

**BIBA 2009 Report**

**BIBA 2009 Program**

At BIBA we started the year 2009 looking at different methods of communication and promotion, under the heading of **Business Social Sciences**, by holding several fringe and one general meeting.

*At BIBA 123rd Meeting, Camila Batmanghelidj shared with us her challenges and her successful methods of Public Relations that has put Kids Company at the forefront of social issues in the UK.*



The business community has a lot to learn from her, both in terms of social responsibility and public communication. *Dr Amir Farman Farmaian*, the other panelist, explored the adverse effects of Negative PR.



**BIBA 123 Meeting Footage**

The footage of 123rd meeting with Camila Batmanghelidj as the Guest Speaker is available on **BIBAUk.com**.

Be assured that you will find her message both inspirational and educational. We actually recommend that you watch the footage at least twice, and please share it with others.

<http://www1.bibauk.com/Members/TVProgrammes/CamilasVideo/tabid/243/Default.aspx>

**BIBA 2009 Report**

In a year of economic devastation, **Camila Batmanghelidj's** achievement, raising over **£50m** towards saving and caring for vulnerable children in the UK, has been one of the few positive news. Therefore at BIBA we have dedicated 2009 in honour of *Camila & Kids Company*. <http://www.kidsco.org.uk/>

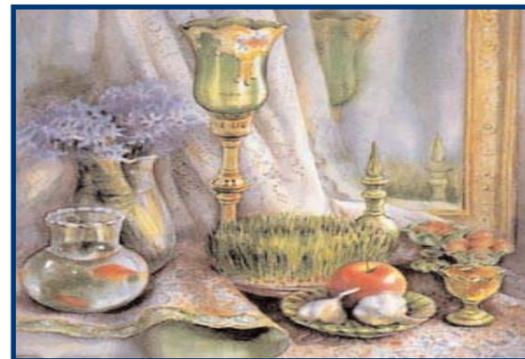


According to the London Evening Standard newspaper, Camila is now among the top 20 most influential figures in London.



**BIBA 123rd Meeting, 2009**

**BIBA wishes everyone a Happy Norouz**



*Norouz; a timeless message of hope and striving for prosperity*

Norouz, the 3000 year old Iranian New Year and now a world heritage event, has arrived again, bringing with it, its universal and everlasting message of hope and solidarity for mankind through mutual understanding and striving for prosperity even in face of the most adverse conditions.



For us, the Custodians of this great celebration, Norouz acts as a living reminder of how our forefathers sought unity of purpose in their lives by sharing their happiness and achievements and preserved and passed this noble heritage to the future generations.

In a world that is fraught with inequalities, conflicts, insecurity and misunderstanding among all, we need to rekindle the message of festivities like Norouz as part of our daily lives, for a better future.



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**17 YEARS OF PROMOTING SUCCESS**



**BIBA**  
 BRITISH-IRANIAN BUSINESS ASSOCIATION  
**BIBAUk.com**  
 Chairman: Babak Emamian



**BIBA 124 Meeting New York**

*BIBA is going back to New York to take part in*

**New York Persian Parade on 28th March 2010**

to promote US-UK business links as well as highlighting the international social utility of the NY Persian Parade



**Sunday, 12:00 pm, 28th of March 2010**  
**Starting at Madison Ave and 41st St.**  
**Ending at 2:30 pm at Madison Ave and 23rd St.**

## New York Persian Parade, March 2010

### What is New York Persian Parade?

New York Persian Parade is a non-profit cultural organisation with no affiliation to any political or religious group. The main activity of the NYPP is to organise, promote, facilitate, and conduct a cultural Persian parade on the third week of March, which coincides with the Iranian New Year, *Norouz*, on the Persian calendar as well as the spring vernal equinox.



The parade is a means to promote and introduce Persian culture, its historical achievement in art, folklore, science, and the Persian civilisation to the general public.

#### Founding members:

Dr Rudy Rezazadeh

Dr Niki Shabnam Rezazadeh

#### Board Of Directors

Kambiz Mofrad, Zoya Kaffai, Dr. Mahyar Nikpour, Mehri Radfar, Haleh Morshed, Kouros Beyzavi, Lili Moin, Zohreh Hashemi Nasab, Atieh Taskindoust, Betty Emamian and Dr. Rasoul Hashemi Nasab



## New York Persian Parade, March 2010

You are cordially invited to come and celebrate the **7th Annual New York Persian Parade**. Over **25,000** spectators will line in **Madison** between **23rd St** and **39th St.** to watch over 40+ different cultural themes, including floats, marching bands, dancers, and more, to showcase the great Persian history, and tradition. This Parade is also a celebration of the Persian New Year, Nowruz.



The parade promptly begins on Sunday morning at 12:00 pm, the 28th of March 2010. The Festival begins at Madison Ave and 41st St. and will end around 2:30 pm at Madison Ave and 23rd St.



Everyone is encouraged to continue the festivities with music at the end of the Parade route at Madison Square Park. There will be selections of Persian cuisine that can be purchased at the Park.



## BIBA at NY Persian Parade



### BIBA Theme & Message at NYPP

BIBA supports the NY Persian Parade and we have organised a float for the event, where its design signifies the importance of **the US-UK business links as well as highlighting the international social utility of the Parade.**

- BIBA supports and promotes NY Persian Parade
- BIBA & NYPP aim to encourage US-UK Business Links; Good for New York & London
- Develop Market Awareness of British-Iranian Business Community in NY

### International Social Utility of New York Persian Parade

Ever since the time of *Ardeshir Zahedi* as the Shah's Foreign Minister in the **1960s** and *Hushang Ansary* the Iranian Ambassador to the US in **1970s**, there have been numerous efforts to promote, inform and popularise Iranian contemporary culture in the US.

In the last thirty years, while there has been some positive news about Iranians, particularly the success of the British-Iranians and American-Iranians, nevertheless negative and depressing news has dominated the social agendas.

Therefore NY Persian Parade plays an important role in inspiring American-Iranians, in addition to presenting a positive image. *NY Persian Parade has succeeded where others have failed.*

*Constant change is an inherent aspect of American culture. Change is difficult and painful, as one has to adapt to new ways, however Americans seem more ready to embrace change than others.*

Babak Emamian  
Chairman of British-Iranian Business Association

## BIBA 124 Business Meeting at NY

### American Inventiveness; Why no one can ignore America BIBA Synopsis for 2010; New Business Models

"During my five weeks in New York in the early part of 2010, where I was either networking or having Business meetings, one common theme kept coming up, which is very American and perhaps very accurate at the same time;

*the old models of doing things do not work anymore and we have to adopt new models for everything.*

The idea that the old formulas have to be replaced with new ones is not a novel concept; however the speed of change is unprecedented.

It stems from the fact that the financial system almost collapsed aligned with the centre of gravity of the World economy shifting towards East Asia."

Babak Emamian  
BIBA Chairman



BIBA is planning a meeting in NY to celebrate the *American Inventiveness*, and the fact that the UK and US economies have to be searching for *New Business Models*, by highlighting the following;

- While the **UK** has contributed enormously to the fields of sciences, industry, commerce, media & arts, however the last **110** years have been mainly dominated by the *American Inventiveness*.
- The world would not have advanced as much, had it not been for the Americans. *Thank you America.*
- And again it will be the *American and Anglo-Saxon Inventiveness* that will pull us out of the current recession.
- Celebrating the contribution of American-Iranians to the fields of sciences, industry, commerce, media & arts.

