



THINK LONDON

CONNECTING BUSINESS TO LONDON

A YEAR IN THE LIFE OF THINK LONDON

2007-8

THE FOREIGN DIRECT INVESTMENT AGENCY FOR LONDON



# A message from the Mayor of London



**Boris Johnson**

*Mayor of London*

When I became Mayor, I pledged to bring real improvement to the lives of Londoners.

"Every policy I enact – on crime, transport, employment, the environment, housing, health and education – depends on London's economic well-being and growth.

London is the world centre of wealth creation. Our financial and creative sectors employ hundreds of thousands of the world's best minds, drawn here because of our pole position in a globalised economy. To maintain this status, we depend on foreign direct investment.

The decisions made by overseas companies to invest here, in London, account for more than half a million jobs for Londoners and inject £52 billion into the economy of our city each year.

Think London has proven a vital influence on these decisions. The team combines real clout among global business leaders with a proactive approach to spotting new opportunities. And time after time, they've convinced potential investors with instant compelling insight and sustained practical support.

This report shows the phenomenal contribution Think London has made to the prosperity of our city this year. Of course, there are great challenges ahead and we must tackle them together.

So I'm delighted to be working in partnership with the Think London team to keep our capital competitive, create a greater London, and improve the quality of life for all Londoners."



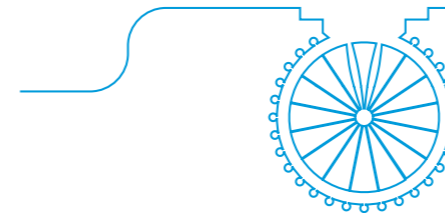
CONNECTING BUSINESS TO LONDON

This is a review of our 14th year of success as London's foreign direct investment agency.

Think London connects international businesses to London, helping them set up, succeed and grow. We are a not-for-profit, private-public partnership delivering expertise and advice to international businesses.

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Our job target was  
**3,500.**

**6,152**  
Total jobs achieved.

A nighttime photograph of London's skyline. On the left, the illuminated Tower Bridge is visible against a dark blue sky. On the right, the modern, glass-walled City Hall building is lit up from within. The foreground shows a blurred railing and a string of warm-toned lights.

**£710**

**Adding**

**million**

**to the London economy**

# Chairman's statement



**Ian Barlow**

*Think London, Chairman*

All business targets have been achieved, helping to create over 6,000 new jobs in London.

"This has been a year of significant achievement by the Think London team under the leadership of Michael Charlton, Chief Executive.

All business targets have been achieved, helping to create over 6,000 new jobs in London. Our new office was opened in Mumbai. The grant with the London Development Agency, our principal funder, was renewed after a vigorous retender. And a new management structure was put in place to manage the substantial growth in the business, including our overseas offices, and to reflect the additional role we have taken on of assisting existing overseas investors to expand and grow in London.

My deep thanks go to Michael, his executive team and all at Think London for their hard and enterprising work that has created these successes.

Whenever I meet the team I am struck by the variety of their backgrounds and depth of previous work experiences. We are represented by 14 nationalities, speaking in excess of 13 languages and drawn from a wide range of disciplines and industries.

They ensure we have a high standard and understanding of the business dynamics and needs of our clients. This business approach and ethos is a distinctive feature of Think London, reinforced by a board of non-executive directors that is drawn from the senior business community in London.

As well as contributing in board meetings and various sub-committees, board members help informally, supporting our overseas offices, attending our events and making introductions to particular companies or providing sector based advice. All in their own time, at no cost to Think London. As a fellow enthusiast for London, I thank them for this selfless contribution.

We are confident that we are equipped with the right skills, knowledge and relationships to play a key role in helping the London Development Agency to achieve the Mayor's economic development strategy for London and, working with UK Trade and Investment, to maintain London's position as Europe's preferred inward investment location."

# A year of achievement



**Michael Charlton**

*Think London, Chief Executive*

London depends on foreign direct investment for a quarter of its economy, an eighth of its workforce and its position as leader in a dramatically globalising world.

"Overseas businesses have more choice than ever. Rival cities are starting to offer the selling points London could once claim as unique and within environments free from regulatory constraints.

And yet it's been an extraordinary year for our city and my team. Working with our partners we have increased London's share of the global marketplace and beaten our targets across every category, including achieving 178 completed investments creating 6,152 jobs, adding £710 million to the London economy.

Our achievements in this report show how we've used Think London's intelligence and connections to keep London successful in the growing heat of global competition.

So we end this year well placed but far from complacent. We must be first to spot the opportunities and first to reach investors. We've great ambitions for Think London, and the Olympic and Paralympic Games in 2012 will put the eyes of the world upon us. We shall keep close to the formula we've

proven to work – building long-term relationships; leveraging the power of the business community; maximising return on investment; and maintaining a team of the best people in the business.

I would like to thank the many committed individuals who helped us make London prosper this year, in particular, our non-executive board members, our commercial partners and London First members. I'd also like to thank our partner agencies: the London Development Agency, the City of London Corporation, the sub-regional partnerships and especially UK Trade and Investment, which has been a rich source of new leads. And I thank each member of my team for their exceptional hard work and achievements this year.

We look forward to working closely with Boris Johnson, Mayor of London, to achieve his vision for the city. We shall support the London Development Agency every step of the way in creating more jobs for Londoners. And we shall continue to pursue our simple mission: to be counted as one of the world's leading inward investment agencies."

# Board Members

## Chairman

**Ian Barlow**  
Senior Adviser, KPMG London

## Directors

**Ian Baines MBE**  
Business Development Director,  
London Region, BT plc

**Ranjit Baxi**  
Managing Director,  
J & H Sales International Ltd

**Pat Billingham**  
Partner,  
Ernst & Young

**Jean-Louis Bravard**  
Managing Director  
Financial Services, EDS

**Natalie Calvert**  
Managing Director,  
Calcom Group Ltd

**Michael Charlton**  
Chief Executive,  
Think London

**Howard Dawber**  
Strategic Advisor, Head of Public  
and Community Affairs Department,  
Canary Wharf Group

**Robert Evans**  
UK Deputy Chairman,  
CB Richard Ellis

**Andrew Fraser CMG**  
Senior Adviser,  
Mitsubishi Corporation

**Stuart Fraser**  
Chairman, Policy & Resources  
Committee,  
City of London Corporation

**Balram Gidoomal CBE**  
Non-Executive Director,  
Amsphere Ltd

**David Hoy**  
Director,  
West London Business

**Sheetal Kapoor**  
Managing Director,  
Europoint Holdings

**Harold Paisner**  
Senior Partner,  
Berwin Leighton Paisner

**Robert Rothenberg MBE**  
Senior Partner,  
Blick Rothenberg

**Michael Tobin**  
Chief Executive,  
Telecity Group

**Baroness Valentine**  
Chief Executive,  
London First

## Think London Senior Management

**Michael Charlton**  
Chief Executive

**Andrew Cooke**  
Chief Operating Officer

**Richard Stanaro**  
Director,  
North America

**Mike Gourlay**  
Director,  
Asia Pacific, Europe & Africa

**Brendan Dineen**  
Marketing & 2012 Director

**Brian Long**  
Business Growth Director

**Oliver Leeds**  
Commercial Director

**Pradeep Thatai**  
Finance Director

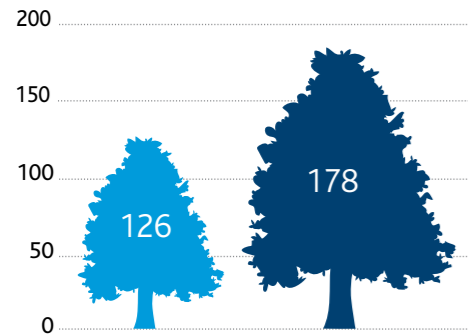
Every **3 days**  
we help, on average,  
one overseas  
company to set up  
in London.

# The proof in figures

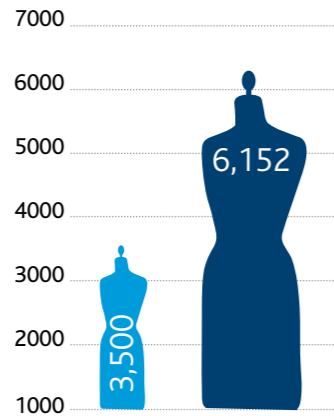
How did we do? We beat all our targets.

■ Our Target  
■ Our Achievement

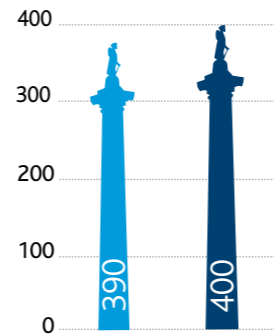
Completed Investments 2007-2008



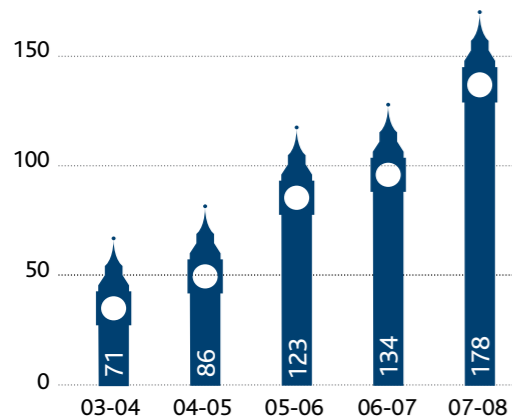
Total Jobs 2007-2008



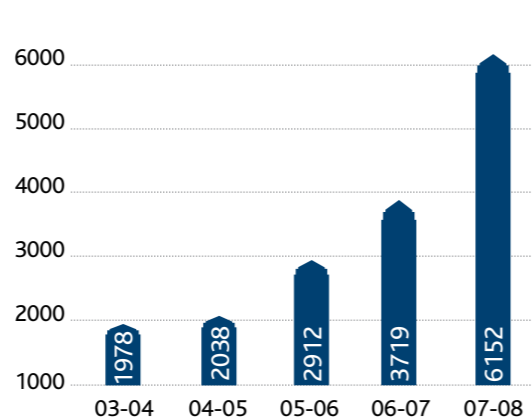
New Projects 2007-2008



Completed Investments 2003-2008



Total Jobs 2003-2008



# The value foreign direct investment brings to London

Foreign direct investment (FDI) accounts for more than a quarter (27%) of London's economy. More than half a million people work in foreign-owned firms in London.

## FDI companies create success

- FDI adds more than £52 billion to London's economy each year.
- FDI has created more than 500,000 jobs in London, representing 13% of all jobs.
- Employees of foreign-owned companies are more than twice as productive as other London workers when measured across all sectors.
- On average, FDI companies have grown by 165% since they first invested in London, and only 6% have considered leaving.

## And the difference we've made ...

Foreign companies we've helped are expecting to grow by 77% in the next three years – significantly more than the 13% expected by companies that didn't have our help.

Source: London Focus: the value of foreign direct investment to London, 2007

87% of companies we helped set up in London say our support was "important" or "crucial".

# In-depth research underpins all we do



**Marc Hardwick**

*Think London, Head of Strategy and Sectors*

Think London keeps up to date with key trends, facts and intelligence. We produce detailed research, asking questions and challenging perceptions.

"London has felt the heat of competition this year. Investors are being seduced by emerging cities. They're relocating more frequently and expectations are higher. Germany, France and Japan are showing vitality again and Asia's new giants continue to diversify. Meanwhile the US slowdown has affected our financial and business services sector. We're also seeing companies go global earlier and the rise of 'virtual FDI'.

We work hard to anticipate such trends and use them to create opportunities. For example:

**2007 London Focus report**  
£52 Billion: the value of foreign direct investment to London

Each year we partner with a top research organisation to produce our London Focus report – unique research that spotlights different topics in the London FDI arena.

**It resulted in:**

- Media coverage valued at nearly £1 million, from 25 news sources worldwide.
- Print and broadcast exclusives with the Financial Times and Bloomberg TV and radio.

**Creating Sustainable Investment in Europe**

London offers best return on investment for Indian and US companies

Using independent research, we investigated how US and Indian businesses rate the London environment against other European cities for business growth and globalisation. This was the first FDI survey to include return on investment (ROI) and growth, corporate social responsibility and environmental factors.

**Research found that:**

- London offers the best ROI in Europe, for the majority of US and Indian companies.
- London-based companies grow and diversify faster.
- London offices generate the highest revenue compared with other European locations, say four out of five London-based companies.
- The UK capital leads on corporate, environmental and social responsibility, according to 46% of companies asked.

This year we've surveyed over **2,500** senior executives from the world's biggest companies.



# From insight to opportunity



## Brian Long

Think London, Director Business Growth

We've set up a dedicated business growth team to stave off competition from rival European cities.

"Given the significant contribution of overseas-owned companies to London's GDP and employment base it is vital that we work with existing inward investors to ensure that they maintain and grow their operations here.

Working in partnership with UK Trade and Investment (UKTI), the London Development Agency, and sub-regional partnerships, we have developed a targeted account management programme to build strategic long-term relationships with London's largest foreign-owned companies. By developing a real understanding of their strategic drivers, we are able to help resolve issues by connecting them to our extensive business and government networks.

Where our engagement has uncovered a company's intention to review its commitment to London we have been well positioned to provide a powerful evidence-based business case for them to continue to invest in the capital.

Relocation and expansion of their offices as well as accessing London's skills base and training are all areas in which we assisted US high-tech company, Raytheon, when they set up their new UK HQ in west London (see page 11). Mitsui, the Japanese trading company, used Think London to research potential business opportunities and for introductions to key players in the media industry. US telecommunications technology innovation company Qualcomm worked with Think London when expanding their London operations in Hammersmith, west London.

We don't just focus on big businesses. An important part of our work is to help all companies that we originally helped set up here – whatever their size – to realise their ambitions in London. We maintain and nurture our relationship with them through regular meetings, events and connections with our networks so that they become fully embedded within the London business community and maximise the opportunities from being based in the capital."

## Case Study

### US company gets the extra capacity they need

#### Raytheon

Country	USA
Sector	ICT
Type	technology leader in homeland security, defence and other government markets
Need	a new HQ and production base to expand the UK operation

We are a fast-growing hi-tech company focused on the defence, national security and commercial markets.

#### Julie McIntosh, HR Director

"We provide state-of-the-art electronics and other capabilities, as well as a broad range of mission support services. We employ 73,000 people worldwide, with an extensive development and production base in the UK.

We're leading the Trusted Borders consortium, a group of leading international technology and service providers, which recently won the £650 million eBorders contract with the UK Home Office. Our task is to manage the project, integrate systems and oversee travel services.

We were already looking to expand our UK operation, but the potential eBorders contract win brought new scale and urgency to our plans. In May 2007 we contacted Think London and West London Business (the Chamber of Commerce for west London) to help us

evaluate our options. We were looking at Uxbridge as a location and Think London and the West London Business team worked hard to get us the information we needed.

Think London:

- supplied a complete business and demographic profile, commuting maps and other details that convinced us to choose Uxbridge for our new centre.
- helped us with the staffing, setting up and launch of the new centre.
- connected us with local support organisations.
- helped us with planning processes.
- introduced us to key figures in local government, universities and business.

Think London's support will lead to more than 100 new jobs in the next three years – and it's given our UK operation the extra capacity we needed."



Real people; real results



## Bringing businesses face to face

Last year we connected international business people from more than 30 countries at London events. That is a lot of business cards changing hands. Here are some highlights.

**June 07**

Business breakfast symposium  
[Hill & Knowlton London office](#)

*A business breakfast, with some of London's most influential business leaders, to analyse the way globalisation is shaping foreign investment. The event, hosted by Sir Martin Sorrell, Chief Executive of WPP Group, produced powerful insights which are helping us promote London to business audiences, particularly in emerging economies. This contributed to the development of our strategy for the next three years.*

**December 07**

Indian business reception  
[Lord's Cricket Ground](#)

*A chance to cement our Indian presence following the launch of our Mumbai office. More than 200 high-level business guests, including the Indian High Commissioner, attended our annual Indian business reception at Lord's Cricket Ground. We also launched the Indian extension of 'Touchdown London', our dedicated incubator service for new businesses, which helps London remain the destination of choice for Indian businesses.*

**January 08**

Creative industries dinner  
[Bank of England](#)

*A high-level dinner to consolidate our relationships with leading brands in the creative sector. We used it to gather intelligence on London trends and hone our message for the global stage.*

**March 08**

Chinese business reception  
[Victoria & Albert museum](#)

*Our annual celebration of the shared business interests of London and China. Attendees included more than 300 leading figures: Chinese investors in London, British companies doing business with China, government leaders and the Chinese Ambassador. This ensured we maintained our close ties with this key investment community.*

**April 08**

2012 reception  
[Royal Academy](#)

*A way to share intelligence on the future of London's economy – predicted to grow by \$80 billion by 2012. More than 60 high-profile companies explored opportunities around the London 2012 Olympic and Paralympic Games; one of our many 2012 business events held throughout the year, ensuring we are keeping our clients informed of the business opportunities around the Games.*

# The 2012 Games: just one part of a vast opportunity



## Brendan Dineen

Think London, Director of Marketing and 2012 Games

Brendan joined Think London on secondment from IBM, where he was Director of Marketing for UK, Ireland and South Africa, to help use the 2012 London Olympic and Paralympic Games to attract FDI.

"The 2012 Games is a huge opportunity to attract more investment into London, the challenge was to identify the way in which we could maximise the returns.

We began by asking: what extra value will the Games add to the London economy? The answer is \$8 billion by 2012<sup>1</sup> — and far more beyond, once we reap the benefits of a regenerated Lower Lea Valley in east London. What surprised me is that this is just one part of the \$80 billion growth forecast for London in the next 5 years.<sup>2</sup>

So we created a strategy based on two simple but powerful messages:

- 1. We have great news for companies looking to supply the London Olympic and Paralympic Games:** we can help you win a share of the \$8 billion.
- 2. We have great news for companies without any direct interest in the London Olympic Games:** we can help you access a share of the \$80 billion of growth forecast in London over the next five years.

And here's how we took this \$80 billion message to market:

- **Think London Business Dashboard:** a web-based presentation tool that instantly reveals the scope of the London investment opportunity from every business perspective.
- **Think London Taxi:** a London taxi<sup>3</sup> branded with Think London livery, kitted out with monitors and equipped with our Business Intelligence Dashboard. A mobile communication device and London icon on wheels.
- **Global roadshow:** we visited 16 locations in three continents. Cities included New York, Washington DC, Mumbai, Delhi, Barcelona, Milan and Dublin. We smashed our targets by generating 50 new leads.

As we enter 2008-9 we will use the Beijing Games to engage clients as well as executing a 12 city roadshow through China to ensure that potential investors are aware of the London opportunities. We look forward to the year ahead"

<sup>1</sup>PricewaterhouseCoopers Olympic Games Impact System

<sup>2</sup>London's place in the UK economy-City of London/ Oxford Economic Forecasting, November 2006

<sup>3</sup>Donated by London Taxis International (LTI).



# Global highlights - Asia



## Michael Gourlay

Think London, Director Asia Pacific, Europe & Africa

This year's high point? Opening our new office in Mumbai, India.

"This year we raised the profile of our Mumbai office through the Mayor of London's visit to India. We used the opportunity to bring London business ambassadors to Mumbai and Delhi who attended up to 47 events organised by the Mayor's office. We also hosted 2 major business seminars attended by more than 200 people at each.

Key Indian investments included:

- Haldiram, a household name in India, setting up a food plant in west London, creating 100 new manufacturing jobs (see page 19).
- The Institute of Clinical Research of India (ICRI) set up in west London.
- Meticular India; a new-generation ICT company generated 45 jobs in emerging technologies, as well as 45 jobs from construction management giant GMR Infrastructure.

For China, it's been the second year open for business at our Beijing office. We completed seven investment projects, creating more than 200 new jobs. That's well over 100% up on the previous year, giving us plenty to celebrate at our annual Chinese business reception.

Working in partnership with UKTI, our completions include some very big players:

- China Central Television (CCTV), the state television network, is opening a large studio in London.
- China Mobile, the world's biggest mobile phone company, is setting up in London to explore new markets and improve its service for the growing number of Chinese customers visiting Europe.
- China Youth Publishing International and Crystal Digital (see page 17).

Meanwhile, we're looking beyond the 2008 Beijing Games, with our 'Road to London' campaign targeting Chinese companies in cities such as Shanghai, Guangzhou, Shenzhen and Hong Kong.

In other parts of the Asia Pacific region it's been business as usual. In Japan, a new website and a busy programme have produced two new investments, 100 jobs and two exciting leads. In Korea we have introduced a new partnership with the South East of England Development Agency. Our joint efforts will give London and the south east a powerful and focused business front in Korea."

## Case Study



### Top digital design firm sets up London HQ

#### CRYSTAL DIGITAL

Country	China
Sector	creative services / ICT
Type	leading digital design service
Need	a European base



Crystal Digital was one of the first to take advantage of Touchdown London, our dedicated business incubator, which offers subsidised office space and support services available in Mandarin.

Jason Li, Head of Crystal London

"We're one of China's biggest digital design firms, with 3,000 employees across Asia. We create three-dimensional images and animations for architects, marketing agencies, filmmakers and the Beijing Olympic and Paralympic Games.

An international company doesn't just mean a company with international sales but a company that can provide international class service for clients. That is our aim, the reason we went abroad.

We were already thinking about moving to London, but Think London really persuaded us. They were helpful, ever present, and consistently made a good case for making the move. In fact you could say that they made it crystal clear!

Think London:

- helped us register the company and find offices.
- provided the latest industry news with regular email newsletters.
- Introduced us to other companies in the creative services industry at networking events hosted by Think London and UK Trade & Investment."



Real people; real results

## Case Study

### In search of a global creative hub

#### LG DESIGN

Country	Korea
Sector	creative services
Type	consumer electronics/ design
Need	the right environment for the main overseas studio



We'd been struggling to find an ideal home for our largest design studio outside Korea. We needed the right environment to spark fresh thinking and feed cultural insight on the European market back to our Korean design centre.

**Jonathan Choi**, *Director*

"We'd been in Dublin, and then moved to Milan. That's when we met Young Ho Seo, Think London's Korean representative. With the support of the team in London, he put a strong case for us to relocate to London. They showed us an incredible network of contacts and demonstrated real understanding of the practical hurdles we faced.

We were torn between ultra-modern high-rise offices and something with a more gritty London design edge, such as Soho or Shoreditch.

We're all excited about the launch in London. Think London is working with its partners to make it a high-profile event. But more significantly, the new studio has re-centred our European operation, with London taking a new and integral part.

Think London:

- helped us find the perfect location in Covent Garden, central London.
- continues to support us with recruitment and plans for the future by fostering links with London's universities."



Real people; real results

## Case Study

### Indian snack leader orders full menu of services

#### HALDIRAM

Country	India
Sector	retail/food and drink/ manufacturing
Type	producer of Indian-influenced snacks
Need	a new manufacturing plant and offices in London



We were very keen to come to London, in particular to see for ourselves why it is such a special place for Indians who now call it home.

**Pankaj Aggarwal**, *CEO*

"We produce sweet and savoury India-influenced snacks, exporting to supermarkets all over the world.

We were very impressed with the way Think London helped us set up business in London. Their wealth of expertise, their ability to present a huge array of statistics relating to demographics and our target market; it all pointed to London being the best launch pad for us.

Think London made the whole process seamless. They guided us on our business plan, helped us sort out premises, gave us time whenever we needed it and advised us on who to talk to on things like tax and employment. All for free!

We dreamed of an easy process and we got exactly that.

Think London:

- introduced us to banks, law firms and property consultants.
- arranged office accommodation and found the right location for our food manufacturing plant.
- researched and presented critical data on the Indian population in London and the UK.
- advised on labour, property and utility costs and taxation."



Real people; real results

# Record growth in North America



**Richard Stanaro**

Think London, Director  
North America

London depends on the North American market for 44% of foreign direct investment.

"We operate in a tough, competitive market that rewards risk taking, creativity and the ability to predict consumer trends. And this year economic uncertainty has increased the pressure on our clients to succeed in a global market.

Despite this we've had record results, with 48 new investments across a healthy range of sectors bringing 1,815 new jobs to London. That's 64% up on the previous year.

These investments include wins in one of the most dynamic and prized sectors: web-based technology. In this arena deals are built on relationships and reputations, so it's been essential for us to have a face-to-face presence in the market.

We discovered that rapid growth was encouraging these 'born global' companies to expand internationally much earlier in their lifecycles. And we succeeded in working with a whole series of leading names – including bebo, Facebook, Kayak, Videoegg and LinkedIn (see page 21).

Our California office has a growing network of relationships with potential foreign direct investors. These companies need access to relevant research on the spot, and we've been able to supply it by using our online interactive Business Intelligence Dashboard.

Our New York office has been busy too. Prize catches for London include Whole Foods Markets, which opened Europe's largest organic food store in Kensington, central London, creating 600 jobs; and the National Basketball Association (NBA) which opened an office in London as part of its ongoing effort to bring the NBA closer to its growing fan base throughout Europe.

This year's hard work has put us ahead for next year, with around 200 new leads to follow up in key regional markets across North America."

## Case Study



### London base casts knowledge net far and wide

#### LinkedIn

Country	USA
Sector	headquarters/ICT
Type	professional networking service
Need	share knowledge and advice, break into European markets; drive global growth



LinkedIn is the online knowledge network for professionals. It helps members share knowledge and seize opportunities as well as develop their careers and their business. We operate in 120 countries via the web, but until recently only had offices in the US.

**Kevin Eyres**, *Managing Director Europe*

"We recognised that the only true way to do business in Europe was to set up an office here.

We considered the UK capital and immediately called Think London. Our global HQ is in San Francisco, where Think London has an office, so it was easy to discuss the idea. I then got talking to the London team on the ground.

It was a great relationship right from the start, with Think London helping us:

- set up our legal entity and tax structure
- find accountants and lawyers
- select office space
- re-locate staff

We established our European HQ in London in December 2007 and we're growing fast: our network has topped 23 million people and there's a new member every two seconds.

I would highly recommend Think London: they give you access to the professionals you need to make your operation run smoothly so you can focus on the business."



Real people; real results

# Europe's leading brands flock to London



**Mary Palmer**

*Think London, Head of Europe*

2007-2008 has been a year of achievement for Europe with key investments into London.

"Europe continues to be a key investor into London, with France being the main contributor. Spain, Italy and the Nordics follow on from this with equal contributions, followed closely by Germany. London has held its place as the leading recipient of FDI from Europe, and the European team has had a great year, doubling our outputs against targets for both investments and jobs.

European companies included some high-profile investments and some interesting emerging technology projects.

We took the Think London global roadshow to multiple markets, delivering our message of business opportunities to key target cities.

In Dublin we spoke to more than 250 companies. In Barcelona and Madrid we co-hosted an event for more than 80 companies. We took the formula to Milan, working with UKTI, Expo 2015 and the Mayor of Milan to reach our business audience. The roadshow has achieved renewed media interest in London and Think London, new enquiries from over 20 major European companies and a whole

new network of Olympics-focused partnerships for us.

Below are some examples of the companies we have worked with:

- **Nokia** set up its new global design studio in Soho, central London which will employ 120 designers (see page 23).
- **Bancaja**, Spain's third largest savings bank, established its first London office.
- **Viadeo**, a leading French online business and social network, now has a sales and marketing office in London.
- **Combined Energy Solutions** has a new London base. This Irish company provides energy-efficient commercial heating and cooling solutions throughout Europe and Australia.
- **Iittala**, the leading Scandinavian homeware design company, has opened its first flagship store on Regent Street, central London, with plans to expand into several more stores in the city.
- **Swatch Group** of Switzerland has relocated its UK and Ireland headquarters to east London."

## Case Study



### Creative talent pool makes London the first call

#### Nokia Design

Country	Finland
Sector	creative industries/telecommunications
Type	leading mobile communications company
Need	a new design centre in central London

**NOKIA**

Nokia is the world's leading mobile phone supplier. The design side of the organisation was looking to establish its design studio in London.

**Kate Harman**, *Human Resources Nokia Design*

"We needed to attract high quality, diverse talent — and recognised that London was the place to be. We were also looking for opportunities to network and connect with other companies in our sector. Think London made it all happen.

Being part of London's vibrant culture is extremely rewarding for our staff. Our association with such a go-ahead world city is also helping us market the Nokia brand more effectively.

Think London is the first phone call if you have a question, need to build a relationship or are just not sure where to go. They are available and extremely open; they'll always find the contact that you're looking for.

Think London:

- helped us put together the business case for our design studio in London.
- provided us with an excellent overview of London design skills.
- introduced us to key bodies in London's creative industries."



Real people; real results



# Strengthening Partnerships



## Harvey McGrath

*Interim Chair of the London Development Agency*

This year we were pleased to renew our partnership with Think London.

"The London Development Agency (LDA) is the Mayor's agency responsible for driving London's sustainable economic growth. It's our task to create jobs for Londoners by ensuring London remains a global success story. We work with the 33 London boroughs, sub-regional partnerships, numerous government departments and the voluntary, community, public and private sectors.

The LDA is committed to ensuring that London remains one of the best cities in the world in which to locate and do business.

Our support to Think London has added more than £710 million to the London economy in the last year.

With the 2012 Olympic and Paralympic Games on the horizon, we shall continue our partnership — exploring new ways to attract jobs, investment and expertise to the capital.

We look forward to achieving the goals of our overarching strategy for London together."





# THINK LONDON

CONNECTING BUSINESS TO LONDON

Think London has a proven track record of helping overseas business set up, succeed and grow in London.

Please contact us if you would like to be part of this success.

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Think London is the foreign direct investment agency for London. We connect international businesses to London, helping them set up, succeed and grow.

We are a not-for-profit, private-public partnership delivering expertise and advice to international businesses. Our service is comprehensive, confidential and funded - and therefore free to our clients.

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

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.

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WORKING FOR THE MAYOR OF LONDON

Think London: now with offices in Beijing, New York, San Francisco and Mumbai.