

LONDON SWEEPS AWARDS AND EMERGES CLEAR WINNER AS “EUROPEAN CITY OF THE FUTURE”

London has swept the board and emerged as this year’s number one European location in fDi magazine’s *2008 Cities of the Future* shortlist, published by the Financial Times.

Cities and regions were asked to provide information in areas such as economic potential, volume and number of investment projects. London scored top marks in the following categories:

- Top 50 European cities overall: London;
- Top 25 Most attractive for FDI: London;
- Top 10 Major European Cities: London;
- Top 10 Most Business Friendly: London;
- Top 10 Best quality of life: London and
- Top 10 Best Infrastructure: London.

Commenting on the results, Michael Charlton, Chief Executive of Think London, the foreign direct investment agency for London said: “This is fantastic news for London. We continue to be the number one European destination for foreign direct investment for businesses looking to globalise and this is thanks to key strengths including our top ranking infrastructure and business environment. On top of these individual achievements, we have claimed the biggest prize too - top European City overall - something we can be truly proud of.”

Mayor of London, Ken Livingstone said: "London is the international city of the world not only in terms of the business it conducts but also with more nationalities in the capital than any other place on the planet. It is a city that has moved ahead of all others because it has embraced globalisation and is again now opening itself up to the rapidly growing market economies of China and India. It is a city that is on the cutting edge of international technology, finance and business with the greatest choice and life styles available to its citizens of anywhere on earth. At the same time its Climate Change Action Plan is internationally recognised as one of the most advanced in any city in the world.

“In short London is leading the world in terms of the key trends at the beginning of the 21st century. This is reflected by this and other surveys that show why internationally London is held in such high regard.”

Think London has a proven track record of helping overseas businesses set up, succeed and grow in the capital, and has helped more than 1,000 companies from 43 countries since 1994.

For more information about how Think London can help your business visit:

www.thinklondon.com

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For more information please contact:

Simon Huesser
Interim PR Manager
Think London
Tel: 020 7718 5436
Email: shuesser@thinklondon.com

Note to Editors:

About 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

About 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

About 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