

London: Entrepreneurship and Enterprise

Mary Reilly, LDA Chair
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- 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

The LDA's role

- £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

The LDA's role

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

