

London House

Business Hospitality Programme



London 2012 will not just attract sports fans and tourist visitors. Evidence from previous Olympic and Paralympic Games show that tens of thousands of business representatives will visit London to explore partnering, export and investment opportunities. Just one year on from the 2010 Winter Games, Vancouver reported the value of deals between British Columbian businesses and their international counterparts to be worth over £189 million. By 2006 the Business Club Australia had facilitated £665 million in international business outcomes off the back of the Sydney 2000 Games.

Sector Events at London House

London Business Network is working in partnership with the British Business Club and the Mayor's Office to coordinate a series of London 2012-related business events at London House during the Games.

The events programme will give international business delegates the opportunity to hear from industry experts, including those responsible for delivering the London 2012 project and respected leaders of UK's business community. Delegates will also have the opportunity to meet and network with London businesses involved in the Olympic project and hear about future opportunities, both in the UK and related to future Olympic Games and other global sporting events.

Sector	Date
Sustainability	Wednesday, 1 st August
Life Sciences & Healthcare	Friday, 3 rd August
Technology, Media & Telecommunications	Saturday, 4 th August
Security	Tuesday, 7 th August
International Business Opportunities & Global Sporting Events	Wednesday, 8 th August
Construction & Transport Infrastructure	Thursday, 9 th August
Paralympic Business Opportunities	Thursday, 30 th August
Legacy Opportunities	Tuesday, 4 th September

More information about each sector events can be found on the following pages. To register your interest, or for more information, please contact Kevin Ma on kma@londonbusinessnetwork.com.

Sustainability

Sustainability is a key priority for British government. The UK environmental sector is worth \$45 billion and is growing at more than 6% per year, and a focus on sustainability has underpinned the entire London 2012 programme.

The Sustainability event at London House will explore how the UK's expertise in green technologies helped London 2012 become the first sustainable Olympic and Paralympic Games. It will also help international businesses understand the growing importance of sustainability in the UK and other countries' public-sector procurement processes.



When: Wednesday, 1 August 2012
9.30am – 12.00pm
Where: London House, The Queen's
Walk, London SE1 2AA

Delegates will hear from a diverse range of organisations, including:

- London 2012
- UK Carbon Trust
- Department for Environmental, Food & Rural Affairs (DEFRA)
- Rio 2016, Olympic Sustainability Division



When: Friday, 3 August 2012
9.30am – 12.00pm
Where: London House, The Queen's
Walk, London SE1 2AA

Delegates will hear from industry experts, including:

- Kings College, Drug Control Centre
- Health Select Committee
- Imperial College London
- Association of British Healthcare Industries

Life Sciences & Healthcare

The UK has one of the world's strongest and most productive life science economies coupled with an unrivalled reputation for research and talent resources. The pharmaceutical sector alone includes more than 300 companies employing over 75,000 people with a total turnover of over £30 billion. The medical technology and biotechnology sectors include around 4000 companies and employ in excess of 86,000 people.

The Life Sciences & Healthcare event will examine how the London 2012 Games used the UK's expertise in this life sciences to expand the role of the Drug Control Centre. The event will also showcase opportunities arising from changing nature of healthcare in the UK and the importance of international trade to the UK medical technologies industry.

Technology, Media & Telecommunications

London's creative industry is the capital's second largest sector, worth \$32 billion per year, while east London is home to Tech City, one of the largest concentrations of small, fast-growing digital technology companies in Europe including. This combined strength in both creative industries and ICT makes London a world powerhouse in the TMT sector.

The TMT event will explore how London 2012 become the first truly digital Olympic and Paralympic Games. It will showcase other London-based business hospitality programmes for international businesses taking place during the Games as well as highlighting the future outlook for the sector and further opportunities for international businesses.



When: Saturday, 4 August 2012
9.30am – 12.00pm
Where: London House, The Queen's
Walk, London SE1 2AA

Delegates will hear from a variety of organisations, including:

- McCann Worldgroup
- Institute of Practitioners in Advertising
- Sochi 2014

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Security

The security and defence industries are key contributors to the UK economy with the defence industry alone employing over 300,000 people and generating over £35bn per year. UK businesses have a strong reputation for innovation and help provide capability for not only the UK domestic market but also many international partners.

The Security & Defence event will explore how the UK's expertise in this sector contributed to the delivery of a 'safe' London 2012 Games. The event will also showcase the role of the private sector in the future of security and defence in the UK including opportunities for international businesses.



When: Tuesday, 7 August 2012
9.30am – 12.00pm
Where: London House, The Queen's Walk, London SE1 2AA

Delegates will hear from a number of industry experts, including:

- London 2012
- CBRNE (Chemical, Biological, Radiological, Nuclear & Explosives) Special Interest Group
- G4S
- ADS (Aerospace, Defence & Security)



When: Wednesday, 8 August 2012
9.30am – 12.00pm
Where: London House, The Queen's Walk, London SE1 2AA

Delegates will hear from key organisations within the industry, including:

- London Business Network
- London 2012
- SportAccord
- Sochi 2014
- Rio 2016

International Business Opportunities & Global Sporting Events

Major global sporting events offer a unique opportunity for a host city to boost development and economic performance and with this comes significant commercial opportunities for business. According to recent research, global revenues for the major sports industry will rise to a value of \$145bn by 2015.

The International Business Opportunities & Global Sports Events at London House will highlight the economic impact of hosting major sport events, exemplified in the delivery of the London 2012 Games. It will provide an introduction to the business behind major global sports events and identify current opportunities for international businesses with future events.

Construction & Transport Infrastructure

Companies in the construction sector have an annual turnover of over £40 billion. In many areas, these firms are world leaders and over £5 billion of construction products and materials are exported from the UK annually. The Olympic Park is a considered by many to be a showcase for the best of British design, engineering, construction and project management.

The Construction & Transport Infrastructure event will highlight the technical expertise of the contractors and sub-contractors that delivered the London 2012 venues on-time and within budget. It will also update international businesses on current and future medium-long term major construction & transport infrastructure projects in the UK, as well as looking at international opportunities with the likes of Rio 2016 and other major events.



When: Thursday, 9 August 2012
9.30am – 12.00pm
Where: London House, The Queen's Walk, London SE1 2AA

Delegates will hear from industry experts, including:

- London 2012
- National Specialist Contractors Council
- London Chamber of Commerce and Industry
- Autoridade Publica Olimpica (Rio 2016)

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Paralympic Business Opportunities

Disabled consumers are a sizeable yet poorly addressed segment of the consumer market worth £80 billion per annum. For the average business, disabled customers may account for up to 20% of the customer base and research suggests that their experiences also affect the choices of family members and friends.

The Paralympic Business Opportunities event will leverage the profile of the London 2012 Paralympic Games to provide a compelling economic and business case for small businesses around the world to focus on improving accessibility to address disabled people as customers. The event will, focus on the business benefits of the disabled market, demystifying common misconceptions around accessibility and signposting businesses to information and support.



When: Thursday, 30 August 2012
9.30am – 12.00pm
Where: London House, The Queen's Walk, London SE1 2AA

Delegates will hear from a variety of organisations including:

- London 2012
- Department of Works and Pensions
- British Paralympic Association
- Rio 2016



When: Tuesday, 4 September 2012
9.30am – 12.00pm
Where: London House, The Queen's Walk, London SE1 2AA

Delegates will hear from key organisations involved, including:

- London Legacy Development Corporation
- BAM Nuttall (Key contractor for post-Games development of the Olympic Park)
- Lend Lease (Developers of The International Quarter)
- Sochi 2014

Legacy Opportunities

Securing a lasting physical legacy for the Games has been a top priority for the Olympic Delivery Authority and the London 2012 Organising Committee since the original bid.

The Legacy Opportunities event at London House will provide exclusive information on why and how the London 2012 legacy is already ahead of that of any previous Olympic Games. The event will present the information on direct opportunities for international businesses linked to the long-term development, management and maintenance of the Queen Elizabeth Olympic Park, its facilities and surrounding area after the London 2012 Games.

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