



## Taking a Bite Out of The Big Apple

We review our recent trade missions to London and New York

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## Attracting International Business

A follow-up to UKTI's visit and the business opportunities that this has delivered

FULL STORY PAGE 2

# pro • news issue #2



## IT'S A FACT

We really have been active this year, ensuring that we can bring new business opportunities to you. Here is a round up of exactly what we have been up to since August:

- 9 breakfast discussion groups with 245 members
- 6 lunches with more than 810 guests
- 4 city walks with 104 members
- 3 younger member evening events with 630 guests

**Regionally**, we've delivered

presentations in Bolton and Bury to professional service organisations. In addition to speaking to the top 100 North West corporates and 48 North West public sector organisations about the strength of Manchester's professional sector:

**Nationally**, we've arranged and talked to national firms at the Capital Club in London about the benefits of being in Manchester. We've also spoken at events in Sheffield, Liverpool and Cumbria, and met with two UK

Government Ministers to deliver our key messages.

**Internationally**, we went to New York to speak to financial institutions about the strength of Manchester. We have spoken to delegations from Australia, Republic of Korea, China, Tampa Bay and Greece. We have also met two Ambassadors from the US and Switzerland, in addition to the Mayor of Shenzhen.

It's been a busy few months, which is set to continue.



# MOVING FORWARD

Despite the fast approaching festive season, **Mark Blakemore**, Chairman of pro•manchester is keen not to slow down.

It is difficult to believe that we are already in the final month of 2005, it feels as though the year has whizzed past but then again "time flies when you're busy" and pro•manchester has been very busy this year. But I am pleased to say that our activities have paid dividends as we have enjoyed another period of sustained growth and development.

### Raising awareness

During the course of 2005, we have worked hard to raise awareness of the benefits of doing business in Manchester. We have done this in a variety of ways including our attendance at a series of meetings in London with various financial institutions and key influencers. In November we took our message to New York, "The Big Apple", where we spoke to over 100 organisations looking to work with Manchester advisers. Throughout the year we have hosted a number of overseas delegations including those from Tampa, South Korea, China and Greece. In addition we have briefed the US and Swiss Ambassadors on the strength of Manchester's F&P sector during their visits to our great city.

Perhaps our most notable achievement in this area, however, was securing UK Trade & Investment's first ever Strategic Planning meeting to be held outside of London. This gave us the opportunity to demonstrate first hand the strength of Manchester's financial and professional sector. This initiative has already proved fruitful with a number of pieces of work

being referred by UKTI to Manchester professionals, and stimulating interest in Manchester advisers from a range of international governments. There is more in-depth information on these activities inside [pro•news](#).

We have also submitted our response to the Northwest Development Agency's Regional Economic Strategy, which recognised the importance of our sector as a key driver for the growth of North West economy. In addition Manchester's City Region Development Programme has forecast a growth of 69,000 jobs in our sector over the next 10 years. This mirrors our view that the future for Manchester's financial and professional services sector is extremely positive.

MIDAS, the inward investment agency for Greater Manchester, is one of our key partners and we are pleased to have undertaken a number of activities with them over the last few months. In particular, we have been working with MIDAS on the development of a plan to market Manchester as a Global Business Location. Of particular note is the fact that MIDAS has chosen financial and professional services as the sector to lead this marketing campaign. You can find out more about this and our other exciting initiatives inside [pro•news](#).

### Great networking events

We have continued to build on our reputation for hosting first class networking opportunities. Our

lunches, dinners, city walks, breakfast meetings and other events have been an outstanding success. This year over 2,800 people have attended our events so far and the only complaint has been the speed at which they sell out!

### Communication with our members

We have taken time to speak to you, our members, about what you want from pro•manchester as an organisation. We have been delighted with the positive response we have received about our events, the development of our strategic partnerships and the changes we made in our branding and strapline.

### Research

We have also undertaken research with Manchester Business School into why regional organisations in the private and public sectors do or do not use Manchester advisers.

All of our research is designed to ensure that we have reliable information, which we will take into account when planning the strategic development of pro•manchester to ensure we deliver exactly what our members require.

### The future

As 2005 draws to a close it is true to say that financial and professional services remain one of the fastest growing sectors in Manchester and the wider business community. Our strength as a centre of excellence gives us a real opportunity to develop further in 2006 not just on a regional but also a national and international basis. Rest assured

that pro•manchester will do all that it can to assist in this development.

On a sad note, after eight years John has decided to retire as our Chief Executive and will leave once we have found a successor. Many of you will know John personally and will recognise the outstanding contribution he has made to pro•manchester. Under his leadership, pro•manchester has been transformed from a networking club to an organisation that is the voice of the professionals in Manchester. I am sure that you will join me in wishing John a long and happy retirement.

We are already in the process of searching for our next Chief Executive, who will be someone with the skills to move us forward as an organisation and continue John's excellent work. Once we have made the appointment, I will make sure that we let everyone know.

2006 is already shaping up to be another exciting year for pro•manchester. I urge you to get involved, make the most of your membership and help us to make Manchester a top Global centre for financial and professional services. We at pro•manchester will do all that we can to continue "bringing business to professionals".

Finally on behalf of myself and everyone in the pro•manchester office may I wish you and your families a very merry Christmas and a prosperous New Year.



# MANCHESTER ATTRACTS INTERNATIONAL BUSINESS

In our last edition of [pro.news](#) we talked about our achievement in attracting UK Trade & Investment (UKTI) to Manchester. Several meetings took place with the organisation in early September, which have already proved to be highly successful with UKTI confirming that it will refer complex international work to Manchester.



UKTI was incredibly impressed by the skills we have within Manchester. Following on from its visit, the organisation has already referred three work opportunities from countries as diverse as Greece and Mexico. It has also pledged to educate its Consulates and Embassies around the world about the benefits of doing business in Manchester and the wealth of skills that are located here.

Whilst in Manchester, UKTI attended a discussion meeting on Public Private Partnerships and Private Finance Initiatives and met a number of the region's key representatives.

We thought that it was imperative for the representatives to take part in the private finance meeting because we have some of the most experienced PPP/PFI advisers in the country. We could also provide examples of schemes where private finance has proved highly

successful, such as the development at Manchester Royal Infirmary.

PPP/PFI is an area where our message is hitting far and wide, in part due to how successfully we have convinced UKTI of our expertise. And as a result, at the end of November we hosted a delegation of senior Government officials from the Republic of Korea who wanted to learn more about this form of funding.

In addition in December, we briefed a group of Greek journalists on this area.

We are delighted with the outcome of these meetings and are looking at how we can develop this positive relationship with UKTI.

If you would like more information on the UKTI or on how you can get involved, please contact:

[JOHN.BARNACLE@PRO-MANCHESTER.CO.UK](mailto:JOHN.BARNACLE@PRO-MANCHESTER.CO.UK)

## BUILDING RELATIONSHIPS

Most companies select advisers based on long-term relationships, revealed research undertaken by the Manchester Business School on behalf of our Business Development Committee.

The research into the use of Manchester advisers was conducted with pro-manchester members, the top 100 North West corporates and North West public sector organisations. The objective of this research was to help us understand why Manchester advisers are (not) used. This information will help us develop a strategic plan to increase business opportunities for pro-manchester members.

Perhaps not surprisingly, those businesses with Head Offices in the North West were more likely to use Manchester advisers - in particular in the areas of accounting, legal and property services.

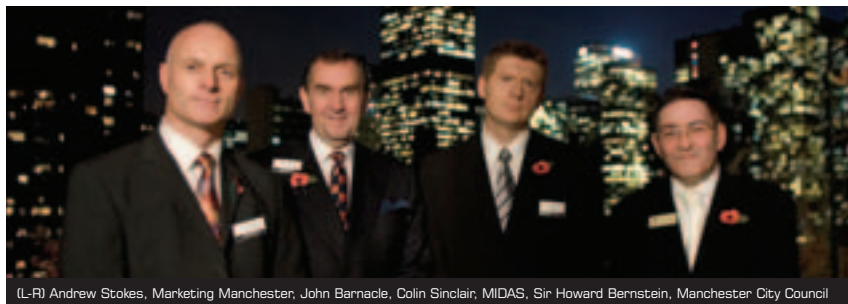
The research also found that those members who already have good relationships with corporates and other

pro-manchester members should continue to receive work from them. However, the difficulty comes when Manchester advisers try to win brand new business with a corporate or another member with whom they have not worked previously. There is a perceived need for Manchester advisers to enhance their skills, specialisms and quality.

pro-manchester is looking at how we can address this perception, and continue to develop relationships amongst our membership and with the region's corporates, building upon the great work we have undertaken with the Institute of Directors.

For more details please contact:

[CATHERINE.MACKENZIE@PRO-MANCHESTER.CO.UK](mailto:CATHERINE.MACKENZIE@PRO-MANCHESTER.CO.UK)



## TAKING A BITE OUT OF THE BIG APPLE

In November we took part in high profile trade missions to New York and London to attract new business opportunities and develop growth strategies for Manchester.

For the third time this year, we met senior figures from the financial and professional service sector in London. This time the event took place at The Capital Club. The focus was on setting out to London financial institutions, the skills and expertise of Manchester advisers. Therefore encouraging them to use Manchester advisers, and indeed to move part of their operations to Manchester, which will offer greater job prosperity for the professionals in our region, as well as increasing the economic benefits for all.

Across the waters, we also joined Manchester's other key business organisations and member firms to host a reception in New York at the Residence of the British Consul-General. Amongst the speakers was Donald Monks, Senior Executive Vice President of The Bank of New York, which has recently established a new securities servicing facility in Manchester - as covered in the last [pro.news](#) - which has created several hundred jobs in the city. The aim of this event was again to promote the UK, the North and in particular Manchester as a world-class business location.

The Manchester Evening News joined us on the mission and dedicated a whole week of coverage on the activities of the representatives in New York, reporting very positive feedback about our city from American companies, such as Standard Chartered Bank and Creditors Interchange.

We believe that these visits have really put Manchester on the map.

For more information on the two trips, please contact:

[JOHN.BARNACLE@PRO-MANCHESTER.CO.UK](mailto:JOHN.BARNACLE@PRO-MANCHESTER.CO.UK)

# LOBBYING GOVERNMENT

Over the summer the Northwest Development Agency (NWDA) published its draft Regional Economic Strategy for consultation. The draft Strategy covered: business, skills and employment, regeneration, infrastructure and quality of life.

pro•manchester submitted a response. One of the key elements our response covered, was the reported North West productivity gap of £13billion - £4billion of which is attributed to business services. We are keen to understand the detail behind these figures. We do know that "business services" is wider than financial and professional services - ie. it includes industrial cleaning and the individuals for whom recruitment agencies are seeking employment. Additionally, the figures are based upon the numbers of employees, rather than Full-Time-Equivalents - and the North West has a higher proportion of part-time workers than London and the South East. That said, looking at a figure as big as a £4billion suggests that

Manchester's financial and professional sector must have a part to play in closing this gap.

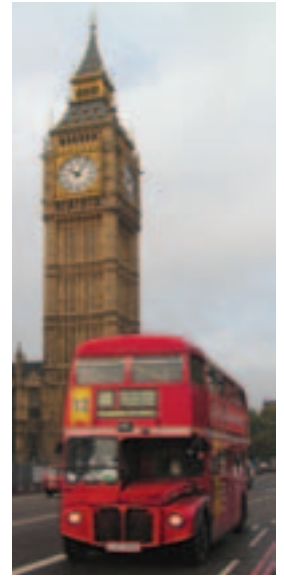
The draft Regional Economic Strategy recognises the importance of our sector to the region's economy - after all, we contribute 15% to the North West's economy. In addition, the recently launched City Region Development Programme for Manchester forecast that we will grow jobs by 69,000 over the next 10 years.

All of this Government interest in our sector provides an opportunity for pro•manchester to play an even greater part in the Government's economic development agenda. In particular, we are looking for NWDA support to:

- Provide clear information on which financial and professional sub-sectors and which geographic locations are performing at, or above, the England output level and which are performing below.
- Improve the business mix, building a critical mass in selected high value sectors and developing niches that are internationally competitive using UKTI as a conduit to promote the skills.
- Enable the marketing programme, which MIDAS is leading, to position Manchester as a leading global business city.
- Develop a cluster strategy and structure; and encourage greater joint activity between sectors.
- Encourage major North West companies and public sector organisations to procure financial and professional services locally.
- Develop plans for Skills Academies.
- Enhance connectivity, including virtual, to regional, national and international destinations.
- Address the availability of the property supply and the allocation of Government project funds.

We will keep you informed of developments. If you have any questions in the meantime, please contact John Barnacle:

[JOHN.BARNACLE@PRO-MANCHESTER.CO.UK](mailto:JOHN.BARNACLE@PRO-MANCHESTER.CO.UK)



## YOUR FEEDBACK

At the AGM in June we asked for your feedback on the importance of pro•manchester's different activities and our performance.

Your views are important in shaping the future direction of pro•manchester - your organisation; and so we were delighted that so many of you took the time to complete this survey.

These are the findings:

**Importance to you** - most notably creating new business opportunities has become the most important aspect of our work - having increased significantly from 64% to 88% of members

saying it was important or very important.

Providing effective networking events has also remained vital, with 83% saying such events were important or very important.

**Performance** - you continue to consider that we are best at the provision of networking events, closely followed by promoting Manchester as a centre of excellence. However, we received a lower grading for our performance

in creating business opportunities for you.

As a result of this survey and the business development research, we are looking at how we can provide still more opportunities for you to develop business and how we can ensure that you are aware of everything that we do.

If you have any thoughts, please contact:

[CATHERINE.MACKENZIE@PRO-MANCHESTER.CO.UK](mailto:CATHERINE.MACKENZIE@PRO-MANCHESTER.CO.UK)



## THE TAMPA BAY INVASION?

Tampa Bay hasn't been far from the Manchester headlines this year and the reverse is true in America. Therefore it seemed apt that we should take part in a meeting with guests from the Tampa Bay business community.

The trip, which was organised by the Tampa Bay Business Journal's publisher Arthur Porter, was designed to assist with highlighting the economic growth and business opportunities in Tampa Bay.

Interestingly, the UK is the second biggest investor in Tampa Bay, after Canada. There are also a number of similarities between Tampa and Manchester, such as the significance of the financial and professional sector, the developing biotech industry and the importance of the Universities. Not to mention football!

Stephen White, Partner at Cobbetts and Vice Chairman of pro•manchester, chaired the meeting. He comments: "We hope this is the start of a long and beneficial relationship and look forward to expanding business opportunities with Tampa Bay. The meeting was a big success and provided a clear insight into Tampa Bay and what it can offer not only to pro•manchester members but to Manchester itself."

If you would like more information, please contact:

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## MANCHESTER - A GLOBAL BUSINESS LOCATION

Over the past few months we have been actively working with MIDAS, the inward investment agency for Greater Manchester, to develop a marketing strategy for Manchester as a global business location.

The strategy will focus on different business sectors, with the first being the financial and professional sector. The three year strategy requires significant resource to deliver mostly event-based marketing, which will be similar to our recent events in New York and at the Capital Club in London.

It is an exciting and highly ambitious strategy, which will focus on Manchester's physical assets, such as the region's skilled labour force, the quality of the Universities and the size and number of flights from our International Airport. However, it also takes into consideration Manchester's

can-do attitude, creativity and youth.

We will be able to report more about this in the next edition of **pro•news**. In the meantime, if you would like more information, please contact:

[CATHERINE.MACKENZIE@PRO-MANCHESTER.CO.UK](mailto:CATHERINE.MACKENZIE@PRO-MANCHESTER.CO.UK)

# NEW FACES

Several new members have joined pro-manchester in the past few months. We are pleased to welcome:

**Lincoln House Chambers**  
Barristers

**Hempsons**  
Lawyers

**SDLC Solutions Ltd**  
IT Consultancy

**The TSK Group plc**  
Workplace Consultancy

**Glaigers**  
Lawyers

**Cyril Sweett Ltd**  
Construction Consultancy

**Anglo Irish Bank Corporation**  
Bankers

**Robert Half**  
Recruitment Consultancy

**ABC Response Training**  
First Aid Training

**Hartnell Taylor Cook**  
Property Consultants

**Ian Finlay Architects Ltd**  
Architects & Urban Designers

**Jepson Holt Ltd**  
Recruitment

**Mackenzie Financial Planning**  
Independent Financial Advisers

**Nestor Partnership**  
Financial Advisers

**Wesley HR Consulting**  
HR Consultancy

**Alison Salas**  
Individual - Wm Hulme Grammar School

**Greystone Financial Services Ltd**  
Financial Advisers

**Kinetic Cubed**  
Economic Development Consultancy

**Five Arrows Commercial Finance**  
Invoice Discounting

**Morgan Stanley Quilter**  
Fund Managers

**Neil Cadwallader**  
Barrister

**The Enterprise Fund**  
Community Development Finance Institution

**HKR Architects Ltd**  
Architects

**Huet & Co**  
Advertising Agency

**Jackie Roberts & Associates plc**  
Development & Change Management Training Consultants

**Advance Performance**  
Corporate & Personal Development

**BCL Legal**  
Legal Recruitment

**Charles Street Communications**  
IT Consultancy

For more information on our new members or any existing members, please visit [www.pro-manchester.co.uk](http://www.pro-manchester.co.uk)

For membership information please contact:

CATHERINE.MACKENZIE@PRO-MANCHESTER.CO.UK

# DATES FOR YOUR DIARY

It has been another hectic few months during which we have held a number of excellent events with speakers as diverse as Tom Bloxham MBE, the Chairman of Urban Splash, Steven Broomhead, Chief Executive of the Northwest Development Agency and Sir Howard Bernstein.

We have more must-attend events coming up during the next few months. Please remember that the events tend to get booked up quickly, so to ensure a place add them to your diary and confirm your attendance in advance.

## 11th January 2006

Pat Loughrey, Director, BBC, Nations & Regions. Sponsored by Pannone & Partners.

## 18th January 2006

12.30pm - 2.30pm  
Mike Lenhoff, Brewin Dolphin Securities.

## 19th January 2006

6pm - 8pm  
Young Professionals Awards Launch.

## 20th January 2006

8am - 9.30am  
Human Capital Discussion Group - Increasing Profit through your People. Supported by Penna.

## 24th January 2006

6.15pm for 6.45pm  
John Bishop, Comedian, organised by the Younger Members.



## 25th January 2006

8am - 9.30am  
Corporate Finance Discussion Group. Supported by Ford Campbell.

## 26th January 2006

pro-manchester Corporate Golf League.

## 3rd February 2006

12.30pm - 2.30pm  
Behind the Scenes.

## 6th February 2006

12.30pm - 2.30pm  
Mark Elder CBE, Music Director, Halle Sponsored by Kintish.

## 16th February 2006

pro-manchester Corporate Golf League.

## 2nd March 2006

12.30pm - 2.30pm  
Gordon Brown, Wilkinsons.

## 16th March 2006

12.30pm - 2.30pm  
Brian Crouch, BT.

## 16th March 2006

pro-manchester Corporate Golf League.

## 30th March 2006

6.15pm for 6.45pm  
Jason Harborow, Chief Operating Officer, Liverpool European Capital of Culture, organised by the Younger Members.

For further information on any of these events, please visit [www.pro-manchester.co.uk](http://www.pro-manchester.co.uk)

Our events provide fantastic sponsorship opportunities. If you are interested in sponsoring any of these events, please email:

VAL.JONES@PRO-MANCHESTER.CO.UK



## WHO SAYS VIDEO KILLED THE RADIO STAR?

Our very own Chief Executive, John, has become a 'radio star' after being selected to present an early morning show on Manchester's GMR Radio.

The regular slot is at 6.45am and is already proving popular with listeners of the station. John chooses his topics for discussion and has so far talked about the UKTI's visit to Manchester as well as other topical business issues.

If you would like to suggest a topic for his next show, please email:

JOHN.BARNACLE@PRO-MANCHESTER.CO.UK



## YOUNG PROFESSIONALS 'GAMBLE' ON A GREAT CHRISTMAS

The younger members committee organised a glitzy Christmas event in the style of a Viva Las Vegas Casino Evening. The glamorous night included classic gaming tables, a hot buffet, great music and a very 'special' guest, Elvis Presley. It also provided a great opportunity to network with more than 300 professionals.

The event was sponsored by Search Consultancy and took place at Le Figaro Brasserie & Bar



## DID YOU KNOW THAT...

### BERG LEGAL OFFERS BUSINESS IMMIGRATION SERVICE?

As employers in today's security conscious society it is becoming increasingly important to keep up to date on immigration and nationality issues and be aware of the laws affecting overseas individuals working in the UK.

One of our members Berg Legal has just announced the introduction of a specialist business immigration service that provides client-focused solutions to enable UK employers to recruit and employ staff from overseas. Berg Legal guides clients through the complex legal procedures and liaises directly with immigration and officials.

### SHEPPARD ROBSON WINS PRESTIGIOUS AWARD

We are delighted to announce that pro-manchester member, Sheppard Robson, has been named 'Sustainable Designer of the Year.'

The announcement was made by Michael Portillo at the Building Magazine's inaugural award ceremony in November.

We would like to congratulate the whole team at Sheppard Robson on the win.

If you have achieved an accolade you think we should know about, please contact:

CATHERINE.MACKENZIE@PRO-MANCHESTER.CO.UK

## Contact Us

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BRINGING BUSINESS TO PROFESSIONALS

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