





Image: Westminster & Big Ben at night



## Contents

- 02 About us
- 04 Message from the Mayor of London
- 05 Chairman's comment
- 06 Chief Executive's review
- 08 Achievements
- 10 Reaching out across the globe
- 14 Growing overseas businesses in London
- 16 A better understanding of the market
- 18 Our partners

### About us

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, Shanghai and Mumbai, and representatives in Australia and France.

### How we work

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

We are a not-for-profit, private-public partnership delivering expertise and advice to international businesses. We provide insight, connections and opportunities for new and existing overseas companies in London.

We attract these companies to London through our wide network of public and private sector partners. The London Development Agency is our primary funder, with additional funding coming from member firms of London First and the City of London Corporation. We also collaborate closely with commercial partners, the office of the Mayor of London and UK Trade & Investment.



# Mayor of London, Boris Johnson reviews our year



Boris Johnson  
Mayor of London

Promoting London as the number one destination for business, the world's top visitor destination, and a world leading centre of learning and creativity has never been more crucial, particularly as we run up to our biggest ever marketing opportunity – the 2012 Games. Around the world, I want business leaders to be as fully informed as possible about all that London can offer them – not least as an inward investment destination, a source of finance, a centre of innovation and a city that is ideal for hosting business conventions and conferences.

Think London has been a key driving force behind much of this promotion and I am hugely grateful for all the work that it has done to spearhead our efforts to tell the world's investors about London. Think London's staff know that success comes only from meeting entrepreneurs face-to-face on their home turf, bringing the excitement and potential of London to life through real-life success stories and solid data.

Over the past 12 months, the Think London team has worked with sheer determination across the globe, uncovering prospects at conferences, organising roadshows and hosting round table discussions, business breakfasts and one-to-one meetings. Also, they have worked even harder in London, helping overseas firms already based here continue to grow and prosper.

Think London has been entirely in tune with our economic strategy for the city<sup>1</sup>; spelling out opportunities around my 'low carbon' vision, sparking interest through the 2012 Olympic and Paralympic Games and highlighting the billions of pounds' worth of investment in public transport and regeneration.

The results are excellent: 239 companies persuaded to set up or expand in the UK capital, creating over 6,000 new jobs. As we start to move into a new era of promotion, with a new single agency that delivers one voice for London, I want to thank Think London for its unstinting support over the past 12 months and to assure it and its clients that we will harness its talent and experience to serve London in the years to come.

**My goal is to make London the undisputed world capital of business.**

**Yes, in 2009, London was again voted the world's number one centre of commerce, its talent, global connectivity and diversity underpinning its success. But several cities, notably Shanghai, Singapore and Geneva, are snapping at our heels.**

# Chairman's comment



Ian Barlow  
Chairman, Think London

**Having chaired Think London since 2005, I've had the privilege of seeing the organisation grow stronger and smarter each year.**

This year, however, the team's performance has been exceptional. In the face of a global economic downturn, they have attracted even more companies to London than in the previous 12 months. Our very experienced Chief Executive, Michael Charlton, goes into this in more detail in his review. I would like to thank him and his team for their excellent work on behalf of London over the past year.

My thanks also go to Think London's Board which has again provided crucial insight, connections and direction particularly over our strategy and contribution to London's overall promotion. Its members are some of the most experienced and knowledgeable executives in global business and are listed, together with their companies, on page 20. Since last writing we have said goodbye and thanks to Yvonne Bear, Regional Commercial Director, HSBC and one of the founding directors, Michael Cassidy, Councillor, City of London. We have also said farewell to long serving members, Robert Evans, UK Deputy Chairman, CB Richard Ellis, and Ram Gidoomal, businessman and former London Mayoral candidate. We have also welcomed five new directors from a variety of sectors all key to London's economy.

London continues to be an excellent investment location for international companies. In the run up to the 2012 Olympic and Paralympic Games I am confident that the work we do will continue to play a crucial role in helping companies from around the world to establish themselves in London to our mutual benefit.

<sup>1</sup> The Mayor's Economic Strategy for London (May 2010), published by the Greater London Authority, sets out Boris Johnson's vision for the development of London over the years to 2031 and beyond.

# Chief Executive's review



Against the odds, we have had a successful year. Foreign direct investment into Europe has contracted but London has bucked the trend, attracting more companies compared to the previous 12 months.



**Michael Charlton**  
Chief Executive,  
Think London

London's resilience has played a fundamental part in this success. The city has weathered the economic storm thanks to a stable business environment, access to markets, a wealth of talent, specialist clusters and innovative spirit. Emerging markets may have offered lower costs, but London has become a safe refuge, prompting a 'flight to quality' among overseas companies and maintaining London's status as Europe's leading destination for foreign direct investment.

It's this positive backdrop, combined with the dynamism of our partners, such as UK Trade & Investment, and our network of commercial partners that has helped us exceed our targets this year.

We have tried to make ourselves indispensable to overseas companies: helping them understand the market, sway their decisions, identify opportunities and establish themselves quickly and efficiently into London.

Initiatives such as Touchdown London, our collaboration with serviced office provider Avanta, which offers 12 months of free desk space to small and medium sized enterprises; targeted and proactive in-market outreach and fulfilling the needs of our clients through expert advice and intelligence have all contributed to the successful year we have had.

As well as attracting new businesses we have focused heavily on growing international companies already based in London.

We have also been learning from our peers. The World Bank rated Think London as one of the top 10 city agencies in the world, so we have formed an elite group. As part of the European City Promotion Council we are pooling insight and best practice with FDI agencies in Amsterdam, Berlin, Copenhagen, Hamburg, Paris, Madrid and Zurich, amongst others.

Over the last 12 months we have worked hard at refining our messages and understanding our market: I'm particularly proud of our FDI Barometer, which captures the views of overseas businesses employing over 100,000 people in London.

Above all, we have been more active than ever around the world, using every mechanism to help overseas companies spot and exploit opportunities in these extraordinary economic times.

# Achievements

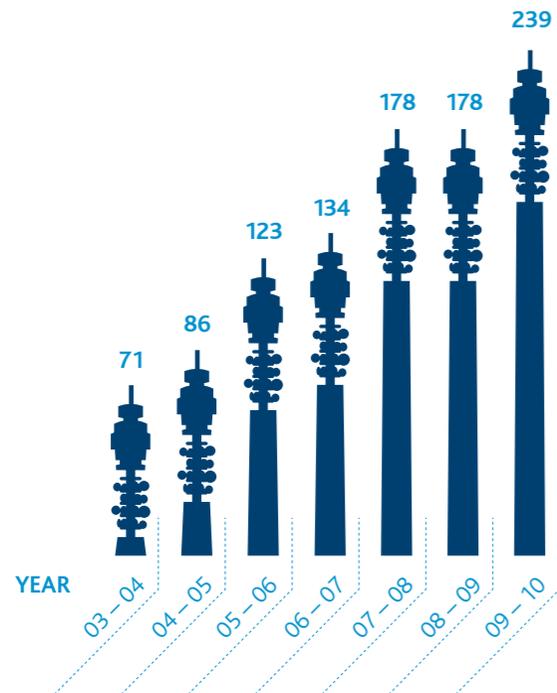
In the throes of a deep recession, Think London has had a buoyant year.

Foreign direct investment into Europe has fallen, but we managed to beat last year's total by more than a third, helping 239 companies set up or expand in London.

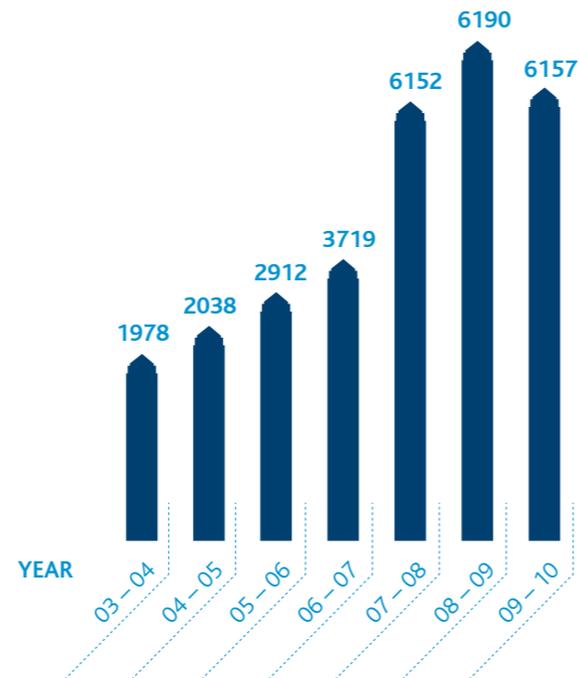
The recession was expected to slash the number of FDI job prospects, but we created and protected 6,157 jobs, a figure that falls just fractionally short of last year's all-time high. London is also the only city in Europe to have gained market share, coupled with the fact that Think London holds the highest proportion of all UK jobs generated by FDI activity<sup>1</sup>.

The results reflect the persistence and creativity of the Think London team throughout the world, and the resilience of the UK Capital – Europe's top city for foreign direct investment for the twelfth year running<sup>2</sup>.

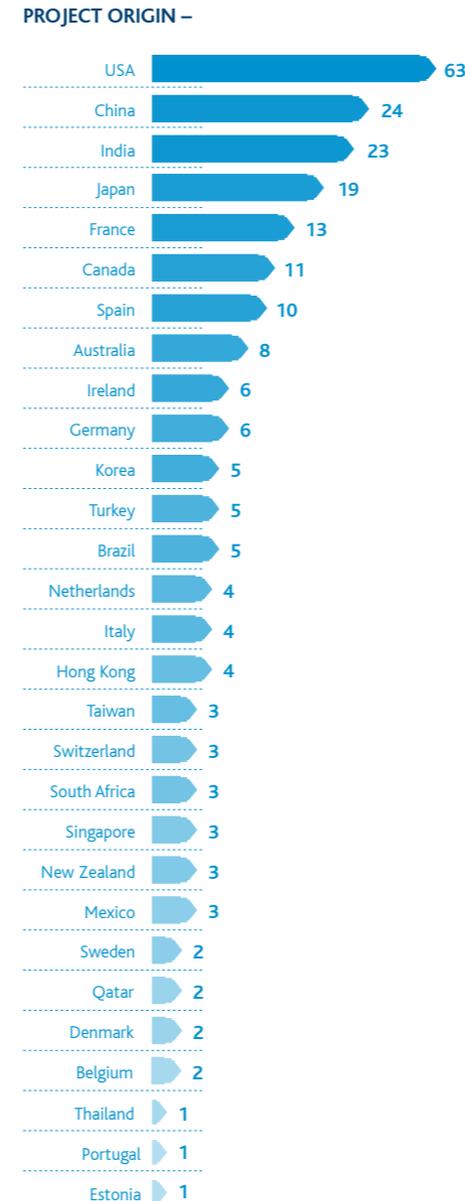
## COMPLETED INVESTMENTS



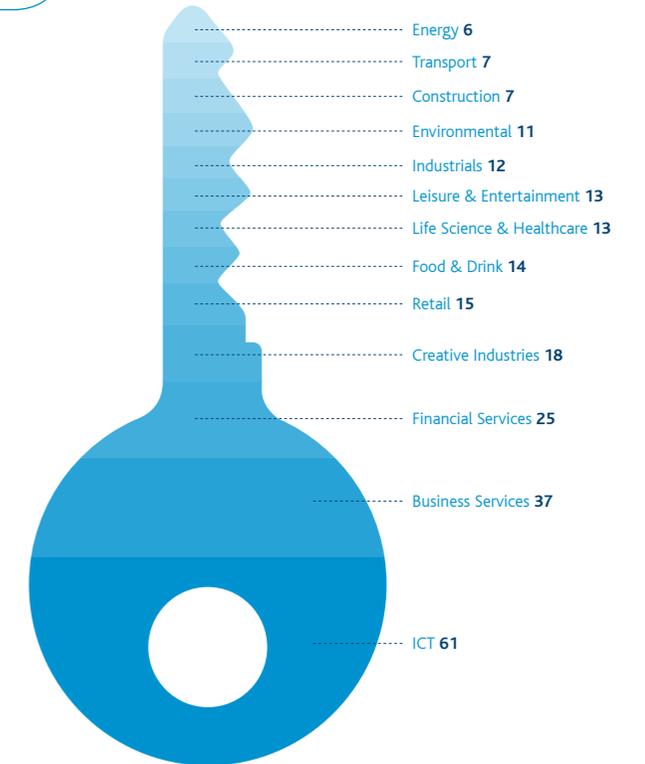
## TOTAL JOBS



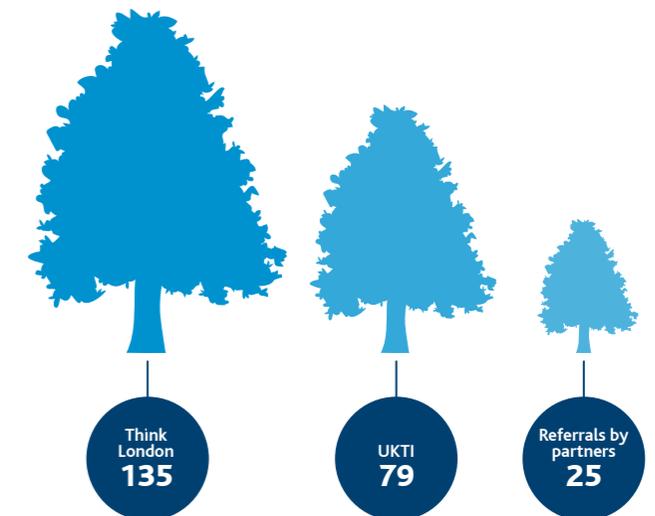
## INVESTMENTS BY COUNTRY



## INVESTMENTS BY SECTOR



## INVESTMENTS BY SOURCE



<sup>1</sup> Ernst & Young's 2010 UK Attractiveness Survey.

<sup>2</sup> Ernst & Young's 2010 European Attractiveness Survey.

# Reaching out across the globe



Image: London Heathrow Airport, Terminal 5

## It's been a record year for our teams globally.

In Asia Pacific and Australia, we've generated over 2,000 new jobs and attracted 78 new companies to London including 24 from China, 23 from India, 19 from Japan and 8 from Australia. Our efforts in North America contributed 1,900 jobs to London, while Europe generated 59 new companies, creating an additional 1,700 jobs in the UK Capital. There are too many meetings, wins and campaigns to include, so we've taken the pick of the highlights.

Find out more about where we have been

### What our clients say...

"We attended the Nasscom India Leadership Summit in Mumbai. It's a meeting of experts on the global economy and essential in helping us work out our growth strategy.

We were fortunate enough to meet senior Think London representatives there. Our encounter fitted in perfectly with one of the conference's key themes – next generation partnerships around the world.

Think London spelt out the wealth of technology talent in London, playing an instrumental role in our decision to set up business in the capital."

Prem Sundaravadanam, Regional Director, Aspire Systems

"We're a fast-growing creative company, well-established in China but relatively unknown elsewhere.

We were looking for a local partner to help us expand to Europe, and were delighted to find that Think London had an office in Beijing.

Think London provided the best of both worlds: having a China office meant that they spoke our language and understood our culture, business model and global strategy. But they also linked us directly to their London team, giving us a real insider's edge and persuading us in favour of London."

Hao Huang, Managing Director, Haobo International UK

## Canada

### Highlights

We doubled our 2008-9 achievements by targeting business bodies as well as expanding companies. Networking at industry events was key. We attended the UKTI Canada Conference in Calgary and sessions run by the Vancouver Enterprise Forum and Dealmaker Media. We also blitzed trade associations such as WINBC, New Media BC, VEDC, BCTIA and LifeSciences BC in readiness for the Vancouver climax of our Route to 2012 Roadshow (see p12).

### Key wins

Eleven firms including Cirque du Soleil, Contac Services, Pavilion Investment House, Recipco, Sole

## France

### Highlights

Four trips to Paris and meetings with more than 50 companies, helping contribute to our successful year. Our attendance at Pollutec in Paris, a four day event attracting 75,000 environmental professionals provided a platform for us to highlight the green sector opportunities in London. We also worked closely with UKTI in London, hosting a delegation of French software companies and a media roundtable, attended by 20 French journalists and producing positive print and TV coverage.

### Key wins

Accor, Decathlon, Vente Privée UK

## America

### Highlights

Our US team, which includes our New York and San Francisco Offices surpassed its highest targets. While the trailblazing Route to 2012 (see p12-13) was a highlight, the team also targeted board-level prospects by hosting smaller events such as a Women Tech Executive Roundtable and an electric vehicle breakfast with Nissan-Renault CEO, Carlos Ghosn. Networking is essential in The States, so we made an effort to proactively target companies to meet with at the Always On Stanford Summit, an executive gathering of innovative companies, eminent technologists and influential investors.

### Key wins

First Energy Capital, Palm Restaurant, Recyclebank, Terracycle



## Northern Europe

### Highlights

Our Stockholm seminar, held jointly with the Swedish Chamber of Commerce and UKTI, used the opportunities surrounding the London Olympic and Paralympic Games as a catalyst to the wider benefits of investing in London. We also took part in the UKTI Nordic Awards at the London Stock Exchange.

### Key wins

Denmark's Cure4you, Ireland's EcoCover, Sweden's Make Up Store the Netherlands' Gekko.com

## Japan

### Highlights

Our trips to Tokyo and Osaka introduced us to over 30 companies in environmental, e-commerce, retail and financial services sectors. A dinner hosted by the British Consulate-General in Osaka, created new senior level engagements with some of Japan's leading food production companies. We also signed a Memorandum of Understanding with the Environment, Energy, Forestry and Agriculture Network (EEFA), to help strengthen the promotion of Japanese companies in the environmental sector in Europe.

### Key wins

Canon, Development Bank of Japan Europe, Sony Entertainment Europe, Telehouse Europe

## China

### Highlights

Our China team, including our Beijing Office proactively followed up on our successful 2008 Beijing Olympics campaign by building new relationships. Our Shanghai VIP Lunch Reception, co-organised with Ernst & Young, attracted a range of companies interested in London. We also targeted other cities such as Changsha, Wuxi, Nanjing and Hangzhou.

### Key wins

Changyou.com, China International Capital Corporation, China Merchants Bank, Industrial and Commercial Bank of China (ICBC), Haobo International UK, Xinhua Bookstore

## Australia

### Highlights

Life sciences, ICT, pharmaceutical and education were target sectors for our two trips to Melbourne and Sydney, where we met with more than 60 companies. We partnered with the New South Wales Department of State and Regional Development on a roundtable event to promote London, while the highlight of our ten-day visit in March 2010 was a Melbourne event promoting digital opportunities in the UK Capital, co-hosted with Australian Interactive Media Industry Association and supported by Austrade.

### Key wins

Australian Worldwide Exploration, Avante IT, eDiscovery Tools, The Kanga Group

## Spain

### Highlights

We ran a business roadshow through Spain, with a number of partners including PromoMadrid, Generatlitat Valencia and the Instituto Español de Comercio Exterior. We visited Madrid, Barcelona, Valencia and Seville, attracting leading telcos, banks and green energy companies. We held 60 meetings and followed up with a seminar in London for 50 companies, helping them to understand the London market and discussing the challenges Spanish companies face when considering global expansion to London.

### Key wins

Actualize, Mapfre, Rointe, Telvent

## Italy

### Highlights

Banks, retailers, automotive and business services companies flocked to our London Now Business Leaders dinner in London, organised with London's Italian Chamber of Commerce. The event and a series of in-market visits formed the foundation for our year, leading to numerous leads and wins.

### Key wins

Reply, SMS Engineering, SRI

## India

### Highlights

India is a core market for Think London, and it has been a busy year for our Mumbai office, hosting three seminars and two round table sessions in Chennai, Mumbai and New Delhi; speaking at an ICT event in Pune and organising a seminar with UKTI and Nasscom in Bengaluru. We worked with our commercial partners 'on the ground' to help fund and theme events: e.g. our session with Kingston Smith, where the accountancy firm explained how to reduce tax burdens.

### Key wins

Bindal Group, Centrum Finance, Dr Batra's Positive Health Clinic, Infoline, Innobi, Sadhu Ram Foods, Spice Energy

# Olympics blazes a trail across the US and Canada

Image: Digital impression of Olympic Stadium

Our ambitious Route to 2012 business roadshow, jointly run with UK Trade & Investment (UKTI), and sponsored by British Airways, took in 13 cities across the US and Canada between mid-2009 to early 2010. While the hooks were the business opportunities generated by the London 2012 Games, we also highlighted long-term opportunities right across the city.

## We worked smarter...

...by being highly targeted. We organised board-level dinners with a maximum of 30 guests, invitation-only business receptions and more than 150 one-to-one meetings. We divided the roadshow into four legs, allowing us to follow up on opportunities between each leg.

## We collaborated...

...by working closely with partners such as UKTI, the London Organising Committee of the Olympic Games and Paralympic Games (LOCOG), British Airways, GE, BBC, Coca-Cola and Cisco to attract qualified leads and raise our profile in each city.

### What our clients say...

"Think London was a natural partner for our expansion to London.

We took part in their 'Route to 2012' panel discussion in San Francisco – highlighting green opportunities within and beyond the London Olympics – so when we decided to move to the UK we knew who to call.

Think London helped us make the business case for Why London? And then went on to help us realise this ambition as we set up a London showroom. Now they're making sure we're involved in shaping the electric car infrastructure and legislation in the UK. Thanks to Think London, if people talk about electric cars then we're there."

Don Cochrane, Sales and Marketing Director, UK, Middle East and Russia, Tesla Motors

## Our Route to 2012

- 1 Palo Alto**  
June 9th 2009  
A 30 person Digital Media Breakfast briefing kicked off the tour, attended by LOCOG, Reality Digital and San Francisco's British Consul General.
- 2 San Francisco**  
June 10th 2009  
A panel event co-hosted with the San Francisco Mayor's Office of International Trade highlighted green tech opportunities in London and around the Games.
- 3 Los Angeles**  
June 11th 2009  
A lively VIP reception hosted by Los Angeles' British Consul General, focusing on digital media and sustainability, featured speakers from AEG, the Olympic Delivery Authority (ODA) and the Mayor of London's Office.
- 4 Seattle**  
June 15th 2009  
An intimate business dinner with venture capital firms and their clients to talk about the creative and digital environment as a result of hosting the 2012 Games.
- 5 Austin**  
June 16th 2009  
A VIP dinner, supported by the Austin Mayor's Office and co-hosted with existing clients, Whole Foods, highlighted the legacy opportunities beyond the 2012 Games.

- 6 Dallas**  
June 17th 2009  
After attending a morning life science industry conference Think London met with new clients from the ICT and retail sectors.

- 7 Atlanta**  
Sept 9th 2009  
The Metro Atlanta Chamber of Commerce hosted a group of 80 business leaders who gathered to hear about the business opportunities in London around the 2012 Games.  
In the evening Coca-Cola hosted a small group of VIPs for a tour and networking dinner at the World of Coca-Cola.

- 10 Boston**  
Sept 17th 2009  
During this VIP dinner Massachusetts based companies from the creative, digital and ICT industries gathered to hear a presentation from the BBC about their plans to utilize mobile technologies to help deliver on their promise to broadcast the first Digital Games.

- 9 New York**  
Sept 14 – 15th 2009  
A tour highlight: a GE-sponsored reception, hosted by the British Consul General in New York and a Digital Media Business Breakfast at the NASDAQ in Times Square hosted with London Mayor, Boris Johnson, the BBC and Cisco.

- 8 Washington DC**  
Sept 10th 2009  
A 50 person dinner hosted at the British Embassy. The BBC presented on their ambitious targets around the 2012 Games. This provided a backdrop for an animated discussion amongst the creative and digital companies in the room.

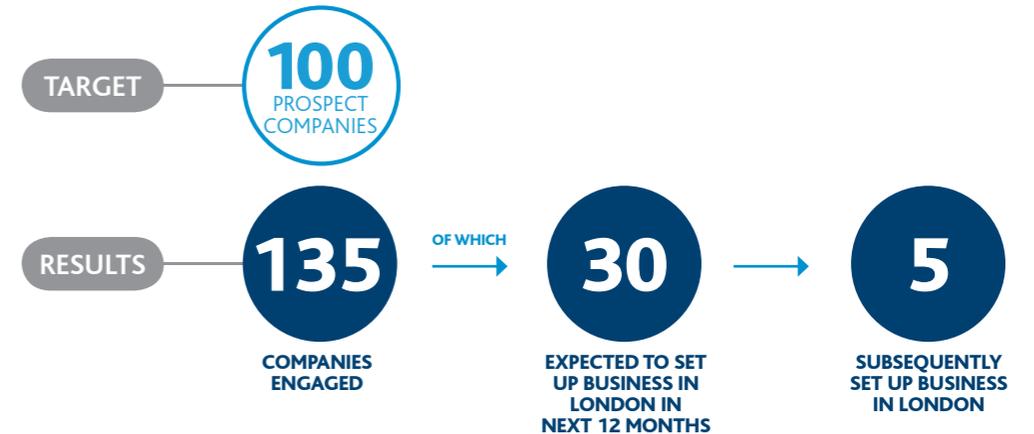
- 11 Chicago**  
Nov 16th 2009  
Think London benefitted from being in Chicago when British Airways was launching its Face of Opportunity business campaign in the Windy City. Along with networking at O'Hare the team met with companies who were interested to learn more about setting up and expanding in London.

- 12 Toronto**  
Nov 19th 2009  
Route to 2012's second to last stop was in Toronto where the British Consul General invited guests to his residence to learn more about the impact the London Olympic and Paralympic Games could have on their businesses.

- 13 Vancouver**  
Feb 11 – 28th 2010  
To end the tour on a high note Think London held 30 one to one meetings, and hosted a Digital Media Breakfast, sponsored by GE, in partnership with DigiBC and supported by Route to 2012's partner UK Trade & Investment. In the exhilarating environment of the Winter Olympics guests heard from TOP Sponsor GE about the company's presence in London and its focus on digital technologies. The BBC introduced their digital strategy and spoke about partnership opportunities.

## Route to 2012 The Results

This campaign sat within our broader objective to use the 2012 Olympic and Paralympic Games as a catalyst to increase levels of foreign direct investment into London. To date our 2012 activity has supported the creation of 2,400 jobs in London against our longer term target of 5,000 jobs by 2016.



Prospect: Pre-qualified companies with investment plans in the next 24 months.

# Growing overseas businesses in London

The past 12 months have been an opportunist's market, so we've concentrated on helping London-based overseas-owned firms exploit short-term circumstances for longer-term gain.

Image: Think London Welcome Reception at Kensington Palace for Mr. Louis Susman, United States Ambassador to the Court of St. James's, 1st December 2009

## What our clients say...

"To get top-level business people face to face, you need to offer the right environment. Think London has delivered this time and time again, by partnering with global businesses in London.

For example, this year's US Ambassador's Welcome Reception at Kensington Palace brought together some of London's leading US investors, including Google, UPS, Starbucks and Whole Foods. Boris Johnson gave an address, Bank of America Merrill Lynch sponsored the evening and Historic Royal Palaces were able to showcase Kensington Palace as the ultimate business reception venue.

The event proved that Think London's smart, collaborative approach can achieve impressive results."

Andrew Main, Chief Executive, Aramark Ltd

"We had ambitious growth plans to increase our market presence in London. We needed to find the best sites for our retail business – potential locations that would maximise our return on investment and minimise risk.

We looked to Think London to provide the latest research on locations and talent clusters. Their insight proved invaluable.

During the process we came to rely on Think London as a trusted advisor, and there is no doubt that we will continue to seek their support with our strategic growth plans for the years ahead."

Frank Chan, Chief Executive, Samvo

"We were looking to start something completely new: a YouTube video channel devoted to the business community, called 'Survival of the Fastest.'

Think London was our launch pad, introducing us to numerous senior executives at their International Business Reception in London in July. We built a strong audience base within days and launched within weeks.

We've had great feedback from users and trade publications and a fast-growing subscriber list."

Stuart Small, Industry Leader, Business & Public Sector, Google

Over the year we've engaged with over 1,000 overseas companies in London. We've refined our events strategy to connect the right individuals to make business happen. We've used one-to-one meetings, events, targeted working breakfasts and small-scale dinners to bring clients face to face in London this year. And what's more they have all been sponsored by our business partners.

This year alone Think London's Business Growth Team has engaged with **90%** of the overseas-owned Fortune 500 in London.

## Digital Dinner

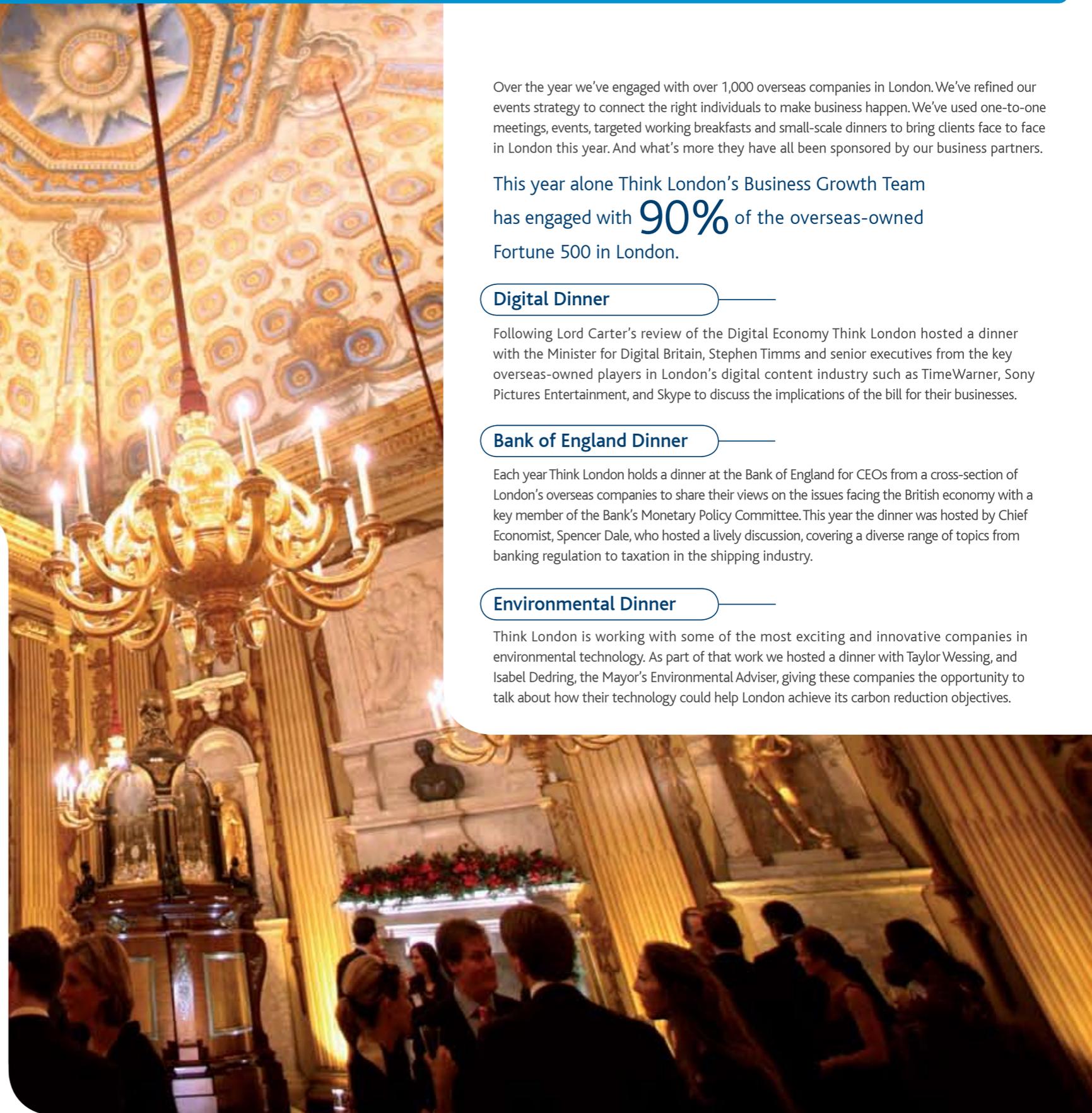
Following Lord Carter's review of the Digital Economy Think London hosted a dinner with the Minister for Digital Britain, Stephen Timms and senior executives from the key overseas-owned players in London's digital content industry such as TimeWarner, Sony Pictures Entertainment, and Skype to discuss the implications of the bill for their businesses.

## Bank of England Dinner

Each year Think London holds a dinner at the Bank of England for CEOs from a cross-section of London's overseas companies to share their views on the issues facing the British economy with a key member of the Bank's Monetary Policy Committee. This year the dinner was hosted by Chief Economist, Spencer Dale, who hosted a lively discussion, covering a diverse range of topics from banking regulation to taxation in the shipping industry.

## Environmental Dinner

Think London is working with some of the most exciting and innovative companies in environmental technology. As part of that work we hosted a dinner with Taylor Wessing, and Isabel Dedring, the Mayor's Environmental Adviser, giving these companies the opportunity to talk about how their technology could help London achieve its carbon reduction objectives.



# A better understanding of the market

Image: View from St Paul's Cathedral

This year, our philosophy has been 'bring the outside in.' We've put clients' needs at the heart of the business and undertaken in-depth research to bring London opportunities to life.

**The result:** more precise messaging, better value for stakeholders and exceeded targets across the entire organisation.

## What our clients say...

"You can see that this year, Think London has been focused on the burning issues that companies face such as saving costs, ramping up returns on investment and driving efficiencies.

Think London has asked companies like us what we think. By understanding our specific sector and business, and explaining the opportunities open to us, they've made sure that London's attractions have hit home.

Think London has played a major role in our decision to expand here."

Simone Falco, Managing Director, Rossopomodoro

"Think London's FDI Barometer asked why we had decided to set up here, so I talked about London's labour pool, cultural diversity and easy access to markets.

But it asked the difficult questions too, gauging our loyalty to London and probing how the city could be improved.

Nobody had asked me this before. I relished the opportunity to talk about areas for improvement, knowing that Think London is connected to the right people to ensure my voice is heard."

Leonardo Bruno, Managing Director, Stefanini

## Insight powers bespoke advice

Think London's insight team has answered more than **300** detailed corporate requests for information over the last 12 months, with enquiries spanning in-depth sector trends, emerging opportunities and competitor footprints.

The drive to reduce costs has dominated, with clients seeking proof that London was genuinely affordable and does provide value for money. Our insight team has tackled such questions head on, producing bespoke reports and research for each and every one of our clients' needs, highlighting falling office rents, widening talent pools and favourable exchange rates.

## Ground-breaking research explores the present and the future

What are overseas-owned companies really thinking? How will the FDI market evolve over the next ten years? We've worked hard to find out, interviewing hundreds of overseas firms based in London in our pioneering **FDI Barometer** and charting global and London FDI trends through our **London 2020** report.

## Mapping the FDI future for London

### London 2020: Competing in a New FDI Era

*An authoritative analysis of key trends shaping global FDI over the next decade, including the predicted impact on London.*

**How?** We commissioned IBM's Plant Location International (PLI) and leading global thinktank Chatham House to compile the data, combining it with our own insights.

**We discovered** efficiency, innovation, collaboration and the hunt for talent are among global mega-trends. We also recommended ways in which London could maintain its pole position as an FDI magnet – exploring initiatives such as becoming a green showcase.

**What difference will it make?** It will underpin Think London's longer-term strategy, shaping client propositions and defining areas of focus and resource allocation.

## Overseas companies speak their mind

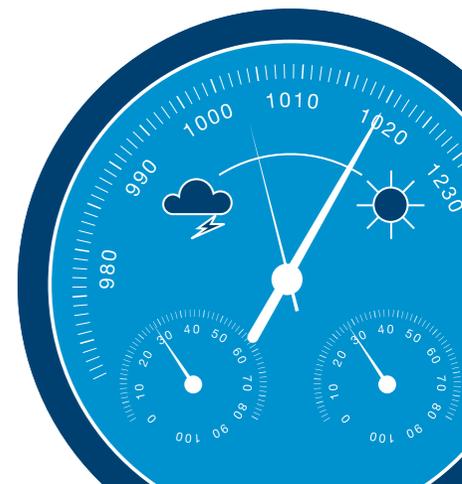
### Think London FDI Barometer

*The most comprehensive survey of the views of overseas-owned companies in London ever undertaken. Opinions will be polled every few months.*

**How?** Think London commissioned Ipsos MORI to interview more than 300 overseas companies with London bases, representing 100,000 employees.

**We discovered** nearly two-thirds of overseas investors are more confident about doing business in the capital compared with 12 months ago, and 90% are satisfied with London as a place to do business.

**What difference will it make?** For the first time, overseas companies in London have a strong, collective voice. With Think London's help, their views will help shape the economic and infrastructure policies affecting their future in London.



## Why we prize our partners



Image: View from Tate Modern

Think London's funders, commercial partners and advisors have never played a more important role in our activities.

Our partnership with UK Trade & Investment has been the most ambitious yet, resulting in a ground-breaking Route to 2012 business roadshow (see p12) and events in India, Sweden, London and further afield. Organisations such as the London Development Agency, the City of London Corporation and London First have continued to provide vital funds, guidance and support.

Meanwhile, we've worked 'on the ground' with companies such as Ernst & Young in China, Kingston Smith in India and Embassies and Chambers of Commerce throughout the world.

We would also like to thank all the other private and public supporters that we haven't managed to mention that have worked with us this last year to help us achieve our goals.

### What our clients say...

"To set up successfully in London, you need an expert team of professionals who know the local market inside out.

Think London introduced us to a range of tried-and-tested lawyers, accountants, talent experts and bankers, all of whom had a great deal of experience in helping US companies come to London.

Our success depends on selecting the right partners and Think London removed a lot of the uncertainty and risk by recommending the right people."

Frank Mahdavi, Chief Strategy Office, MIR3

"It's been a great experience. Dealing with senior executives of multinationals on a day-to-day basis has given me a unique insight into the issues that are on their agenda.

My perspective has broadened and the diversity of the role has meant that in one day I could be helping companies advance their plans for involvement in 2012, to discussions about London's competitiveness with both London and national government, to last minute meetings with executives that are only in the country for 24 hours.

I'm passionate about the city so I get a real buzz from this, and of course my network of business contacts has grown substantially."

Chris Dicks, Seconded, Senior Manager – London Corporates, KPMG

### Our commercial partners

Our network of commercial partners is one of our greatest assets. With a single phone call we can connect our clients with industry leaders in any specialism, including finance, law, recruitment, banking, property, telecoms, technology and media.

### Our secondees – a vital part of the Think London Team

This year, secondees from KPMG, Osaka Gas, British Telecom, IBM and Wingrave Yeats have enriched our team and played an active role in our strategic direction. Meanwhile, the secondees have gained new skills and enhanced their networks.

# Shaping our thinking

## Think London Chairman

[Ian Barlow](#)

Director, Smith & Nephew PLC

## Think London Board

[Ranjit Baxi](#)

Managing Director, J & H Sales International Ltd

[Pat Billingham](#)

Partner, Ernst & Young

[Jean-Louis Bravard](#)

Managing Director, Burnt Oak Partners Ltd

[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

[Andrew Fraser](#)

Senior Adviser, Mitsubishi Corporation International (Europe)

[David Hoy](#)

Director, West London Business

[Stephen Hubbard](#)

Deputy Chairman UK & EMEA, CB Richard Ellis

Appointed 23rd April 2009

[Christopher Jenkins](#)

Senior Partner, Wingrave Yeats

Appointed 16th July 2009

[Sheetal Kapoor](#)

Managing Director, Europoint Holdings

[Tom Kelly](#)

Director of Communications, Financial Services Authority

[Gary Leih](#)

Chairman & Chief Executive, Leih's Truths & Propaganda

[Nick Marsh](#)

Global Managing Director of Executive Search, Harvey Nash

[Harold Paisner](#)

Senior Partner, Berwin Leighton Paisner

[Tracey Pierce](#)

Head of Equity Primary Markets, London Stock Exchange

[Professor K Michael Spyer](#)

University College London

Appointed 22nd October 2009

[Mike Thompson](#)

Senior Vice President, Glaxo SmithKline

Appointed 23rd April 2009

[Michael Tobin](#)

Chief Executive, TeleticityGroup

[Baroness Valentine](#)

Chief Executive, London First

## Making it happen

### Key funders and partners

#### London Development Agency

The London Development Agency (LDA) works with its partners to support and implement the Mayor's priorities for the capital's economic development, including strong long-term growth, social inclusion and environmental improvement. The LDA is the primary supporter of Think London.

#### City of London Corporation

The City of London Corporation provides local government services for the financial and commercial heart of Britain and contributes to funding Think London.

#### UK Trade & Investment

UK Trade & Investment (UKTI) is the government department that helps UK-based companies trade internationally, as well as helping overseas companies bring high quality investment to the UK's economy. We work closely with UKTI through its global network of partners and representatives in more than 200 locations worldwide.

#### London First

Another source of funding and key partner for us, London First supports businesses by providing leadership, knowledge and networks to improve and promote the Capital.

#### Commercial Partners

Think London's commercial partner network is made up of specialist professional service providers, who help facilitate the smooth set up or continuing operation of a client's London presence. Think London is partially funded by this network of commercial partners.



Image: Swiss Re Building

# Where to find us

## London

Level 35  
25 Canada Square  
Canary Wharf  
London E14 5LQ  
T +44 20 7718 5400

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## Beijing

Unit 9A, Level 11  
Office Tower C1  
The Towers  
Oriental Plaza  
No.1 East Chang An Avenue  
Dong Cheng District, Beijing  
100738, China  
T +86 10 85189130

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## Mumbai

DBS House  
Prescott Road, Fort  
Mumbai, 400001  
T +91 22 39530519

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## New York

One Battery Park Plaza  
New York  
NY 10004-1479, USA  
T +1 212 493 7557

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## San Francisco

311 California St. #610  
San Francisco  
California, 94104 USA  
T +1 415 391 0158

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## Shanghai

Suite 4605  
Park Place No. 1601  
West Nanjing Road  
Shanghai, 200040  
T: +86 (0)21 6138 1143

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## Paris

La Chouanniere  
Mordelles  
35000, France  
T +33 2 99145722

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## Australia

Suite 302  
9 Claremont Street  
South Yarra  
Victoria  
3141, Australia  
T +61 (0) 3 9014 9600

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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.

