, 2009–2010

# FIVE REASONS TO SET UP YOUR ICT BUSINESS IN LONDON

## 3. CONCENTRATION OF CLUSTERS

### An unrivalled 'ecosystem' of peers and clients

London's concentration of ICT suppliers and users is unrivalled. Totalling 24,000<sup>19</sup>, there are twice the number of IT companies based in London than in any other European city.<sup>20</sup>

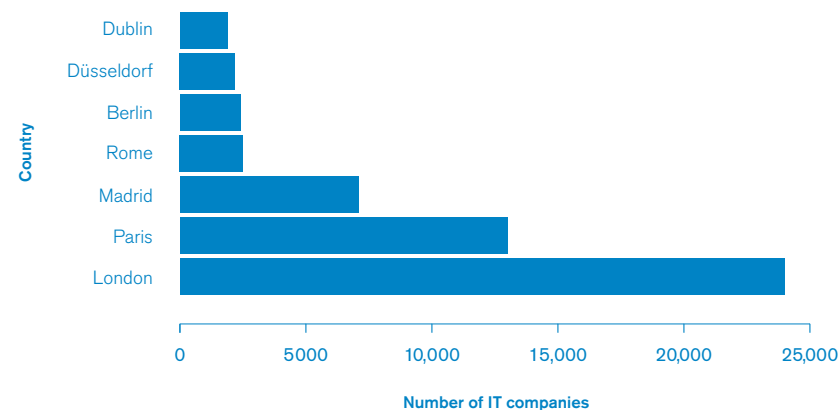
Being in London also gives you access to a broader partner base: the UK is home to 380,000 IT companies, employing more than two million IT professionals.<sup>21</sup>

The four biggest sector users of ICT are financial services institutions, oil and gas companies, government and the National Health Service.<sup>22</sup> Thanks to London's position as the number one location for European headquarters, a base in this city puts you within easy reach of key decision-makers in all four sectors.

### Financial Services ICT: a booming market

- UK banks typically spend £4–£7 billion on IT software and services over five years<sup>24</sup>, outsourcing their requirements to specialist providers.
- Cost-cutting and efficiency drives are creating opportunities in data centre consolidation, insurance management systems and improving online services.
- UK banks and financial institutions are using IT for post-merger integration, driving demand for consulting and systems integration (C&SI), application software and IT outsourcing.
- The break-up of nationalised UK banks is driving software demand.
- New regulations and retail banking entrants are generating major contracts.

### Europe's leading IT clusters<sup>23</sup>



**“It's easier to create a scaleable, profitable business here. In the early days, we built business by visiting local territories across Europe. Now much more pan-European activity – from strategic planning to advertising spend – happens from London. There's an increasing focus on convergence in London.”**

Ed Bartlett, Vice President Europe, IGA Worldwide

### Major IT deals<sup>25</sup>

- Lloyds TSB, Barclays and HSBC have signed a five-year contract extension worth £315 million with Unisys, covering cheque processing, image archiving and other back-office functions.
- LogRhythm has been commissioned to implement log management and analysis and event management security systems for Virgin Money's charitable arm, Virgin Money Giving.
- Zurich Connect has commissioned Experian to help develop and deploy targeted and personalised marketing campaigns across multiple channels in the UK.



**“Access to specialist business clusters, a skilled workforce and new technology will attract innovative international companies to London.”**

Vanessa Rossi, Senior Research Fellow, Chatham House

<sup>19</sup> Excluding telecoms businesses  
<sup>20</sup> Bureau Van Dijk, Orbis, May 2011  
<sup>21</sup> National Statistics, ABI, 2010

<sup>22</sup> The State of the Technology Sector 2010, Intellect – President's Report  
<sup>23</sup> Bureau Van Dijk, Orbis, May 2011  
<sup>24–25</sup> Retail Banker International, 2010

# FIVE REASONS TO SET UP YOUR ICT BUSINESS IN LONDON

## 4. CROSS-SECTOR COLLABORATION

### A showcase of cross-fertilisation and new thinking

After San Francisco, London is rated as the world's top hub for 'convergence'<sup>26</sup>, where ICT businesses work with previously unconnected sectors to create new products, services and revenue streams.

The city's can-do approach to collaboration — combined with its advanced technological infrastructure and access to world-class staff, capital and marketing expertise — makes it a prime target for businesses keen to break new ground.

As ICT companies seek to create successful products for global markets, they increasingly look to London to:

- Spot and exploit emerging global trends.
- Access world leading clusters of IT expertise.
- Build multi-disciplinary teams drawn from technology, telecommunications, software, entertainment, advertising and marketing, hardware and design sectors.
- Harness London's unbeatable access to global skills and knowledge.



**“Entrepreneurs can really make their mark here. London is a hotbed of technological innovation; everybody is trying to come up with the next big idea. It’s not just big companies: there are so many niche outfits and micro-specialists too.”**

Mark Sweatman, Head of Technology (London), OgilvyOne



London & Partners has a network of professional service experts to guide and support your London office, including legal and recruitment expertise. Contact us at [business@londonandpartners.com](mailto:business@londonandpartners.com)



<sup>26</sup> London at the Centre of Convergence, research conducted by Penn, Schoen & Berland Associates for Think London, 2007



# FIVE REASONS TO SET UP YOUR ICT BUSINESS IN LONDON

## 5. POLITICAL SUPPORT

### Government backing underpins innovation drive

A mix of political will, practical help and business-friendly legislation will ensure that London remains a leading ICT hub, world famous for its culture of innovation, for years to come.

The Government-backed Tech City in east London is a beacon. Stretching from Shoreditch to the Olympic Park, it's home to one of the largest concentrations of fast-growing digital technology companies in Europe. Its incubators and low-cost offices are now must-have addresses for small software and integration start-ups with ambitions to make it big.

The UK offers a supportive backdrop. The UK Technology Strategy Board<sup>27</sup> is committed to making the country a global leader in ICT innovation, while organisations such as Startup Britain<sup>28</sup> offer discounted services including mentoring, marketing, office space, broadband and finance.

Entrepreneurs and start-ups also benefit from:

- Tech-friendly start-up visas.<sup>29</sup>
- Progressive cuts in corporation tax.<sup>30</sup>
- Tax breaks for research and development.
- Increased relief from capital gains tax: doubled from £5million to £10 million from April 2011.
- Income tax relief on enterprise investment schemes and venture capital trusts.

### Tech City success stories

- Last.fm: sold to CBS for US\$280 million.
- Dopplr: sold to Nokia for US\$22 million.
- TweetDeck: sold to UberMedia for \$30 million.
- Saffron Digital: sold to HTC for \$48 million.

**“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, November 2010



<sup>27</sup> [www.innovateuk.org](http://www.innovateuk.org)

<sup>28</sup> [www.startupbritain.org](http://www.startupbritain.org)

<sup>29</sup> TechCrunch Europe, March 17th 2011: 'UK beats the US to tech-friendly Startup Visa.'

UK Border Agency, March 11th 2011: 'Prospective entrepreneurs will be allowed to enter the UK so that they can secure funding and make arrangements for starting their

business before they transfer to a full Tier 1 (Entrepreneur) visa while they are here.' [www.ukba.homeoffice.gov.uk](http://www.ukba.homeoffice.gov.uk)

<sup>30</sup> In April 2011, corporation tax fell 2% from 28% to 26%.

There will be a further 1% fall each year until the rate reaches 23% in 2014. UK corporation tax is now lower than in Germany and the US. PricewaterhouseCoopers PwC, Paying Taxes 2011, The Global Picture, November, 2010



**“Shoreditch is a fantastic area because you can find great, young talent from diverse backgrounds, and it's a really creative environment where talent and ideas are stimulated. For that reason we intend to make our Shoreditch office our global innovation and new business hub – we really see the growth potential of our business in London and specifically shoreditch!”**

Matteo Montan, Head of New Business, Buongiorno

### Tech City offers...

- Incubator space with frequent tech-focused networking events.
- Access to a hub of cutting-edge digital and creative facilities at the Olympic Park and surrounding areas.
- Super-fast broadband and WiFi.
- A prime investor location, close to the decision-makers in the City and Canary Wharf.
- Excellent overground and underground rail links: five minutes to the Eurostar, 20 minutes to City Airport and connected to Crossrail – soon to offer faster access across London.
- A multi-cultural, creative environment with vibrant bars and performance venues, the world's highest concentration of artists per capita and nine leading universities and colleges.



# WHY LONDON FOR SOFTWARE AND INFORMATION TECHNOLOGY SERVICES

## Outsourcing, cloud computing and virtualisation are driving strong growth in the London and UK Software and IT Services (SITS) market.

London hosts the greatest number of software development and consultancy companies in Europe<sup>31</sup>, many capitalising on emerging opportunities in business intelligence, collaboration and enterprise 2.0, embedded systems, broadband and home networking.<sup>32</sup>

Major public and private sector investment is supporting solid growth. In particular, banking, professional services and retail sectors<sup>33</sup> are creating huge demand, generating a string of lucrative contracts.

Outsourcing is the richest sub-sector. The UK market is worth £17 billion and is growing at a steady rate<sup>34</sup>, with London's private sector players in telecoms and financial services continuing to invest heavily.<sup>35</sup>

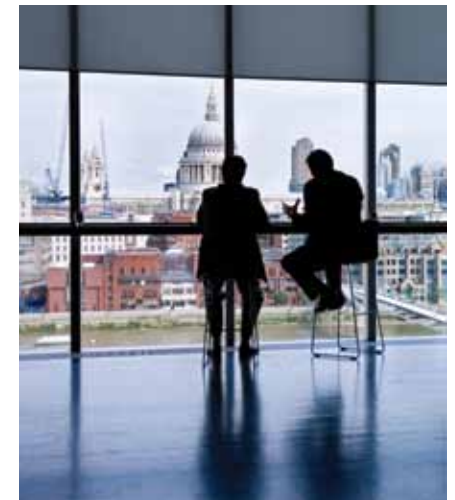
Meanwhile, public sector spending made up 28% of the outsourcing market in 2009<sup>36</sup> with increased budgets predicted in data security and information assurance, E-procurement, mobility and outsourced shared services.

### Big opportunities in...

- **Banking**
- **Professional services**
- **Retail**
- **Outsourcing**



The UK's Software and IT Services (SITS) market is worth £39 billion<sup>37</sup>: 33% of the UK ICT market.



Major SITS consultancies based in London include Accenture, HP, IBM Global Business Services, Infosys, Logica, TCS and Wipro, offering numerous outsourcing opportunities to smaller companies.

### Companies already investing in software development in London

- **Financial Services:** Barclays, Credit Suisse, EDF, Ffastfill.
- **Telecoms:** Orange, Vodafone.
- **Computer games:** Eidos, Capcomm, Inspired Gaming, Sony.
- **BPO/Services:** Atos Origin, IBM, Cap Gemini.
- **Online/Search engine applications:** AOL, Bet Fair, BskyB, EzGov Europe, Google, Sporting Bet, Symbian, Yahoo!
- **Security companies:** BeCrypt, BorderWare Technologies, Cisco, Credant Technologies, IBM, Integralis MXI Security, Mondex International, Reflex Magnetics, Sectra Radio Blocker Pouch, Sungard Data Management Solutions, Verisign.

31 National Endowment for Science, Technology and the Arts, NESTA, 2009

32 EITO, 2010  
33 Gartner, 2009

34–37 \*The State of the Technology Sector 2010, Intellect – President's Report



# WHY LONDON FOR TELECOMMUNICATIONS

London is at the epicentre of Europe's most advanced telecommunications infrastructure, offering huge opportunities for growing global players.

The UK offers Europe's most liberalised and dynamic telecoms market. Scores of overseas companies have set up here to find new customer bases, partners and income streams.

Whilst fixed line revenues are in decline, the mobile telecoms market is booming. UK mobile revenues reached £16.5 billion in 2010 and are expected to reach £17.2 billion in 2011.<sup>38</sup>

The UK's smartphone market, the largest in Europe<sup>39</sup>, is the dominant force. Savvy overseas companies are developing a raft of new applications, storage solutions, platforms and operating software to profit from this burgeoning sub-sector.

London is right at the heart of the revolution.



## Big opportunities in...

- **Smartphone technology**
- **Infrastructure**
- **Mobile content**

## Mobile players in London

- |              |                 |
|--------------|-----------------|
| • 3          | • Orange        |
| • Acer       | • Palm          |
| • Blackberry | • Samsung       |
| • Google     | • Sony Erikson  |
| • HTC        | • T-Mobile      |
| • Huawei     | • Virgin Mobile |
| • LG         | • Vodafone      |
| • Nokia      | • ZTE           |
| • O2         |                 |



Apple and Google, two dominant players with strong footholds in the capital, are leading the way, creating an insatiable appetite for data and entertainment on the move.

London is one of the best cities in the world in which to develop and monetise mobile technology. The city is at the forefront of hybrid business models — combining elements of telecommunications, mobile, broadcast, social networking, gaming and advertising — and is home to Europe's largest and wealthiest consumer base<sup>40</sup>, while its financial services cluster offers ready access to capital investment.

## Key facts

- In May 2010, 26.5% of UK mobile phone users had smartphones<sup>41</sup>. In just 12 months (May 2009 to May 2010) the number of smartphone users rose 78% to 12.8 million.
- In June 2010, nearly three-quarters (73.5%) of handsets sold in the UK with post-pay mobile contracts were smartphones.<sup>42</sup>
- Internet access via mobile phones increased in the UK between 2008 and 2010 from 5.7 million users to 13.5 million.<sup>43</sup>

**“My experience with the business team at London & Partners has been very positive. I can't recommend them more highly. They made it very easy to find out about numerous service providers in one place.”**

Francois Mazoudier, CEO, GoHello™



38 Key Note Limited, 2010

39 EITO data by volume, 2010. There are 12.8 million smartphone users in the UK according to Ofcom Communications Report, August 2010.

40 Eurostat Regional Statistics, 2009  
41 comScore, 2010

42–43 Ofcom, Communications Report, August, 2010

# WHY LONDON FOR BROADCASTING AND SOCIAL MEDIA

Always-on connectivity, social networking, the explosion in user-generated content and the rise of 'on demand' scheduling is creating a brand new industry. London is the place to make a difference – and a profit.

Ground-breaking partnerships between broadcasters and social media companies are generating major opportunities for London-based content providers, advertisers and marketeers, traditional publishers and digital developers.

The UK broadcasting industry, centred on London, is already world famous for producing high-quality entertainment, factual and reality programmes. Major broadcasters based here include the BBC, Channel 4, MTV, Sony, Discovery and CBS. The market grew by 10% from 1996–2010, reaching £10.8 billion in 2010.

## Big opportunities for...

- Content providers
- Advertisers
- Marketeers
- Publishers

London & Partners has helped a multitude of businesses from around the world explore 2012 Games business opportunities. Contact us at [business@londonandpartners.com](mailto:business@londonandpartners.com)

Meanwhile, leading social networking brands such as Facebook, Twitter and LinkedIn have established a significant presence here. They are getting closer to consumers on an unprecedented scale, building coveted user databases, rich in profile information.

A new hybrid industry is emerging and at the epicentre of this activity is London.

Broadcasters are working with social media companies to engage their viewers more directly, creating more immersive audience experiences and delivering more value to advertisers. Tailored content sponsorship deals are on the rise. With the advent of 'catch-up' TV, broadcasters are looking to ISPs to enhance video streaming capabilities. Meanwhile, viewing options have exploded, spanning computers, cable TV, mobile devices, Nintendo Wii, Sony PlayStation and more.



The business team at London & Partners has helped numerous companies in the film and broadcast industry succeed in London:

- ABS-CBN
- ADV Films
- Capcom
- CCTV
- Current TV
- Edgeworks
- Ensequence
- Eyeka
- Iberica
- Image Entertainment
- Prime Focus
- Vanguard

## Key facts

- The UK's broadcast and cable TV sector is worth more than £10.8 billion.<sup>44</sup>
- More than two fifths of the UK broadcasting market comprises subscriptions income, which reached £4.6 billion in 2009.<sup>45</sup>
- TV advertising represents around 31% of the market value, amounting to around £3.3 billion in 2009.<sup>46</sup>
- Income from state enforced licensing or public funding in 2009 accounted for 26% of the market value, securing around £2.7 billion.<sup>47</sup>
- 77,000 people are directly employed in film, video and broadcasting in London.<sup>48</sup> Some 58% of the film production workforce is university educated.<sup>49</sup>
- The percentage of adults watching TV content through online 'catch up' services increased from 23% in Q1 2009 to 31% in Q1 2010.<sup>50</sup>
- Online TV advertising revenues were valued at £94 million in 2009.<sup>51</sup>



## An Olympian broadcast opportunity

East London's Queen Elizabeth Olympic Park will strengthen London's tech credentials after the Games. The park's press and broadcast centres will offer more than 90,000m<sup>2</sup> of flexible space and high bandwidth connectivity to a range of tech firms, from start-ups to established multi-nationals.

44–47 Datamonitor, 2010

48 London's Creative Workforce (2010 Update), GLA Economics, February 2010

49 The Economic Impact of the UK Film Industry, Oxford Economics, June 2010

50 Ofcom, Communications Report, 2010

51 Screen Digest, 2010

# WHY LONDON FOR eCOMMERCE AND mCOMMERCE

London is leading the digital commerce revolution by example: its citizens are among the first in the world to test and embrace innovative electronic payment systems.

The UK is among the leading 'e economies': its e-retail market, estimated to be worth £26.3 billion in 2011, has secured double-digit growth since 2008<sup>52</sup> and shows no sign of slowing.

London is the test bed and the proving ground, offering major opportunities for developers, software consultancies and payment platforms providers.

The city's large, net-savvy consumer base of early adopters was among the first in the world to use the web to buy goods and services.

Transport for London's revolutionary Oyster smartcard system, launched in 2003, is now used for more than two million journeys a week.<sup>53</sup>

And as mobile phone operators including Orange and O2 fine-tune new mobile micro-payment services – allowing consumers to pay for small items by waving their phone over a contactless reader – Londoners are ready to sign up in droves.

Supporting all this is a world-class technical infrastructure. The metropolis now has more web traffic capacity than anywhere else in the world<sup>54</sup>, 86% broadband coverage<sup>55</sup> and boasts world-leading wireless and data networks, along with state-of-the-art digital storage.

**“London's data centre infrastructure and security is second to none. Being here means we can help our clients harness the very latest advances in digital purchasing including mobile commerce and contactless transactions.”**

Simon Wilcox, MD, Digital Craftsmen



## Key facts

- The UK's mCommerce market, worth £235 million in 2010, is predicted to grow to £275 million by 2013.<sup>56</sup>
- With Visa as one of the major sponsors, London's 2012 Olympic and Paralympic Games are expected to be a showcase of contactless technology.
- 50% of UK smartphone owners shop using their mobile phones.<sup>57</sup>

**“If you have a solid product that delivers measurable results – essential in the digital market, you can absolutely excel in London.”**

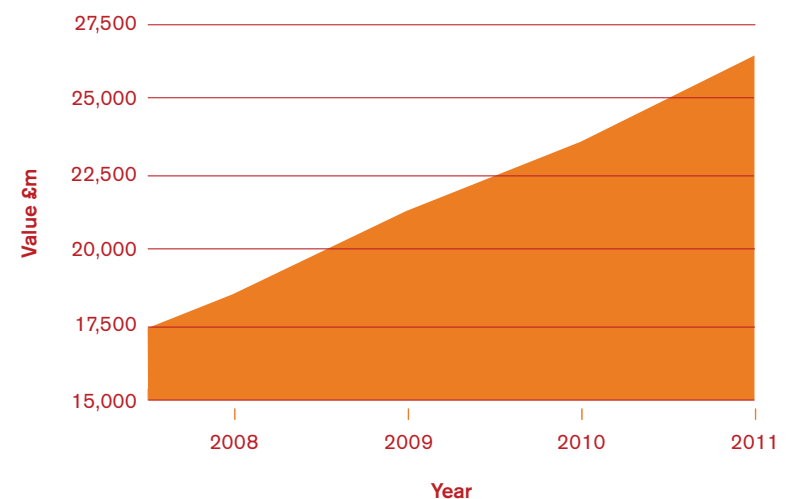
John-Paul Kemp, UK Sales Director,  
Gorilla Nation Media

## Big mCommerce opportunities for...

- Mobile phone operators
- Payment system providers
- Retailers
- Application providers
- Search engines
- Social media operators



## UK E-Retail Market Value 2008–2011



Source: Verdict Research

52 Verdict Research, 2010  
53 www.tfl.gov.uk, February 8th 2011  
54 19 LINX Annual Report, 2009

55 Ofcom, Communications Report, 2009  
56 Verdict/Ovum, 2010  
57 Portaltech, referenced in Internet Retailer Journal, 2011



# HOW LONDON & PARTNERS CAN HELP

**“The business team at London & Partners took the time to understand our business and connect us to the right influencers and business leaders. It’s been a tremendous experience working with them.”**

Joe Polastre, co-founder and Chief  
Technology Officer, Sentilla

If you are an overseas owned business thinking of expanding to London, London & Partners’ business team can save you time, effort and money.

London & Partners is the official promotional agency for London, attracting and delivering value to businesses, students and visitors.

We are the experts on doing business in the capital. We connect international businesses to London, helping them set up, succeed and grow.

Our service is comprehensive, confidential and funded – therefore at no cost to our clients.

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

For more information please visit  
[www.londonandpartners.com](http://www.londonandpartners.com) or contact  
[business@londonandpartners.com](mailto:business@londonandpartners.com)

