



Think London is the official foreign direct investment agency for London. We connect international businesses to London, helping them set up, succeed and grow. We have offices in London, Beijing, New York, San Francisco and Mumbai and representation in Korea, Japan and France.



About us

Our experts work with the business community and government to help companies access the best people, places and opportunities in London.

We provide intelligence, connections and opportunities for new and existing investors. And because we're funded, the service is free to our clients.

As London's official foreign direct investment agency, we're part of a wide network of partners. Our main funding partners are the London Development Agency and our commercial partners. We also receive funding from London First and the City of London Corporation.

We work in close partnership with the office of the Mayor of London and UK Trade & Investment.

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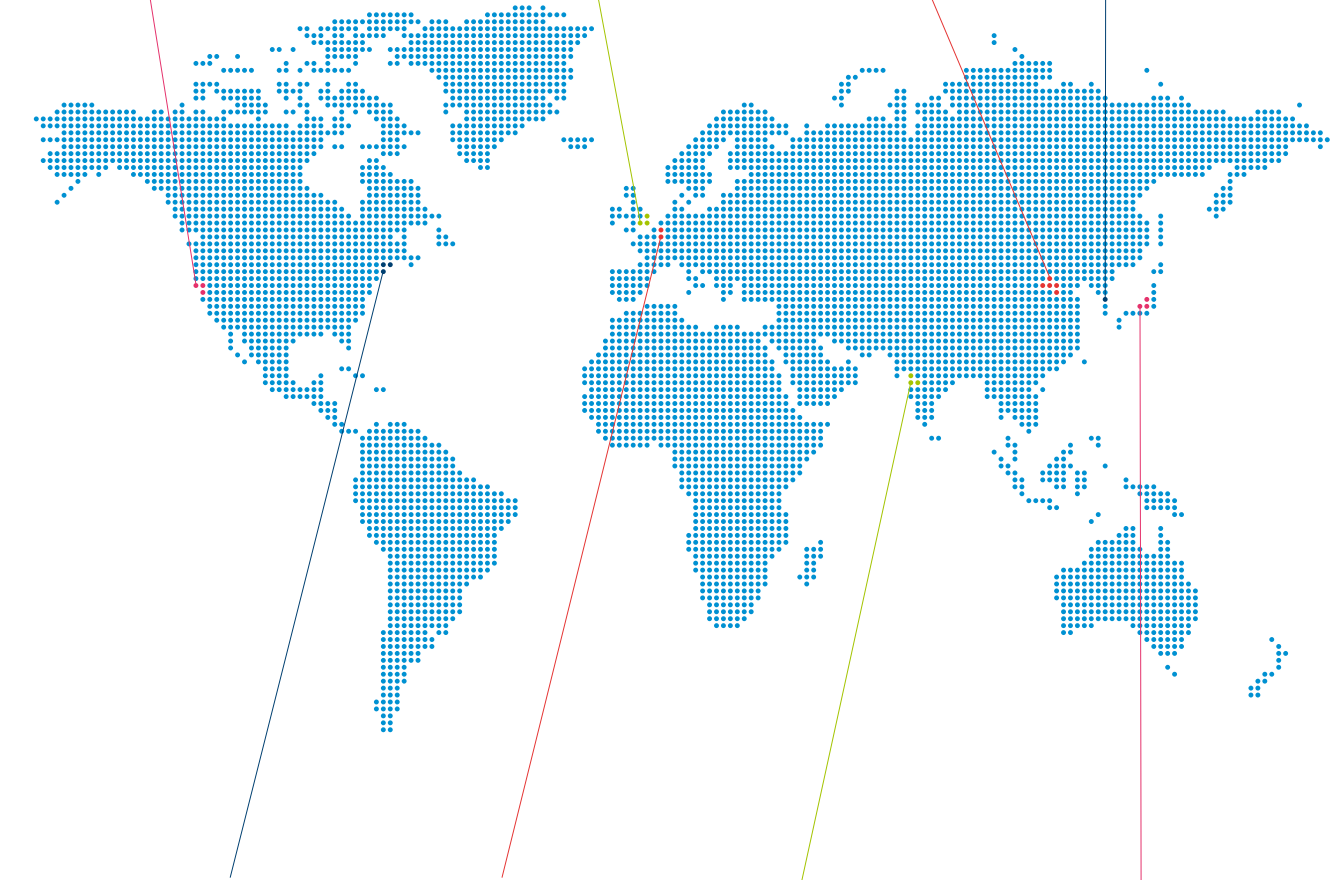
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The London Mayor's view

Think London works closely with the Mayor of London's office to win new foreign direct investment for London.



Boris Johnson, Mayor of London

"Despite it being a tough year for the capital's economy Think London has continued with great success in attracting foreign direct investment.

There have been some real highlights to Think London's year starting with last autumn's 'Road to London' business roadshow in China which coincided with the Beijing Olympic and Paralympic Games. This resulted in more than 95 Chinese companies engaging with Think London to explore the opening of offices in the capital within the next two years. I am totally confident that their planned follow up roadshow in North America, designed to reach out to potential investors and showcase the investment opportunities in London, including around the London Games in 2012, will reap similar rewards.

Then 'Touchdown London', the innovative programme to provide up to 12 months of free office space and business advice to companies wanting to set up in London, has been a soar-away success. Since its launch in March 2009, it has now been expanded to allow 40 more overseas companies to benefit.

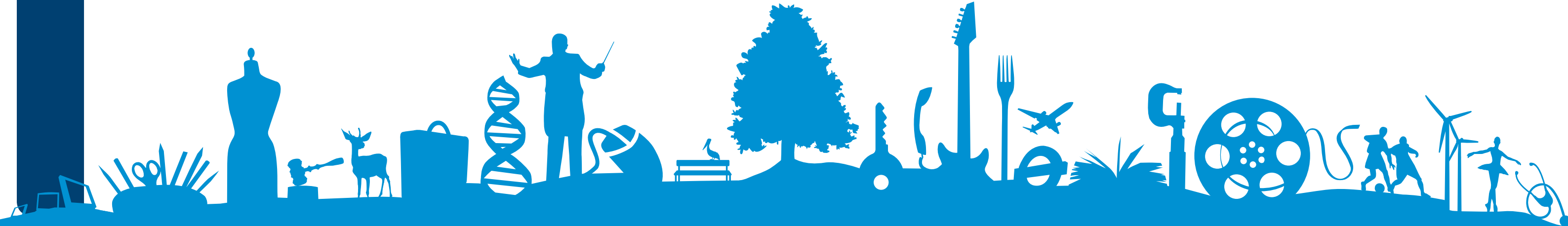
However in contrast to these high-profile campaigns, most of Think London's success is down to pure hard graft and behind the scenes meetings, where they continually show overseas investors the winning opportunities on offer in London and work with them every step of the way to set up business in the capital.

My personal message to global companies looking to come to and invest in London is that you will receive the warmest of welcomes in our city. Both myself and Think London also promise to do all we can to get your company off to a flying start and help it become successful in London."

Think London is London's official foreign direct investment agency. This review of our 15th year provides a snapshot of the many ways in which we have helped international businesses set up, succeed and grow in London despite challenging economic conditions.

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“My mantra this year has been weiji

– a Chinese word translating as ‘**opportunity flows out of crisis**’.

It’s tough everywhere, but the climate has created major new opportunities in London for entrepreneurial companies.”

Chief Executive’s review



Michael Charlton, Chief Executive, Think London

“Think London has become **even more focused** over the last 12 months, using our intelligence and connections to preserve London’s reputation as the number one city in which to set up and expand. As a result, we’re opening up even more opportunities for ambitious niche companies and large, established organisations.”

Michael Charlton, Chief Executive, Think London

“It’s been a difficult year economically. But we’ve worked hard to protect London’s reputation as the number one city in Europe in which to set up and grow business. Investment has continued to flow and London remains top of the league table for foreign direct investment (FDI) in Europe for the 19th year running.*

This is a time of global change, yet the fundamental reasons to come to London haven’t altered. As part of the Mayor’s Economic Recovery Plan, we created a high profile ‘London Now’ campaign to publicise the key facts: London still offers unrivalled access to creativity, talent and markets. And now cash goes further: sterling’s depreciation against most major currencies, lower commercial property costs, depreciating asset values and a wider talent pool have made an even stronger case for doing business in the capital.

My personal highlights:

- **2008 Beijing Olympics.** Initiatives such as the ‘London House’ – which saw London establish a presence at the Games – and the ‘Road to London’, our three-month roadshow through 12 Chinese cities. Both campaigns led to Chinese companies capitalising on business opportunities in London.
- **Business growth programme.** Over the last 3 years we’ve been focusing on strategic overseas companies already in London. This year the programme has come into its own with major companies such as Google and Sony Computer Entertainment Europe becoming clients.

• **Setting up the Chairman’s Club** with Deloitte and the London Organising Committee for the Olympic and Paralympic Games (LOCOG). This business network made up of the top level sponsors for the London Olympic and Paralympic Games focuses on how the sponsors can make the most of their involvement before, during and after the London Games, to deliver a lasting legacy for London. It’s the first time this has ever been done in any Olympic city.

• **Extending ‘Touchdown London’.** Through our partnership with Avanta, the serviced office provider, we’re now offering overseas companies up to 12 months of free office space over three locations in London.

• **Our globalisation research** found that executives rated London as the best city from which to globalise across a range of key sectors, particularly for companies from emerging markets.

The economic climate is making us even more collaborative. We’re working with our partners such as the London Development Agency, UK Trade & Investment, the City of London and our commercial partners, while being open to closer relationships with London agencies such as Visit London, London Higher and Film London.”

*Source: Cushman and Wakefield, European Cities Monitor 2008

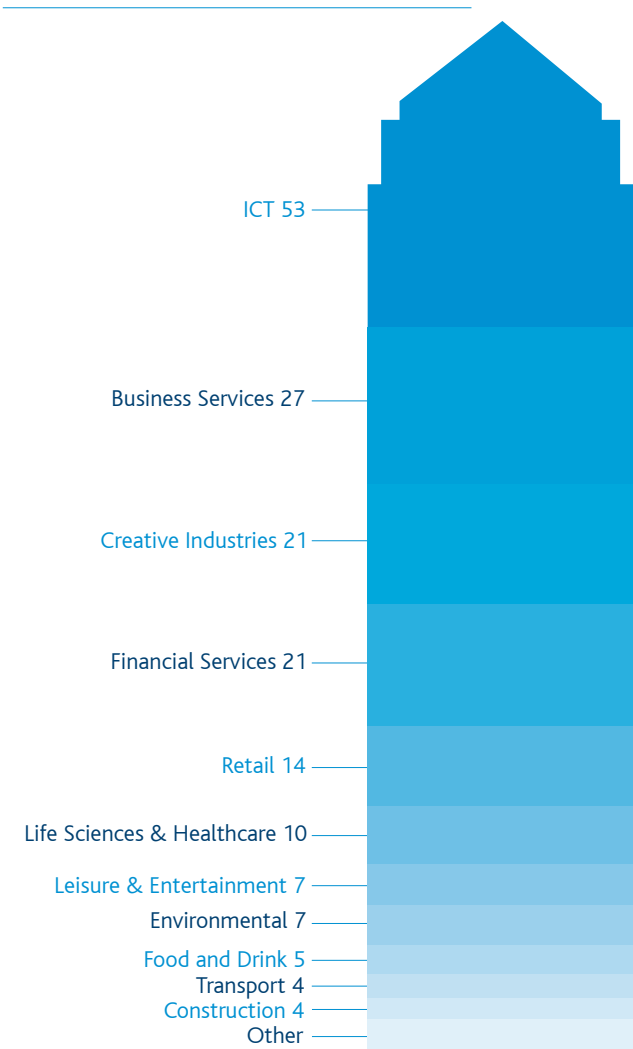
Our performance in figures

Another 12 months of success

We have managed to exceed our targets over the past year, despite the most challenging economic conditions. Our clients continue to come from a range of markets and sectors and are spread across London.

More than half a million people work in foreign owned firms in London and this year we have helped to create and safeguard 6,190 jobs. We look forward to working with our partners to make the next 12 months an even greater success.

INVESTMENTS BY SECTOR

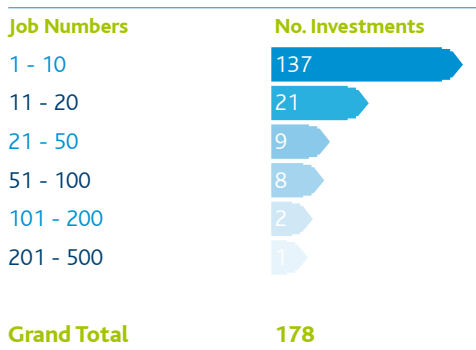


INVESTMENTS BY COUNTRY

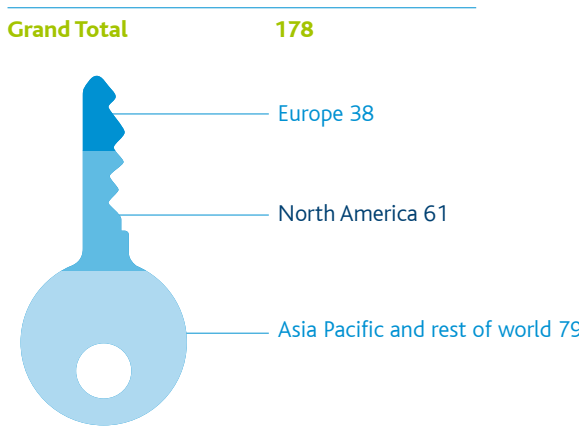


This year we have helped **178** overseas owned companies set up business in London to create **6,190** jobs.

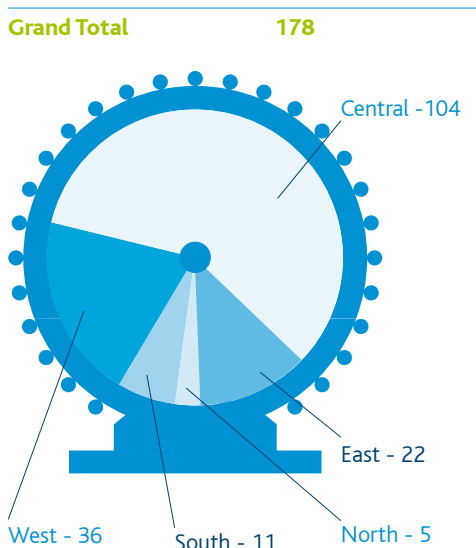
INVESTMENTS BY SIZE - JOBS



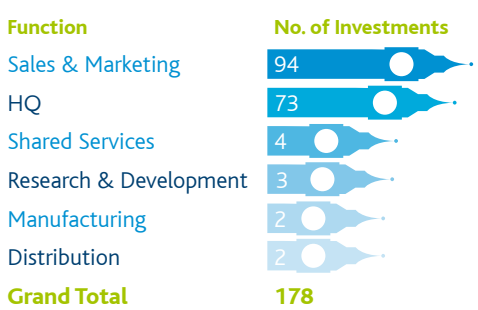
INVESTMENTS BY GEOGRAPHY



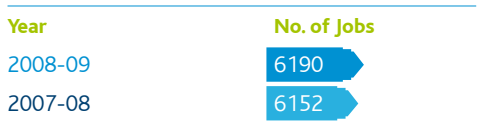
INVESTMENTS BY SUB REGION OF LONDON



INVESTMENTS BY FUNCTION



JOBS CREATED



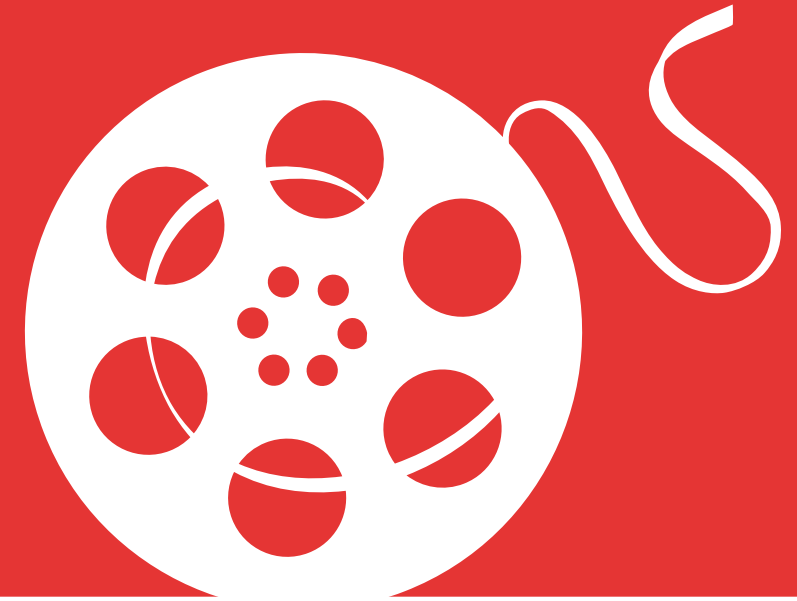
Survive & thrive

Positioning London as **the** place to survive and thrive in the downturn, ready for recovery

The recession has created unique investment opportunities in London. We've spent the last year showing companies how they can weather the storm in the UK capital and steal a march on competitors.

"Think London made us realise that now is the perfect time to set up in London, despite the economic slow-down."

Julian Baring, Managing Director, Facilitate Digital



Our high-profile 'London Now' campaign spearheaded our efforts to position the capital as the top place to set up or expand during the downturn.

We launched the campaign with London Mayor Boris Johnson at the prestigious MIPIM property conference in France.

It featured three key elements:

1. Distilling bottom line facts – clients' cash goes further

- Up to 30% lower property costs when compared to 2007.
- A deeper and wider talent pool.
- Sterling has depreciated by 28% against the dollar and 15% against the euro year on year.
- London has dropped from 8th most expensive city in the world to 27th – it is now cheaper to live in London than New York for the first time since 2002.

2. A practical incentive: our Touchdown London scheme helps clients get down to business right away.

- Working with Avanta, we provided overseas companies with up to 12 months free space at serviced offices in central and west London.
- Dedicated Think London managers are on hand to help businesses set up and grow, helping with visas, work permits, company registration, banking and introducing professional service providers.
- We're continuing this service through 2009 and beyond. Find out more at www.thinklondon.com/touchdown

3. Continued promotion of core London messages such as:

- The 2012 Olympic and Paralympic Games, with a budget of £9.3 billion, are set to bring 7,000 direct contracts and a supply chain of about 75,000 contracts.
- London has been voted the number one destination in Europe for foreign direct investment for the 19th consecutive year.
- More than £40 billion of infrastructure investment projects are confirmed including Crossrail, Kings Cross, the London Tideway project and continued work around the London Thames Gateway.



Business engagement

We have continued to successfully engage with business across markets throughout the year.

In October 2008, our [Road to London business roadshow](#) saw us visit 12 Chinese cities, telling potential Chinese investors about commercial opportunities in London in the run-up to and beyond the 2012 Games.

Our follow-up [Connect to London Chinese programme](#), held in London in March 2009, was attended by some 40 business executives from 35 Chinese companies interested in locating in London.

In October we also engaged with the French business community. We partnered with the French Chamber of Commerce to hold a business reception for leading French companies, at Wellington Arch, central London.

In February 2009 Think London co-hosted with Nomura a dinner at the Tokyo Club, Japan, with the heads of Japan's leading financial institutions. A round-table discussion chaired by Michael Charlton probed Japanese business sentiment in relation to international expansion, as well as London's continuing status as the world's leading financial centre.

In March 2009 we hosted a free, interactive '[Think London, Think Now](#)' webinar. Think London Marketing Director Mark Davies explained to potential overseas investors why London is the place to expand and thrive right now.

Productive partnerships

Working with our commercial partners we've generated in excess of 1,600 business referrals for our clients, helping them make the business case for London, get set up in London quicker and start making money faster.

"I'd like to congratulate Think London for the resounding success of the Road to London roadshow, which has successfully secured more than 95 new business leads from China."

Boris Johnson, Mayor of London

Results: businesses attracted to London

- We helped a stream of European companies set up offices in London, including the European Investment consortium behind the new National Geographic retail store, Spanish healthcare firm Almirall, Swedish retailer Clas Ohlson and Vivendi Mobile Entertainment from France.
- Leading Chinese brands such as Alibaba.com, China Construction Bank, Honav UK Ltd and China Unicom are using London to develop and expand their business base, with our help.
- We helped companies from India in diverse sectors to enter the London market: innovative and high-profile companies like Kingfisher Airlines, life sciences company Biocon and India Infrastructure Finance Corporation Limited.
- One of Korea's biggest conglomerates, SK Networks, used our services to set up a presence in London, as did technology leader LS Cable.
- With our support, the leading US wholesale club company Costco launched a new cash and carry store in Croydon, creating over 200 new jobs.
- We helped software development outsourcer VancelInfo Technologies, from China, as well as many other companies such as pan-European eCommerce store Fruugo from Finland, and Philogica from Turkey move into our Touchdown London centre.
- We also worked with Microsoft, KDDI, Google and Sony Computer Entertainment Europe to help them expand their presence in London.

"This year we've almost doubled the success rate of completed European investments for London against our targets, in spite of the downturn."

Mary Palmer, Head of Europe, Think London

Next steps: building on success

- We have a strong pipeline across all markets of companies that are engaged with Think London to explore setting up an office in the capital within two years.
- We look forward to continuing our Touchdown London service, which is currently running at full capacity.
- Influential new members have joined our executive team and Board, helping us extend into new business networks worldwide. (See page 31.)

"Think London certainly made a good case for the UK capital. Their presentations, statistics and analysis guided us on setting up a retail operation."

Mark Gregory, Managing Director, Clas Ohlson UK

Our work in action

GORILLA NATION

Country [United States](#)
Sector [ICT/Sales and Marketing](#)
Location [Soho, central London](#)

The business

The world's largest online advertising sales representation company.

What was needed

A London base to coordinate extending the brand across Europe and Australia.

What we did

- Our San Francisco office provided guidance to make the business case for London, including costs and return on investment.
- Introduced professional service providers such as bankers and pension specialists.

THE RESULT

- Gorilla Nation opened an office in Soho, central London – the heart of Europe's advertising and digital media marketing community.
- Five staff employed, all recruited from the UK, with plans to expand in the next three years.
- Key accounts secured with leading UK and European firms.
- Exploring expansion to Australia.

“The downturn is an entrepreneurial phase for us; we’re knocking on doors to see what we can do. Think London has played a vital role in putting us on the right path.”

Esther Wu, Director of Human Resources, Gorilla Nation

OPTIONS LE PARISS

Country [France](#)
Sector [Leisure and Entertainment](#)
Location [Hampton, south London](#)

The business

An equipment hire company specialising in receptions and event décor.

What was needed

A business case for setting up a London subsidiary on a tight budget. A cost-efficient base and operating model.

What we did

- Made a business case for setting up in London during the downturn.
- Pinpointed a highly cost-competitive, accessible location in south London.
- Introduced insurance and broadband specialists.
- Made sure office set-up was as rapid as possible.

THE RESULT

- Options set up on a business park in Hampton, south London.
- The new base will employ 20 people within 24 months.

“We were keen on setting up a UK subsidiary, but the downturn forced us almost to rule out London on grounds of costs. Think London changed our mind through facts and figures, and then proved the case by finding a very affordable base.”

Sébastien Le Guelaff, Operations Manager, Options Le Pariss

VANCEINFO TECHNOLOGIES

Country [China](#)
Sector [ICT](#)
Location [Hammersmith, west London](#)

The business

One of China's largest offshore software development service providers for North America and Europe.

What was needed

A European HQ.

What we did

- Made a strong case for London over other European cities.
- Secured free office space for up to 12 months at our Touchdown London centre.
- Introduced professional service providers and opened up other networks including the National Outsourcing Association.
- Helped raise the company's profile through media relations.

THE RESULT

- VanceInfo Technologies opened its European headquarters in west London.
- Ten jobs created in the first year.
- 50 new jobs anticipated over three years.

“The UK is one of our largest and most important markets in Europe and a London office is vital to our continued growth in the European market. We are very grateful for the help and assistance Think London has provided.”

Jeff Wu, Executive Vice President, VanceInfo Technologies



London and globalisation

Making London the global gateway for emerging markets

“London was the obvious choice when we decided to expand our operations globally and Think London was crucial in making the move happen.”

Rick Saggar, General Manager UK & Offline Europe, Kingfisher Airlines.




This year we've been driving home the message that London is the number one city for businesses that want to go global. We provided the proof in our influential annual thought piece, London Focus – and we've been using the message to generate new investment from emerging markets.

We commissioned PricewaterhouseCoopers to interview 200 senior executives across the globe in the process of expanding business beyond home borders.

The executives rated 21 cities as locations from which to set up international operations, considering factors such as market access, ease and cost of doing business, taxation and quality of life.

London Focus findings

- London was rated best city from which to globalise across a range of key sectors.
- London's reputation was especially strong among executives from Brazil, Russia, India and China (BRIC).
- London is prized for its access to international markets – both as a gateway to Europe and a bridge between the Americas and Asia Pacific.
- London gives great value for money, but still needs to counter the view of some that it's 'too expensive'.
- London has a 4% brand premium over New York, 20% over Singapore, and 23% over both Shanghai and Paris.
- All respondents agreed London's reputation and highly skilled workforce was unrivalled.



“This year’s Indian Business Reception introduced us to a business elite that shares our challenges and aspirations.”

S. Shyam Kumar, Director & Chief Executive Officer,
Kotak Mahindra (UK) Limited

Introducing China to London

Our dedicated China campaign capitalised on business opportunities arising from the Beijing 2008 Olympic and Paralympic Games.

Our work included:

- Creating a business programme in the London House, Beijing: established by the London Development Agency we used the London House in partnership with Deloitte, Bank of China and China Netcom to host a series of events and meetings with international and Chinese business leaders.
- Staging the Road to London. After the Beijing Games, we held a three-month roadshow of business events and one-to-one meetings in 12 of China’s top business cities.
- Running Connect to London: 35 Chinese businesses came to London to meet the Mayor of London, engage with London business experts and scope out London as a base for growing into Europe.

- Hosting our Chinese Business Reception at Canary Wharf, with guest speaker Her Excellency Madam Fu Ying, Chinese Ambassador to the UK, who addressed a business audience of over 250 people.

Results: 95 new business leads and a series of new investments, including VancelInfo Technologies, China Merchants Bank and Alibaba.com.

Focus on India

We highlighted London as the gateway city for globalising firms from India by arranging London meetings through our Mumbai office. We also hosted an **Indian Business Reception in London**, attended by the Mayor of London and the Indian High Commissioner.

Results: A series of new projects and new investments, including India Infrastructure Finance Company Limited, Champagne Indage and Kingfisher Airlines. (See page 21).

Pan-European events

We promoted London as the most open global market place for European businesses through events and meetings in several key European territories including France, Spain, Germany, Turkey, Portugal, Austria, Sweden, Denmark, Belgium and the Netherlands.

We hosted sector-specific events in London such as our **Cleantech convention where we helped** Scandinavian cleantech companies to partner up with UK based venture capitalists.

We also held an ICT event for Nordic companies and have already successfully helped one of the participating companies to set up business in London.

Results: Investments including Clas Ohlson, National Geographic, Almirall, Atelier des chefs, Ipeckyol and Go Hello.

Across North America

Our focus across North America this year was around building up key relationships across major cities. Our permanent bases in New York City and San Francisco enabled our team to conduct satellite visits to other target cities such as Boston, Washington DC, Los Angeles, Vancouver, Calgary, Austin, Houston, Chicago and many others.

From our office locations on the east and west coast we also reached out to businesses through high-profile events such as our digital media event in New York, which included key business speakers (see page 23) and our Web 2.0 reception in San Francisco for key people within the technology space (see page 24).

Results: This dedicated regional attention helped in generating a vast array of business contacts and successful projects including Coyote Logistics from Chicago, First Citizens BancShares from North Carolina and Microsoft from Redmond.

Our work in action

BTIG

Country **USA**
Sector **Financial Services**
Location **the City, central London**

The business
Specialists in global equity trading and hedge fund services, with ten US offices and bases in Hong Kong, Sydney and now London.

What was needed
A presence in the financial heart of London, from which to accelerate global expansion.

- What we did**
- Introduced BTIG to key contacts within the City of London and UK Trade & Investment.
 - Fixed meetings with potential commercial partners.
 - Helped the company set up in the City.
 - Guided BTIG on the operational aspects of building a European team.

THE RESULT

- BTIG office established in City of London.
- 11 employees currently, with 40 staff anticipated within three years.

“Think London connected us with just the right people – putting our plans for going global into action with remarkable speed.”

Gary Hayes, CEO UK office, BTIG

ALIBABA.COM

Country **China**
Sector **E-commerce (b2b)**
Location **Soho Square, central London**

The business
The world’s largest business-to-business e-commerce platform, designed to make it easy for more than 40 million buyers and suppliers around the world to do business online. With offices in more than 40 cities across Greater China, Europe and the United States, Alibaba.com’s registered users span 240 countries and regions.

What was needed
A winning business case for relocating the European headquarters to London.

- What we did**
- Presented intelligence on the London business environment to the senior management team.
 - Created a compelling business proposition for London based on Alibaba.com’s needs.
 - Found an ideal office location and secured a deal to match Alibaba.com’s budget.
 - Provided valuable contacts and networking opportunities.

THE RESULT

- Alibaba.com opened its European headquarters in Soho Square, central London.
- Building up a local sales, marketing, and customer service network for UK SMEs.
- New London base used to pursue expansion into Europe.

“Think London’s input was crucial in helping to convince us that London was the best location from which to propel our European expansion programme, aimed at helping SMEs in Britain and across the broader EMEA region do business online. The Think London team made the practical aspects as easy as possible.”

Maggie Choo, General Manager, EMEA, Alibaba.com

KINGFISHER AIRLINES

Country **India**
Sector **Transport**
Location **Stockley Park, west London**

The business
India’s first and only five-star airline, connecting 64 cities. The company is part of UB Group, one of India’s largest conglomerates.

What was needed
A base for expanding into Europe, the Middle East and Africa (EMEA).

- What we did**
- Advised on immigration issues.
 - Supplied intelligence on population clusters in London and the UK.
 - Connected Kingfisher with key people from London’s Indian business community (the largest in Europe).
 - Arranged meetings with potential business partners across EMEA markets.

THE RESULT

- Kingfisher Airlines opened its first European sales reservation centre in Stockley Park, west London.

“We are grateful to Think London for presenting us with unrivalled access to the EMEA markets. We strongly recommend other Indian businesses take advantage of this opportunity.”

Rick Saggar, General Manager UK & Offline Europe, Kingfisher Airlines

Capitalising on creativity

Establishing London as a city of bright ideas and unrivalled talent

New factors are boosting London's creativity. The talent pool is deepening and widening. Clusters of entrepreneurs are exchanging new ideas, creating innovative business models and opportunities for profit. This year we've been showing companies from New York to Beijing how to capitalise on London's fertile creative environment.

"Think London proved that London had just the right mix of talent, creativity, innovation and competition that we were looking for."

Dr N K Madan, Managing Director, India Infrastructure Finance Company Limited



A meeting of executive minds

We held a digital business briefing in February 2009 in New York for more than 100 senior executives from US digital media and related sector companies. The panel included:

- Alex Balfour, Head of Digital Media, London Organising Committee for the Olympic and Paralympic Games (LOCOG)
- Rick Cotton, Executive Vice President and General Counsel, NBC Universal
- Brett Goodman, Senior Vice President, Strategic Partnerships and Business Affairs, NBC Sports and Olympics
- Joey Jodar, SVP, Managing Director, Ripe Media

We used the session to promote the huge digital opportunity in London, including around the 2012 Games, and underline the capital's position as a world leader in technological innovation.

"The digital briefing put Think London right on New York's digital sector map. We came away with a BlackBerry full of key contacts that we're chasing right now."

Matt Cross, Vice President, Think London New York Office

“I’m impressed with Think London’s proactivity. They’re always looking for ways to harness our industry-leading expertise, whether that’s through events, seminars or by helping individual clients.”

Brendan O’Flaherty, SCI Sales Group Ltd, outsourced sales and marketing



Digital drive continues across the US, Canada and Asia

In November 2008 we hosted a [San Francisco Web 2.0 business reception for key players in the Bay Area technology cluster](#). The reception explored how London’s creative sector is pioneering new directions and opportunities in internet use beyond Web 2.0, including the spread of convergence across sectors. Guests included people within the technology space who met with fellow specialists in this area.

We also connected with media companies in [Toronto](#) and across the creative business community in [Boston](#) during business visits to these cities. Throughout 2009-10 we will continue to build on those creative relationships in key cities, like Palo Alto, Los Angeles and Austin where we will be hosting business events during the summer of 2009.

Our [Think London, Think Creativity](#) event held in the summer of 2008 during our China campaign in Beijing, helped us showcase London’s creative business opportunities. The business panel at the event included high-profile names from China and the UK: Zhang Xin, Chief Executive and Co-founder, SOHO China; Lu Zhenggang, President, Crystal Digital; Sir Martin Sorrell, Chief Executive of WPP; Chris Thompson, Head of Enterprise and Innovation, Ravensbourne College of Design and Communication;

as well as Boris Johnson, Mayor of London and Ian Barlow, Chairman, Think London.

This event, plus our other activities in China, helped prompt 35 companies to visit London as part of our [Connect to London programme](#). (See page 12).

In partnership with the London Development Agency, Film London and Visit London we targeted the [Indian media & entertainment industry](#) at FRAMES in February 2009, Asia’s biggest annual entertainment convention, held in Mumbai. The event generated a great deal of positive interest, and opened up a new channel for Asian companies looking to take advantage of London’s creative talent pool.

Helping existing investors capitalise on London’s creativity

Over the last 12 months, we’ve focused on helping companies already based in London expand and grow.

Activities included:

- Undertaking [new research on London’s talent](#). We surveyed 101 large foreign companies employing more than 83,000 people in London. The findings confirmed that London’s FDI community is highly satisfied with employee skill levels.
- Co-hosting a [Japanese business reception](#), sponsored by Ashurst and co-hosted with Mitsubishi. The event marked 15 years of Think London support for Japanese business in London and was a chance to acknowledge a year of successful partnership between Think London and well-established Japanese businesses in London such as Sony and KDDI.

Coming up in 2009-10

- Our 2009-10 [North America Route to 2012 Roadshow](#), will connect last year’s campaigns in separate North American cities as part of a nationwide programme to target potential investors in London’s creative, digital and environmental sectors.
- Our [London digital dinner](#) networking event will introduce 20 leading foreign investors in London’s digital sector.
- And we’ve scheduled more than 20 additional London events throughout 2009-10 to target businesses across sectors.

“We’ve worked with more than 90 companies in the creative industries this year. We’ve continued building relationships across the sector – and in a climate of change, we’re seeing exciting results.”

Sam Davies, Think London Business Growth Manager

Our work in action

MICROSOFT

Country USA
Sector Technology
Location Westminster, central London

The business
World's largest computer software company, employing more than 95,000 people in 105 countries, with 3,000 in the UK.

What was needed
The ideal city and precise location for a new European search technology centre.

- What we did**
- Identified and analysed talent pool clusters.
 - Compiled data to allow Microsoft to compare competing locations.
 - Gave practical help with visa applications.

THE RESULT

- Microsoft's Search Technology Centre opened in London in January 2009.
- London is now home to Microsoft's largest R&D centre on search in Europe.
- Employee numbers are expected to reach several hundred across Europe in the next five to ten years, of which a significant percentage will be in London.

"It's critical for an organisation like ours to be able to tap into the best talent – and Think London worked with us from the very start to help us find it."

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

BLIGH VOLLER NIELD (BVN)

Country Australia
Sector Construction
Location Islington, north London

The business
One of Australia's largest architectural practices; experts in innovative sports architecture with more than 75 years of experience.

What was needed
Evidence to convince BVN partners that London talent could secure the company a return on investment that would outweigh capital cost concerns.

- What we did**
- Produced bespoke reports on London's talent pool and skill levels.
 - Introduced BVN to service providers with construction expertise.
 - Equipped BVN management with business case intelligence, costs and expected return on investment.

THE RESULT

- BVN partners agreed to set up a London base.
- BVN is now placed to deliver 2012 Games contracts, including the job of designing 600 apartments for the Athletes' Village.
- Ten new permanent jobs anticipated within three years.

"Think London supplied the evidence on skills and talent that convinced us to invest in London."

Shane Thompson, Principal, Bligh Voller Nield (BVN)

KDDI

Country Japan
Sector Telecoms
Location St Katherine's Dock, east London

The business
Japan's second largest telecoms group.

What was needed
A business case to retain a base in London.

- What we did**
- Used Think London 360 – a mapping and modelling tool tracking customers and staff – to make a strong case for staying close to the City of London.
 - Provided the intelligence for KDDI Europe to report back to the Japan head office.
 - Helped identify affordable property options in the City, City fringe and east London.

THE RESULT

- KDDI opened a new base in east London.
- A balance of affordable rent and proximity to clients.
- 92 jobs retained.
- 28 new jobs anticipated over three years.

"We were evaluating our European locations and one potential option was to move out of London. Think London's intelligence and bespoke mapping technology created a convincing case for staying in the city."

Andrew Fray, Director, KDDI



The value of our commercial partnerships

“We are one of Think London’s select commercial partners and we’d like to think that they’ve chosen one of the best in the field. As leaders in immigration law, it is important that we work with Think London to support their clients to successfully set up business in London.”

Gavin Jones, Fragomen, immigration specialists

“Think London depends on its network of private sector partners – leading companies dedicated to helping our clients set up and expand in London.”



Oliver Leeds, Commercial Director, Think London

A year in numbers

- 1,600 referrals to our commercial partners – companies keen to set up or expand in London.
- 11 new commercial partners recruited including Lloyds Banking Group (banking), People First (recruitment), Harrow Green (relocation), Maxim (technology), IMA (interim management), Bridgehead (human resources), Sister PR (public relations), Francis Townsend & Hayward (insurance), Robert Walters (recruitment), Fragomen (immigration) and SCi Group (outsourced sales and marketing).
- Four major events hosted, attended by 200-250 delegates each: International Business Reception (sponsored by CB Richard Ellis), Japanese Business Reception (sponsored by Ashurst and Mitsubishi), Chinese Business Reception (sponsored by Canary Wharf Group) and Indian Business Reception (sponsored by Kingfisher Airlines).

Our clients can unlock essential contacts with just one telephone call.

We now have around 50 commercial partners spanning banking, law, accountancy, recruitment, property, PR, insurance, IT consultancies and office fit-out companies. If we don't have the required skill among our staff we know where to find that expertise.

Our partners have helped hundreds of companies from around the world.

They are recognised experts in their field, with specialist knowledge in key business areas.

All our partners go through a rigorous assessment process.

They need to have foreign direct investment experience. They should share our values – demonstrating connections, intelligence and a range of opportunities – and have the highest professional standards in areas such as customer care and service.

It's not just a one-way street.

Think London needs the support and imagination of the business community to do its job. Our partners contribute to our thought leadership. Secondees from partner organisations, for example from IBM and Deloitte, contribute to our strategic direction. It's a two-way street - we also work with our commercial partners' clients by offering free and confidential advice to those looking to set up or expand business in London.

Chairman's review

Think London Chairman Ian Barlow is a senior advisor to KPMG London. He also sits on the board of the London Development Agency and a number of private companies.



Ian Barlow, Chairman, Think London

"Once again, Think London has had an excellent year, exceeding its targets for both investors assisted and jobs created or retained. The Board and I are grateful for all the hard work by the executive team and staff that has made this possible. This has been achieved during the most challenging economic conditions for a generation. I congratulate them on their achievements.

Think London, at its core, is a business organisation led by a very experienced executive team drawn from the private sector and supported by a Board of senior London based business people from many industry sectors. It is this business orientation that is at the heart of its success. At the executive level the last 12 months have included senior appointments that have strengthened Think London's marketing and sales functions and its expertise in sectors such as media, technology and finance. The Board too has benefited from new appointments from a number of sectors including pharmaceuticals, transport and financial and professional services.

Our track record of delivering value for money has secured renewed commitment from our principal funding partner, the London Development Agency (LDA). In the last year alone, based on the LDA's job creation measure, our efforts have generated a return on investment of over 80:1, contributing over £450 million of Gross Value Added to the London economy."

Think London appointments

Executive Team

- Paul Bromelow
- Global Sales Director on secondment from IBM Corporation; responsible for integrating all sales and business development teams across Think London worldwide.
- Mark Davies
- Marketing Director, leading a new, integrated marketing team. Formerly Marketing Director of Thomson Reuters Enterprise.

Board

- Stephen Hubbard, Vice Chairman UK and EMEA, CB Richard Ellis.
- Tom Kelly, Communications Director, BAA.
- Gary Leih, Chairman and Chief Executive, Ogilvy Group UK.
- Nick Marsh, Global Managing Director of Executive Search, Harvey Nash.
- Tracey Pierce, Head of Equity Primary Markets, London Stock Exchange.
- Mike Thompson, Senior Vice President, GlaxoSmithKline.

SUPPORTED BY
LONDON
DEVELOPMENT
AGENCY
WORKING FOR THE MAYOR OF LONDON

Think London's principal funding partners are the London Development Agency and our network of commercial partners. Other key partners are the City of London Corporation, which also provides funding, UK Trade & Investment and the business community through London First.

"It's like having a personal guide to doing business in the UK."

Esther Wu, Director of Human Resources, Gorilla Nation, on Think London

