

THINK LONDON EXTENDS FREE “TOUCHDOWN LONDON” SERVICE TO MEXICAN COMPANIES LOOKING TO GLOBALISE

Foreign Direct Investment from Mexico is forecast to rise from \$6.8 billion this year to \$8.5 billion in 2011

Think London is rolling out its business incubator service, Touchdown London, to Mexican companies looking to invest in London. The bespoke joint initiative is a partnership with Avanta, the serviced office company, to help businesses establish themselves in London. Touchdown London is a dedicated start-up service to help Mexican businesses with a 'soft landing' in the capital, including subsidised office space and support services.

The announcement was made in Mexico today by Michael Charlton, Chief Executive of Think who is on a week long visit that will see him meet with Mexican companies in the financial and business services, food and drink, energy, technology and creative industries sectors. The meetings aim to promote investment in London and will highlight the benefits of globalising through London and what opportunities the [2012 Olympic Games](#) can offer to these businesses.

Michael Charlton Chief Executive, Think London said: “Mexican businesses have traditionally looked to the US to invest and grow, but an increasing number are now looking to Europe as part of their globalisation strategy. London’s economic growth together with the wealth of opportunities surrounding the 2012 Olympic Games offer huge potential for Mexican companies.

“We anticipate that Mexican businesses will see the value in our Touchdown London service and it follows on from the success that we have seen in offering a similar start-up service to Chinese and Indian companies.”

Touchdown London will offer free desk space for up to three months, and thereafter a 25 per cent reduction in office rent. Services provided by Touchdown London include: assistance with company registration, access to professional service providers such as accountants and lawyers as well as day-to-day office facilities, including a fully-staffed reception, and meeting rooms.

Chris Taylor, Director of Marketing & Development, Avanta said: “Avanta are delighted to be in partnership with Think London on this project and we look forward in assisting Mexican companies with that all important first step in moving into London.”

Michael Charlton's visit to Mexico, the first by Think London, will look to further develop links between London and Mexican businesses. It follows a trip to Mexico by the Lord Mayor of London in 2007. Mexico was recently identified as a high growth market at UK Trade & Investment's Emerging Markets Forum. Think London works in partnership with UKTI and its international network which is represented in Mexico via the Commercial Section of the British Embassy.

For more information about how Think London can help your business – visit www.thinklondon.com

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Note to Editors:

Think London

Think London is the foreign direct investment agency for London. We connect international businesses to London, helping them set up, succeed and grow. We are a not-for-profit, private-public partnership delivering expertise and advice to international businesses. Our service is completely free, comprehensive and confidential. Our experts work with government and the business community to help companies access the best people, places and opportunities in the city. Think London's principal funding partners are the London Development Agency (LDA) and London's business community, through London First. Other key partners are the City of London Corporation, which also provides funding, and UK Trade & Investment. www.thinklondon.com

London Development Agency

The London Development Agency (LDA) is the Mayor's agency for business and jobs and the principal funder of Think London. The LDA will continue to give strong support to Think London as part of a wide-ranging package of help for firms in the capital. As well as attracting overseas investors to London and working to keep them in the capital, the Agency is strengthening the support it gives to London's start-up firms, and small and medium-sized companies, including exporters. Last year, the LDA helped safeguard over 3,000 jobs in London by troubleshooting problems that impact on the commercial success of firms in the capital and providing creative solutions to them. www.lda.gov.uk

London First

London First is a business membership organisation whose mission is to make London the best city in the world in which to do business. London First undertakes this by mobilising the experience, expertise and enthusiasm of the private sector to develop practical solutions to the challenges facing London. London First also seeks to persuade central and London government to make the investments that London needs in its infrastructure. London First delivers its activities with the support of 300 of the capital's major businesses in key sectors such as finance, professional services, property, ICT, creative industries, hospitality and retail. Membership also includes all of London's higher education institutions as well as further education colleges and NHS hospital trusts. London First members represent 26% of London's GDP." www.london-first.co.uk

Avanta

Serviced office company Avanta is supporting the growth of Indian businesses new to the UK by offering free office space in conjunction with Think London at one of its prime locations in London. Avanta works closely with Think London to provide a range of Indian and Chinese and now with Mexican companies with fully serviced office accommodation to help them set up their business in the capital.

Avanta is an emerging name in the serviced office market, with a rapidly growing portfolio of office suites in prime locations across London, and in the Thames Valley. The company was formed in 2004 by David Alberto, previously with Regus and former Managing Director at MWB Business Exchange. Avanta can offer highly flexible, unbranded office space, with advanced and competitively priced technology, tailor made to meet the requirements of the occupier. The company manages over 485,000 sq ft of office space across fifteen locations, with an average occupancy rate of over 90% in mature locations. <http://www.avanta.co.uk/>