

realising the beastiffs of the Olympias for Landon

London: Entrepreneurship and Enterprise

Mary Reilly, LDA Chair 12 June 2006



A vibrant economy



- Fourth largest world economy
- Fast growing population
- World class education facilities
- International centre for creative, media and cultural industries
- Finance and business: 550,000 new jobs since 1993

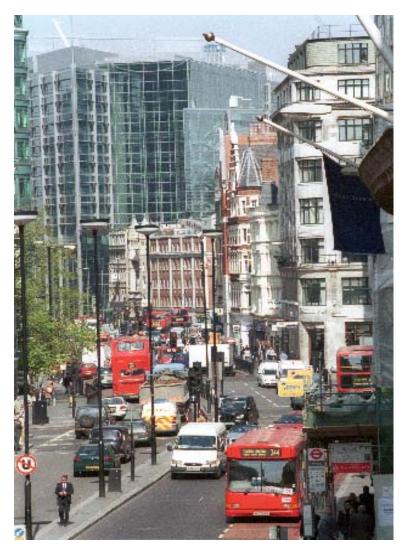
Success built on business



- **75**% of Fortune 500 Companies
- 519 companies listed on the LSE
- 43% of the Foreign Equity Market
- **800,000** new residents by 2016
- New jobs and homes

• London 2012:

- Billions in investment and visitor spend
- Accelerate growth in infrastructure and communities







- Provide investment readiness
- Establish funds
- Supporting potential:
 - Emerging technology
 - -Creative industries
- •Finance Readiness Programmes
 - -1799 business advised
 - -1278 receiving 1-2-1 assistance



- £15 million London Technology
 Fund
- £5 million Creative Capital Fund
- Gateway 2 Invest:
 - £4.2 million programme
 - Supporting high technology business
- Creative Accelerator:
 - Developing creative talent
 - Maximising commercial propositions





- Business Link for London:
 - -Bespoke service for business and investors

- LDA Innovation Strategy:
 - Unlocking London's knowledge assets

- British Library Business and IP Centre:
 - Supporting SME's and entrepreneurs
 - Market research, industry journals, government statistics, online databases



- London Innovation Relay Centre
- SME Innovation Support Programme
- LDA Proof of Concept Funds
- CATALYST, London's Science and Industry Council
- Young Enterprise



MAYOR OF LONDON