

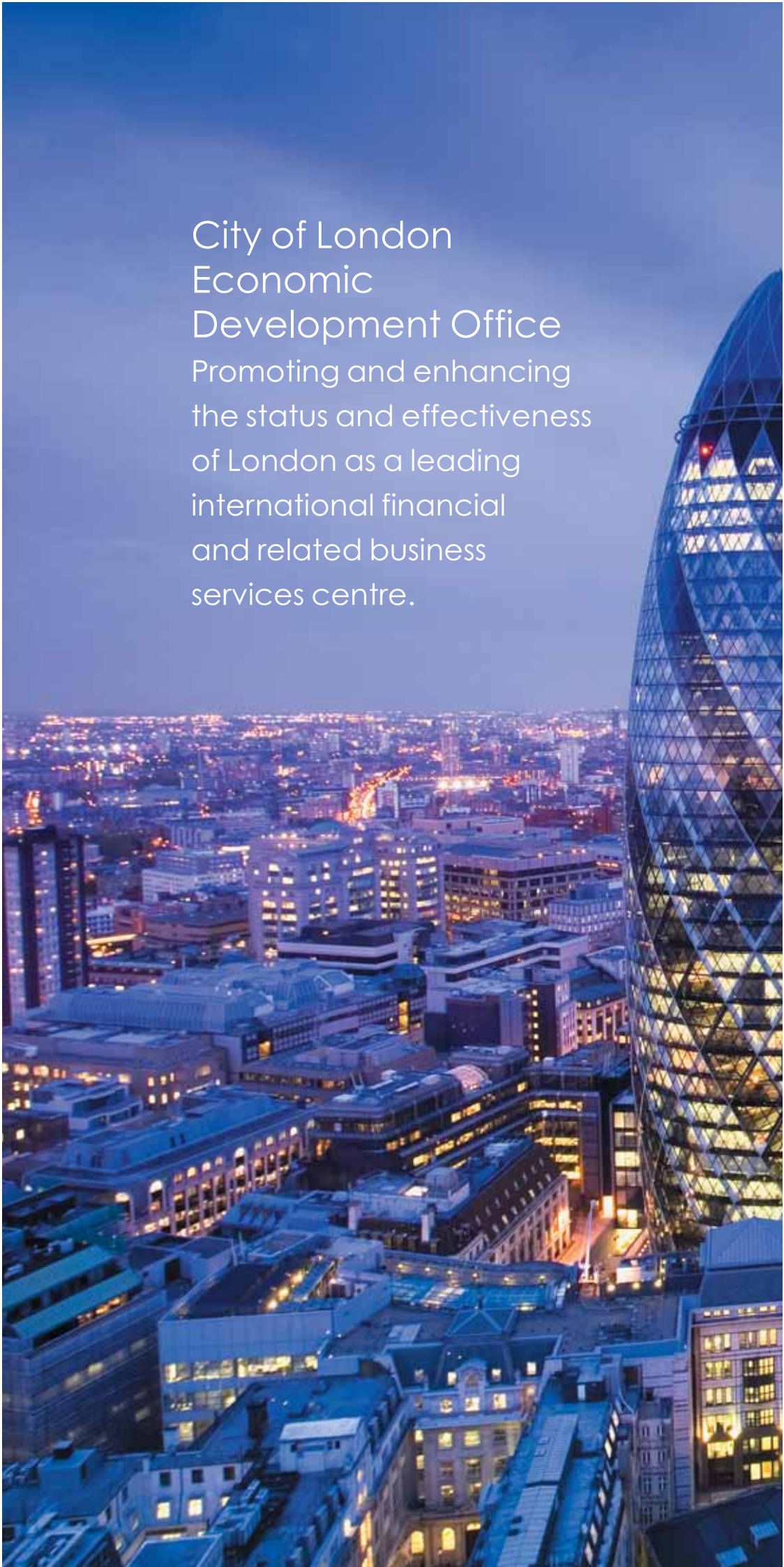
City of London Economic Development Office

Research
European Affairs
International Affairs
City Affairs
Inward Investment Service
City Property Advisory Team
Corporate Responsibility
Regeneration



CITY
OF
LONDON

City of London
Economic
Development Office
Promoting and enhancing
the status and effectiveness
of London as a leading
international financial
and related business
services centre.





The City of London Corporation is an unusually diverse organisation with three main aims – to support and promote the City as a world leader in international finance and business services; to provide the highest quality local government services for the Square Mile; and to provide valued services to London and the nation as a whole.

The aim of the City of London Corporation's Economic Development Office is to make a significant contribution to promoting and enhancing the status and effectiveness of London as a leading international financial and related business services centre. To secure a sustainable future, the overarching economic development aims which bind our efforts together are:

- To support and promote the competitiveness and growth of the business City at the heart of an international financial services marketplace by securing the best market, fiscal, regulatory and infrastructural environment in which enterprise and innovation can flourish.
- To enhance the capacity of the wider London region and especially neighbouring communities, through regeneration initiatives and corporate responsibility programmes, to tackle economic, social and environmental issues and so reinforce the competitiveness of the wider City by generating more sustainable economic activity.



These aims are underpinned by an extensive and freely available research programme designed to generate good evidence-based policy making, and to inform our own priorities and plans.

The Economic Development Office leads for the City of London Corporation in TheCityUK, a new promotional body for the UK financial services industry. TheCityUK focuses on enhancing coordination of the promotion of UK financial services, working with stakeholders from across the industry to orchestrate promotional efforts, at home and abroad.

The Economic Development Office acts as a facilitator – breaking new ground, launching pilot projects, building partnerships and projects with business groups and neighbouring communities, and influencing key policy-making at home and abroad.

Our facilitative role and cooperative programmes and projects enable us to contribute strongly to the Vision of the City's Sustainable Community Strategy.

The Economic Development Office is organised into the following interlinked teams:

- Research
- European Affairs
- International Affairs
- City Affairs
- Inward Investment Service
- City Property Advisory Team
- Corporate Responsibility
- Regeneration



Research

The aim of the Research team is to provide accurate, timely data and well-focused analysis to policymakers both inside and outside the City of London to help them understand the performance trends and needs of the UK financial and professional services industries, informing decision-making in the UK, the broader EU and internationally.

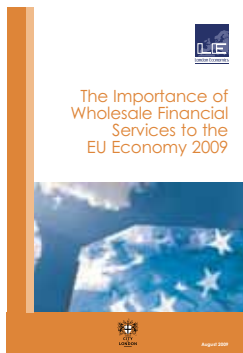


The maintenance of London's competitive position as a world leading international financial centre depends upon understanding the fast-moving and complex forces which have an impact on the sector and its environment.

The Research team furthers the City's economic development goals by providing independent research for City, regional, national and EU policymakers, as well as the general public. The research focuses on the financial and related business services cluster, on City property and infrastructure, and on the Square Mile and its relationship to its fringes, as well as London and the national economy.

Research activity includes:

- Commissioning and publishing in-depth research studies to inform policymakers, City institutions, UK and EU-wide organisations and the public about trends and issues affecting the City and UK-based financial services more generally, including fiscal and regulatory problems;
- Analysing key issues for internal use, supporting the work of other City of London Corporation departments related to economic development;
- Addressing research queries from City of London departments, stakeholders and the general public.



www.cityoflondon.gov.uk/economicresearch

European Affairs

The aim of the European Affairs team in London and the City Office in Brussels is to facilitate timely and informed dialogue between City businesses and organisations and the European Commission, the European Parliament and individual EU Member States to maximise the influence of UK-based financial services on EU financial services developments. We also work very closely with the Financial Services Authority, HM Treasury and the Foreign & Commonwealth Office.



The development of the future shape of EU supervisory structures is likely to dominate much of the work in the short term. This work is steered by an EU Advisory Group which comprises senior international City practitioners. The City Office in Brussels represents the views of London as an international financial centre, highlighting the economic benefits that it brings not only to the UK but to the EU as a whole.

The position of the EU within the global financial marketplace is also a priority for the European Affairs team, with an increased emphasis on strengthening dialogue with New York and other financial centres. The enlargement of the EU brings with it new challenges. The City of London Programme enables the City to enhance its links with the new Member States. The Programme, which is supported by City institutions, HM Treasury and the FSA, has hosted a significant number of New Member State government officials, regulators and financial practitioners.

Ahead of a Member State assuming the EU Presidency, the Lord Mayor of the City of London, the Chairman of the Policy and Resources Committee and the Chairman of the EU Advisory Group visit that Member State to discuss the priorities for its Presidency, significant policy dossiers affecting City businesses, and to convey City views on broader strategic issues regarding integration of financial markets.

www.cityoflondon.gov.uk/europeanaffairs



International Affairs

The International Affairs team promotes the City in international markets, develops the City's presence overseas, assists in the organisation of overseas activity undertaken by the Lord Mayor and senior Members of the City of London and facilitates inward visits by key overseas contacts.



This work is undertaken through:

- Providing policy support for at least 90 days of Lord Mayoral visits each year to overseas markets, promoting UK-based financial and related business services, and market access. The International Affairs team is also responsible for recruiting and managing business delegations to accompany these visits;
- Organising visits to key overseas markets by the Chairman of the Policy and Resources Committee;
- Hosting and briefing overseas visitors to the City;
- Funding and managing City Offices in Beijing, Shanghai and Mumbai.

These offices promote the City as a brand, covering UK-based financial services as a whole. The offices promote the services of the wider City and build links with the government and private sector in China and India respectively, with the overall aim of strengthening trading and investment links in both directions between the UK and these two markets through the provision of world-class financial services and products. The City of London India Advisory Council steers the work of the City Office in Mumbai and provides guidance on the City of London's engagement with India. It meets biannually in Mumbai and London.

www.cityoflondon.gov.uk/international



City Affairs

The City is both a brand name for international wholesale financial services in the UK and a physical concentration of markets and businesses which demand the best possible conditions in which to operate.

The City Affairs team aims to promote and reinforce the position of the City as a world leading international centre for financial and related business services.



This work is undertaken through:

- A City Contact Programme (backed by the Research Programme) to ensure the changing needs of international as well as UK-owned businesses using the City's services and operating out of the City are fully understood and catered for effectively;
- Engaging with businesses and trade bodies on competitiveness issues (including regulation, taxation, skills and infrastructure) and passing on concerns to relevant authorities;
- Hosting overseas visitors to the City at the Mansion House or in Guildhall and briefing them on the range of products and services on offer;
- Running a City Marketing Suite, freely available to all promoting the wider City;
- Running City familiarisation courses for Foreign & Commonwealth Office and UK Trade and Investment staff in commercial posts abroad, as well as senior management (Ambassadorial level) briefings.

www.cityoflondon.gov.uk/promote



Inward Investment

Through its inward investment service, the International Affairs team attracts and assists new investors to set up in the City and City fringe.



This work is undertaken through:

- Running an inward investment enquiry handling service focused on the City and City fringes;
- Providing the business case for new investors to set up in the City and providing assistance with barriers to growth, including support with finding the right property, accessing networks, finding the right staff, security and business continuity issues and other issues affecting business decisions to set up in the City;
- Supporting foreign-owned financial services and related professional and business services sector companies to set up throughout the UK in key financial centres;
- Financially supporting and working with the inward investment agency Think London, who provide inward investment support and research services.

www.cityoflondon.gov.uk/locatehere



City Property Advisory Team

The City Property Advisory Team is the property advice centre for EDO. Its role is to help businesses find and retain premises in the City and City fringe that most suit their needs.



The team acts as a facilitator between City of London Corporation departments, the property industry and City businesses by providing information on all property and development-related opportunities available in the City as well as advice and support in overcoming problems in the process.

Key services are to:

- Ensure that businesses of all sizes find and retain City and City fringe premises most suitable for their needs;
- Assist key institutions to remain and thrive in the City;
- Work with clients and their advisors on a confidential basis;
- Be a central point of contact for property assistance and information;
- Assist and advise on planning, highways, infrastructure and other issues through utilising links with other City of London Corporation departments and external organisations.

www.cityoflondon.gov.uk/cpat



Corporate Responsibility

The Corporate Responsibility team offers tailored assistance and advice to businesses looking to adopt responsible business practices, engage with their neighbours, reach local customers or learn more about the area in which they are operating. Together, we can ensure the area in which we live and work is as successful as it is diverse.



Our initiatives include:

- Heart of the City – a free support programme for businesses in the City and City fringes that are interested in developing a Corporate Social Responsibility (CSR) programme.
- City Action – a free employee volunteering match-maker service for City-based businesses. We also offer accredited partnership building advice for businesses interested in building sustainable relations with community partners.
- The City Procurement Project – a free advice service for City-based businesses looking to adopt responsible and local purchasing strategies. We work closely with supply chain intermediaries, the Supply Cross River project and the East London Business Place.
- The Lord Mayor's Dragon Awards – an awards programme for businesses and public bodies in Greater London with exemplary Corporate Community Involvement activities.
- City of London Corporation Employee Volunteering Programme – a programme for the City Corporation which offers all employees two working days per year to volunteer with a wide range of community groups in the City and its neighbouring boroughs.

www.cityoflondon.gov.uk/corporateresponsibility



Regeneration

The City of London Corporation is acutely aware that although the Square Mile houses the richest concentration of economic activity in the world, its neighbours include some of the country's most disadvantaged communities. The City shares a border with seven London boroughs (the 'City fringes'), which are among the most disadvantaged in England: five are within the 10% most deprived local authority areas in England and two are within the 20% most deprived.



Despite the global economic downturn, the strategic location and distinct business clusters of the City and its adjacent areas remain important to the City's and Greater London's future economic prosperity. However, the ability of the City and its fringes to respond to the downturn, will be affected by the ability of local people to feel engaged in their local community, the availability of a skilled workforce which reflects the local diverse population, and access to finance, targeted advice and guidance and affordable workspace for support industries.

For this reason, the City of London Corporation is committed to working in partnership with its neighbours in the City fringes to improve long term economic, social and environmental well-being. The Economic Development Office's Regeneration Partnerships Programme is focused on three key themes of activity: work with schools to raise students' aspirations and achievement; training and employment of local residents; and business support to help unlock the main barriers affecting the area's economic prosperity.

Once areas for intervention are identified, the City of London Corporation either:

- Develops and oversees its own economic development projects;
- Works through the various regeneration partnerships in which it is involved;
- Engages City of London Corporation departments and City businesses in these programmes.

In all cases, it seeks to deliver high impact programmes, prevent duplication and leverage additional resources to ensure the greatest benefit.

www.cityoflondon.gov.uk/regeneration

Contact us

Director of Economic Development

Tel +44 (0)207 332 3600

Marketing & Communications Officer

Tel +44 (0)207 332 3614

Economic Development Office

City of London
PO Box 270, Guildhall
London EC2P 2EJ
econ.dev@cityoflondon.gov.uk

For more information about EDO, please visit:

www.cityoflondon.gov.uk/business_city

www.cityoflondon.gov.uk/urban_regeneration

City Marketing Suite

Tel +44 (0)207 600 8362

City Office in Brussels

Rond Point Schuman 6,
8th Floor
1040 Brussels
Belgium
Tel +32 (0) 2 234 78 32
Fax +32 (0) 2 234 79 01

City Office in Mumbai

Ground floor, DBS House
Prescott Road, Fort
Mumbai, 400001
India
Tel +91 22 64527244
+91 22 66364717

City Office in Beijing

B930, 9/F New Poly Plaza
Dongsi Shitiao
Beijing 100010
China
Tel +86 10 8419 3332

City Office in Shanghai

35F, Citic Square
1168 Nanjing Xi Road
Shanghai 200041
China
Tel +86 21 5117 8986



