



The London mayoral election is due to take place in June 2004, and the five most prominent politicians in the contest have already announced their candidacy.

The following is a brief individual profile of each candidate and their aims:

Nicky Gavron (Labour)

Background: Entered politics after she began fundraising and lobbying for children in her neighbourhood, who seemed to set to lose play areas. Gavron had earlier put career on hold to bring up her two children.
Aims: To continue with congestion charge, set up a GLA children's unit, homes to recycle waste, powers to local government.



Darren Johnson (Green Party)

Background: Born in 1967. Has a first class BA Hons in politics and economics from Goldsmiths College and started a PhD in 1997 but gave it up to focus on the GLA elections.
Aims: £3000 annual levy on company car parking, and an expanded congestion charge scheme. Speed limit reduced to 20mph.



Simon Hughes (Lib Dem)

Background: Born in Cheshire in May 1951. Has lived in Wales, Herefordshire, Cambridge and Bruges before moving to London. Called to the bar in London in 1977.
Aims: Would continue with congestion charge. Supports the Olympic bid and wants an annual, organised New Years celebration in London. Also new 'affordable' housing.



Steve Norris (Conservative)

Background: Born in Liverpool in 1945, Norris has worked in the engineering and motoring industries, outside of his 25-year political career.
Aims: Making London street's safer and better public transport. Says he will ditch plans to extend congestion charge zone.



Ken Livingstone (Independent)

Background: Born in Lambeth in 1945, educated at Tulse Hill Comprehensive. Worked as a research technician and teacher before entering politics full-time.
Aims: Introduced congestion charging for London and increased buses, along with more Met police officers. Supports the Olympic bid.



10 YEARS OF PROMOTING SUCCESS

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Why Mayoral Election is so important to London Economy

- London is now becoming a "Millionaires' Club".
- London is responsible for almost 24% of UK's GDP.
- London is the World's capital and most desired city.
- This is due to its resourcefulness, safety and comfort.
- This is major good news for its residence.
- However it has six out of ten poorest boroughs in UK.
- It has very diverse population and it will increase in a region of 1m in the next ten years.

Candidates to Speak at BIBA's Meeting

At BIBA we believe addressing the social issues as well as the prosperity of London is paramount. Hence we are inviting the mayoral candidates, Mr Ken Livingstone and Mr Steve Norris to BIBA meetings in 2004 to inform us of their aspirations for London and asking them how they envisage BIBA could contribute to their aims.



What BIBA has done to promote London Linking UK & US Businesses

BIBA working with ITV of California
"BIBA on TV" programmes focused on the promotion of the UK as a world leader in supporting the growth of business and commerce. The programmes are regularly broadcast globally on satellite channel of American ITV. Indeed in areas such as **banking, law and technology** the UK remains ahead of the game. In banking, **every major bank has a presence in London** with its many sources of finance and stock market is at the forefront of international finance. There are more American Banks in London than in New York. In the **legal sector**, the UK provides the highest level of advice on the procurement of patents, drafting and negotiation of contracts as well as global litigation that spans beyond borders. The UK also understands the importance of **scientific advancement** and remains home to a substantial number of leading edge companies that continue to innovate in all areas. Thus by understanding of investing in research and development the UK manages to remain at the forefront of technological advancement. Once all these factors are combined, it becomes plain to overseas companies that taking the step to becoming a successful global multi-national is best served by ensuring a presence in London.

10 YEARS OF PROMOTING SUCCESS



B.I.B.A.
BIBAUk.com

British-Iranian Business Association

*President: Lord Peter Temple-Morris
Chairman: Babak Emamian*

Effective Management (II)

BIBA is holding its 111th Business Meeting on Thursday, 27 November 2003 at the London Hilton, Park Lane. The Meeting is the second of two forums on the introduction of **"Effective Management"**
We request the pleasure of your company

BIBA's 111th Business Meeting
London Hilton
Park Lane, London W1



Thursday, 27 November 2003
Registration: 7.00 -7.15 p.m.
Meeting: 7.15 - 8.30
Reception: 8.30 -9.30

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BIBA's Third Phase: 2003-2005

As BIBA enters its 10th year of operation, the need for a **New Direction** emerges.

The first phase of BIBA's activities, that is the first seven years (1994-2001), was mainly about "Marketing & Promotion". The second phase, the last two years (2001-2003) was dominated by "Prospects for the Economy and Social Responsibilities".

For the third phase (2003-2005), BIBA would like to concentrate on Management issues.

The UK economy offers ample opportunities for growth with its vast investment in education and professional infrastructure. There is a general feeling that, for BIBA members to gain the extra efficiency, they ought to improve their management styles as well as marketing. Perhaps this could be considered a further sign of membership confidence and maturity.

Hence BIBA has organised a series of Q&A seminars on Effective Management, for 2003 beginning with its 110th business meeting which was on Thursday 30th October 2003 and is now followed by the next scheduled meeting of Thursday 27th November 2003.

BIBAUk.com & BIBA on TV

BIBA is now broadcasting globally a series of TV programmes every Saturday Evening at 8.00 pm and Sunday Morning 8.00 am through



ITV of California, USA. The TV programmes are dedicated to a better understanding of business issues and linking UK & US businesses. For further information with regard to Satellite Connection, you may contact ITV Europe office on: **Tel: 020 7487 5858 Fax: 020 7224 0614**

A summary of BIBA on TV series also has been published for those who wish to keep a record of all episodes. Also they can be watched on (www.BIBAUk.com).

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Effective Management (II)

Talk Synopsis:

Strategically (Long Term) & Tactical (Short Term) Planning



How we plan for long and short term is mainly determined by the nature of the product or its industry. Each product has a different Market Dynamics.

For example the time scale for "Product Introduction" of electronic goods is about one year as in the case of mobile phones, while in comparison the time scale for heavy-industry products like a car is about five to ten years. On the other hand a service industry product, for example accountancy, education or entertainment package has a totally different time scale to the above. Each requires different set of decision-making process hence different type of managerial skills.

The 111th Business Meeting's panel of speakers from the fields of electronics, heavy-industry and service industry will share their views with us through a Q&A.

Panel of Speakers

Henry Azima

Chief Technology Officer, NXT plc

Having won a naval scholarship, did his cadet training at Britannia Royal Naval College and then entered University of Surrey to read Electronics Engineering and was awarded a First Class Honours degree in Electronics and Control Engineering. Following this, Henry underwent in-depth technical training on various high technology weapons and electronics systems, including missile systems at Shorts Brothers in Ireland and Sistemi Elettronici in Italy. Henry joined Mission Electronics as its Technical Director and moved to Canada to set up manufacturing operations for Mission in Toronto. In 1990 Henry moved back to England and founded the Verity Laboratories, a centre of excellence, encompassing the Group's engineering resources and providing it with a world class research and development facility. During the latter part of 1996 the Group launched a new loudspeaker technology, NXT, that was the direct payoff from over two years of intensive research and development work carried out by Henry and a dedicated team of engineers.



Dr. Esmail Karimi

Vice President-Engineering
 MAN B&W Diesel Ltd
 Winner of Akroyd Stuart Memorial Prize 2003 from the Institution of Diesel & Gas Turbine Engineers, UK.
 Obtained his first degree in Mechanical Engineering in 1976 and a Masters Degree in Combustion in 1978. He gained a PhD from Bath University in 1982 on Diesel Engine Combustion. Having spent three years at Aston university in Birmingham, UK, as a Research Fellow, he joined Perkins Engines Group in Peterborough in 1985 and held various engineering Management positions. In 1993 he was appointed Senior Project Manager, responsible for the Group Research. In March 1997, he joined MAN B&W Diesel Ltd Ruston (formerly ALSTOM Engines Ruston Division).



Amir Alam

Founder & MD, Flyteam Aviation

A trained and professional pilot, Amir established Flyteam Aviation (FTA) in June 1990 at Leavesden aerodrome with only one aircraft and just 10 members. By 1993 FTA increased its members to 35 and added another aircraft to its fleet. Today with more than 350 members and using other operations centre at Cranfield Airport Flyteam provides most types of training ranging from PPL (Private Pilot License) to Multi-Engine rating as well as self fly-hire. A chief flying instructor, Amir Alam is an Approved Examiner and sits written exams, performs the PPL skill test, renew elapsed ratings or licences and many more.



BIBA's 110th Business Meeting

In our 110th Business Meeting, Professor Abdy Ghabadian and Mr Paris Moayedi, Chairman of Jarvis plc spoke on the topic of management. BIBA would like to thank them both for their valuable contributions and efforts towards a better understanding of business issues. The discussions will be broadcast on BIBA on TV.