



BRITISH-IRANIAN BUSINESS NEWS

THE BRITISH-IRANIAN BUSINESS ASSOCIATION

The British-Iranian Business Association (BIBA) promotes British-Iranian businessmen and women in the UK. BIBA is an independent organisation. The British-Iranian Business News is the trade journal of the association

Volume 5, No 1

Business Journal

June 2003

Welcome to BIBA on TV



BIBAuk.com

BIBA is now broadcasting globally a series of TV programmes every Saturday Evening at 8.00 pm London time, through Iran TV of California, USA.

The TV programmes are dedicated to a better understanding of business issues and linking UK & US businesses.

UK Viewers may watch via;
Satellite: Telesat12
5Degrees West
Frequency :12594
Symbol Rate : 31829
Polarisation : Horizontal
FEC : 3/4

OR

Satellite : Hotbird
13Degrees East
Frequency : 12111
Symbol Rate :27500
Polarisation : Vertical
FEC : 3/4

For further information
with regard to Satellite
connections, you may
contact Iran TV Europe
Office on:

Tel: 020 7487 5858
Fax: 020 7224 0614

BIBA Programmes on Satellite Television

From its inception, BIBA's pre-eminent motif has been the celebration of the success of British-Iranian businessmen and women. It is refreshing to see British-Iranians who have received homage by way of scientific, commerce-based and industrial achievements.

Why BIBA on TV Programmes

Communication is undoubtedly pivotal in gaining success in BIBA's endeavour as an educator, a business association and promoter of British-Iranians.

BIBA's prime form of communication was that of business meetings. With time however, we have discovered other various means of delivering our messages for example: Publications, newspapers, and the Internet & emails. In general it is very difficult to determine which method has been the most effective for BIBA. Most recently we have considered the media of "Television".

Why IRAN TV (ITV) of California

Iran TV (ITV) has been in operation for the previous 23 years in California. Since three years ago ITV has been broadcasting internationally covering North America, Europe and the Middle East. According to some surveys, ITV is the most successfully run American-Iranian television channel.

What is so special about UK?

BIBA on TV focused on the promotion of the UK as a world leader in supporting the growth of business and commerce.

Indeed in areas such as banking, law and technology the UK remains ahead of the game. In banking, every major world bank has a presence in the UK and London with its many sources of finance and the stock market is at the very forefront of international finance.

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 all that despite the large size of the US market, in which it is possible to achieve much, taking the step from being a business that is merely a national player to successful global multi-national is best served by ensuring a presence in London or the UK.



Linking UK & US Businesses BIBA Working With ITV of California

When Mehdi Norowzian's film, Killing Joe (UK Production), was nominated for an Oscar in March 2000, we utilised the occasion to promote BIBA in California and the response was very positive. Ever since we have become particularly interested in developing BIBA's ties with the US business community.

More than one million American-Iranians live in the USA, most of whom are engaged in a number of professions such as finance, IT, high technology, media, fashion, engineering, construction, etc. Our conclusion is that an enormous opportunity now exists for British-



Iranians to link with American-Iranians, where both have very successful business communities in their respective countries.

BIBA and ITV

This project exemplifies a British business association (BIBA) working with an American broadcaster (ITV) to bring its programming to a worldwide audience, and we hope that the high level of co-operation between all parties will serve as a future model for other businesses.

BIBA's 109th
Business Meeting
at London Hilton
**Celebrating the
Co-operation of UK
and US Businesses**
*BIBA requests the pleasure
of your company.*



London Hilton Hotel
Park Lane.
Friday 27th June 2003
7.00 - 9.30 pm.

BRITISH-IRANIAN
BUSINESS ASSOCIATION
PO Box 10473
London NW8 9ZE.
Tel: 0700 078 2221
Fax: 0700 078 2321
E-mail: biba@london.com
Website: www.BIBAuk.com

Introduction

If over a year ago I was told that how the world was about to change, I would have found it difficult to believe it. Lets just look at what has happened. The stock market finished the year 2002 below 4000 marker.

There has been the biggest corporate shake-up and scandals since the Security Exchange Commission was created. The chancellor has had to revise his budget almost five times. The Bank of England is unclear about the state of economy when the interest rate are at its lowest for the last forty years and unemployment is below 1m. But more drastically is the fact that long standing companies that have survived WWI & II and the cold war, are now going bust.

2002 was a year of considerable changes, which leading on from the tragic events of 2001 led us to reconsider our approach; as a result it was decided that it would be beneficial for us to broach both social issues as well as business matters and we have carried the same approach forward to 2003.

Why? because we live in a very different times. The world has changed enormously and as business people we must quickly understand these changes and adapt to it otherwise we will be on the losing side.

BIBA's Hope

Hope, motivation, and desire for purpose remain the fundamental driving forces of life and we at BIBA believe and live with this.

Indeed, the expression of GIVING LIFE, remains the ultimate expression of giving hope, motivation and purpose to a life.

One could easily lose one's wealth, position or partner, but know that with hope could rise up again.

A life without purpose can only be considered a life without meaning. BIBA's greatest gift to its audience has been hope, motivation and purpose.

Business Approach

In order to be successful in life and in business, one of the most important skills that one could possess is the ability to anticipate events rather than to merely react to them.

Unfortunately, most people's approach is reactionary. In order to be able to anticipate one has to acquire knowledge continuously, become involved, and actively participate.



**Babak Emamian,
Chairman of BIBA**

All these require hard work and a lot of time and energy. Those who desire success understand and appreciate that hard work is the only way to achieve this, especially in the UK.

For an example of this we need look no further than how our British compatriots acquire knowledge, day to day, in the field of sciences, technology, commerce and even sport. Those of us who live in London understand that not only do we live in a competitive country but must also accept that there is even more competition in London, one of the world's financial capitals. However, as has been proven time and time again in particular over the last 25 years, British-Iranians are a very tough people.

There is no reason why we as British-Iranians are not going to do even better over the next 25 years.

Words of Wisdom

A good friend of mine Reza Taheri, once said to me that, "In general, Iranians are very good at achieving their goals. However once there, they are extremely poor at maintaining their position or managing their success." After a bit of soul searching, we came up with two reasons for this. Firstly this is either due to complacency or secondly trying to reach too far too quickly; over expansion without planning.

This being the case, we are lucky that the British are the best at managing success and establishing long-standing institutions, and we should learn from our British compatriots.

Today, most Iranians are gaining recognition for their political rather than scientific, commerce and industrial achievements. It is refreshing to see BIBA members who have received recognition through their work rather than political.

Reviewing Season One BIBA on TV



Season one of BIBA on TV consisted of 15 substantive programmes, a brief synopsis of each being presented on the following pages.

We appreciate that some our viewers may have missed one or more of these programmes and in the interest of allowing the widest possible audience to benefit from our detailed content we will be repeating all the stated episodes in the following weeks.

Series two will be commencing in September and will present more new and interesting programming through to December.

BIBA's Forthcoming Meeting at Hilton, Park Lane



Our meeting on the 27th June 2003 will give you the opportunity to provide us with direct feedback about Series One and we look forward to hearing your opinions and suggestions and incorporating these in Series Two.

Present at this Meeting will be Hamid Shabkhiz and all the main staff behind IRAN TV and we will be hosting a question and answer session that will allow you to raise any queries you may have.

BIBA will hold a further meeting towards the end of Season 2 which will allow viewers to discuss the second season and provide further input.

London Hilton Hotel Park Lane.

Friday 27th June 2003

7.00 - 9.30 pm.

BIBA wishes to thank all the speakers, individuals and associations who took part in its Business Meetings during last year. Their contributions to promote BIBA's aims are highly appreciated and we look forward to benefiting from their continued participation in our forthcoming Meetings.



BIBA TV Programmes - Season One

TECHNOLOGY

Technology

Farhad Azima, Former CEO NXT plc

This programme presented a frank talk and discussion, where Mr Azima charted for us his transition from scientist to successful businessman. He also spoke about NXT and how this business, which he began from his bedroom in 1970, is now a huge multi-national enterprise whose largest UK plant was inaugurated by John Major during his time as Prime Minister.



TELECOMMUNICATION



Telecommunication

Ramin Khadem, CFO, Inmarsat

Inmarsat is one of the largest and most complex multi-national telecommunications companies in the world. This company started life in the public sector and its stock was owned by more than eighty countries. Its purpose was to interlink and unify, what was at the time, the rather chaotic global

aviation and marine communication systems. Not only has Mr Khadem overseen the growth of Inmarsat over the last twenty years and its transition from the public to the private sector with his effective management style, but also it is amazing to think that from all the candidates for a job that requires the appeasement of representatives from eighty countries, Ramin Khadem was chosen to lead this project.

PUBLIC OFFICE

Lord Temple-Morris

President of BIBA

This discussion by the president of BIBA centred on three areas. Firstly, the contributions of the public sector to the private sector, and the inter-relation of the two. Secondly, there was an explanation of the workings of the Parliamentary system in the UK. Finally, there was a discussion on how best to link British-Iranians to American-Iranians.



Lord Temple-Morris, who has been married to Lady Tahere Khozemieh Alam, an Iranian, for over forty years commented, "To marry an Iranian is to marry Iran."

As this programme coincided with the Persian New Year, he also took this opportunity to wish all Iranians a happy Norouz.

TECHNOLOGY & PRODUCT DESIGN

Technology & Product Design

Saeed Zahedi OBE

Recognised by HM Queen and awarded an OBE for his contribution to science, Saeed Zahedi talked about the superior quality of technology in the UK, and the possibility of linking with US companies in order to allow them to take advantage of this.



LAW



Law *Michael Sookias & Tanya Zabihi*

This was an in depth discussion about the different strands of the legal profession in the UK and the benefits and pitfalls of each. The convergence of the professions was also addressed and the best way to pursue a career in law without borders.

Tanya Zabihi, a qualified barrister turned solicitor discussed the possibility of discrimination as a woman and as member of an ethnic minority.

She confirmed that she had not been subjected to any prejudice and jokingly stated, "Only when they can not pronounce my name properly."

BANKING



Banking

*Cyrus Ardalan, Vice Chairman, Barclays Capital
Mehdi Shalfroushan, Senior VP Bank of America*

This interesting discussion between two heavyweights of the finance and banking sector started with a look at the differences between banking in the retail sector as opposed to that in the corporate sector, and moved on to look at differences in the banking cultures of the UK and the US. Also identified were perceived opportunities in the current market and how it was felt that these could best be exploited. These two individuals believe that London will continue to grow as a European and world financial centre.

BIBA TV Programmes - Season One

OIL & GAS



Oil & Gas *Dr Mohamad Ala and Dr Manoucher Takin*

These two prominent experts in the field of oil and gas started out by outlining the development of their own careers. They also discussed the contrast between the 'oil trade' and the engineering and practical issues arising out of 'oil production'. The discussion was concluded by looking at issues arising out of how politics maintained a firm influence on the direction of the oil and gas industry.

IT & INTERNET



IT & Internet

Salar Golestanian and Morteza Tehrani

This discussion centred on the bursting of the Internet bubble and the recession in the IT sector. It was suggested that as a result of this fall in the market, companies can obtain competitive prices for IT work in the UK, and thus no longer need to look towards the third world for the outsourcing of IT work. The discussion ended on a positive note with it being acknowledged that in the longer term the Internet and IT sector will rise and continue growth.

REVIEW

Review

Rashid Khatib-Shahidi

This Oxford University economist carried out an on air review of our existing programmes and identified possible problematic areas for us resulting out of cultural differences between the UK and US. It was hoped that as a result, all businesses would look towards the good business practice of frequently carrying out extensive reviews of all areas of their operations. Khatib-Shahidi could not stress enough the need for businesses of all sizes to operate reviewing procedures.



HIGH TECHNOLOGY



High Technology

Hossein Yassaei, CEO Imagination Technology

Jalal Bagheri, Former MD Sony Semi-conductors Europe

With markets currently deflated and technology stocks particularly out of favour, this programme addressed how firms are raising research and development funding in order to pull through the current storm. Mr Yassaei talked about how Imagination Technology, the Financial Times' tech stock of 1999, had gone about securing contracts from the US and both guests discussed how focussing on the development of 'real need' technologies, would be the driving force of the market in the future.

EFFECTIVE MANAGEMENT

Effective Management

Prof. Ghobadian

Former Management and Training consultant to the Falkland Islands

This discussion addressed issues of manpower and training, and their important role in fostering the growth of any business, and in particular in achieving closer commercial ties between UK and US businesses.



ARCHITECTURE & FINANCE



Architecture & Finance

Prof. Homa Farjadi and Mehrdad Yousefi

of Alliance & Leicester

Investment in quality design was the theme of this discussion, and this was weighed against the hesitancy of banks to invest in new and innovative design. It was stated that by taking this narrow view and only looking at the 'bottom line', aesthetic or environmental concerns were often sacrificed.

Visiting Professor Homa Farjadi of University of Pennsylvania who practices in UK stated that with the harmonisation of the European and United Kingdom's regulations in relation to architecture it was hoped that further integration bringing into line the US regulations would not be far away.

BIBA TV Programmes - Season One

BIBA's YOUNG PROFESSIONALS



BIBA's Young Professionals

Neda Shayeghi, Ali Monazah, Nazfar Sadoughi, Shahroukh Koussari

This programme took an interesting look at how young British-Iranian professionals had chosen and pursued their careers in the UK. It also provided valuable advice on how other young people can go about attaining success and developing their own professional careers as well as guidance on where the pitfalls are. The speakers had experience in fields of law, film-making, mathematics and public relations and marketing.

They concluded that the recipe for success is "survive in your line of profession", "gain continuous education", "be extremely active" and "fall in love with your profession, otherwise pursue a different route".

CORPORATE BANKING & STOCK BROKERING

Corporate Banking & Stock Brokering

*Ali Naini
Farzin Khaleghi-Yazdi*

The choice between business expansion by way of acquisition or through organic growth was the foremost area of discussion in this programme. Why we need the stock market was also a question that was raised and answered, including how the stock market was now considered as one of the foremost economic indicators.



ENGINEERING & MANUFACTURING



Engineering & Manufacturing

*Dr. Esmail Karimi
Farahmand Jahanpour*

This, the final in this series of discussions, approached the important question of whether the 'Heroic age of Engineering' is dead. It also looked at the serious question of financial constraints in the sector and how these may lead to cutting corners, thus raise fears about safety.

Why Technology Is So Important

The successful modern economy and the model for economic growth have evolved into a system with four levels of interdependency where each sector plays an important role in the advancement of society.

At the first stage scientists provide new ideas and innovations, which are then taken by industrialists who using a process of mass production translate these ideas into products for public or commercial consumption, this being the second stage. This application of science has been the catalyst for the growth of any number of fields including, telecommunications, digital television, clean fuel, new systems for banking and insurance, film and media, oil and gas and even in creative fields such as fashion and design. The third stage involves the commercialisation of the product, thus enabling it to be brought to the market.



This in itself can be broken down into any number of sub stages supporting a large number of key industries in the process such as packaging, marketing, creative and artistic fields as well as accounting and law.

The final stage in the sequence is regulation, and involves politicians and law makers putting into

place measures that will serve to protect consumers but that will also free trade and competition in any given sector and thus benefit the economy as a whole. Having outlined the above, it is essential to understand that the key that will unlock this chain of growth remains the original scientific innovation and invention of stage 1. Indeed it is because of this and for the sake of future prosperity and progress that we must ensure that we encourage and support our scientists. When Time magazine named Albert Einstein as its 'Man of the Century', followed by 20 industrialists this indicated that scientists, industrialists and professionals are the effective leaders of modern society, as opposed to only politicians.

At BIBA by adopting a systematic and scientific approach towards business and professions that offer new ideas and added value, both public and business communities will embrace us regardless of our background.

For the last ten years BIBA has sought to promote our scientists, industrialists, experts and professionals, and will continue to do so alongside our promotion of more productive, profitable and exciting industries.

"Scientists, industrialists and professionals are the effective leaders of modern society, as opposed to only politicians"

BIBA's Diary of Events in 2002

Celebrating the Peerage of Lord Temple-Morris, BIBA President, at the House of Lords



The first meeting of the year was held at the House of Lords on 18th February 2002, to celebrate the Peerage of BIBA President Lord Temple-Morris.

This was an unqualified success, and also served as a good introduction for British-Iranians to the structure of the United Kingdom's political institutions and in particular the differences between the Lower Chamber, House of Commons, which consists of, elected members (MPs) and the Upper Chamber, House of Lords, which consists of members that have been appointed (Lords).



Lord Temple-Morris, Lady Tahere (Khozmieh Alam) Temple-Morris, Ladan and Babak Emamian

Hopefully, this meeting also served to encourage British-Iranians to consider the possibility of a career in one of the UK's political or public sector institutions in order to serve the benefits of the mainstream population and not just minority issues. BIBA would like to congratulate Nahid Boeth and Shahrar Tabbari who have been elected Counsellors for the London Boroughs of Westminster and Harrow.

The British Parliament is regarded as being the "mother of the parliamentary system", a system of legislative nature where the conduct of its officials and member to serve as paragon to many of its kind. However, there is more to composing a unique system than a mere set of rules and regulations. In order to generate a unique system, you need individuals who are so-minded to give it LIFE, and surely the members of these chambers have just done that. These unique individuals have Worked with the spirit of fairness and respect for mankind hence making equal opportunities a possibility rather than a mere dream. Most of us arrived here as refugees or immigrants with almost nothing to look back on or forward to, however we were treated as equals, we were treated with justness and utter most respect, and more importantly we were granted equal opportunities as god intended from the beginning for every man.

Therefore we should take a moment to express gratitude to the British for their great sense of fair play.

The Lord Temple-Morris

In 1995, within a year of its inception, BIBA was no more than an infant. Those who could not foresee our current success were writing off the association. We were commonly criticised for two flaws: Firstly for being an undeveloped organisation devoid of track records, and secondly for being managed by young individuals. However when we approached Lord Temple Morris in 1995 and asked him to become our president, to our surprise and the sceptics, not only was he generous by accepting our request, but he also saw something in our efforts that others did not. Essentially he was a friend in our time of need.

103rd Meeting, Institute of Directors



The Art of Communication, 103rd Meeting

BIBA's second meeting addressed the art of communication and social responsibility in business. Speaker Sattareh Farman-Farmaian led an impassioned talk and addressed issues such as how Iranians in general distrust each other, and approach each other with preconceptions and reservations, which has led them to an unwillingness to help one another. This is amply demonstrated by the fact that whenever BIBA holds a meeting, questions such as, where is the funding coming from, or who is behind this meeting and what are the organisers gaining, are commonplace. Other panellists such as, Camila Batmanghelich have proven to be an exemplary communicators as well as triumphing in their goals as social workers and in the case of Lord Temple-Morris as a peace negotiator and promoter from Northern Ireland to Middle East. The business community should learn from our panellists who are epitomic of arriving at one's objectives as well as earning worldwide coverage. They have proven all the sceptics wrong; they have shown beyond doubt that one can turn a tragic situation into something positive. As business people we are expected to do the same in achieving our goals Sattareh concluded by stating, "People should focus on what they can gain from BIBA. By fostering an atmosphere of mutual respect and trust we can promote greater commercial success for all British-Iranians."

104th Meeting, Cambridge University



BIBA's Diary of Events in 2002

BIBA and Cambridge University Persian Society's Joint Meeting

BIBA's 104th Business Meeting was held jointly with Cambridge University Persian Society (CUPS) on 30 April 2002 at Cambridge University.

Cambridge is now beheld by many as the UK's silicon valley. BIBA would like to take this opportunity to support and challenge the Cambridge University Persian Society to transform itself into a "Centre of Commerce and Technology". With such high level of education and so many talented people in the Cambridge, it would be a calamity not to do so.

In our opinion, the Persian society at Cambridge has been associated with Iranian history and art for far too long. In general it is about time that the Persian societies around the world started acknowledging and demonstrating not just art & history but also commerce & technology. If we have learnt one thing from Iranian history, it must be the missed-opportunities that Iranians have had in contributing to world's peace and prosperity.

Today, the Diaspora Iranians have a unique moment in history to do the right thing, to promote nation-building and be part of the cause for the world's peace & prosperity through commerce and technology. Nonetheless, if we fall short, it would be another great predicament and a social failure. We are certain this is the test of our time, that whether we can prove the sceptics wrong and convert a tragic state of affairs into something positive.



Speakers at the Meeting included, from left to right, Farad Azima, Former CEO, NXT plc, Technology, Seena Rejal, President, Cambridge University Persian Society, Ethan Goldrich, First Secretary, US Embassy, London, Babak Emamian, Chairman, BIBA.

BIBA was formed to raise to a higher rank the British-Iranian scientists, nation-builders and businessmen and women. This very fact has been the underlying explanation to our success and popularity amongst Iranians and non-Iranians. Our aim is to extend the same synergy and fortune to the Persian society and would like to take BIBA to Cambridge University and bring the university into BIBA.

Over the last 10 years we have created a lot of local and national heroes. We are convinced that BIBA could assist the Persian Society to achieve the same by putting at its disposal, the vast network of contacts and resources of BIBA. However, many would assume the case to be, that our natural constituency would be sourced in Iran or Middle East, but it is our duty to inform the non-Iranians that our true constituency is in the UK and USA. If not all, but most of our technology endeavours are based in the UK and US.

105/106th Meetings, Royal Festival Hall

An Evening of Integration

Celebrating English Opera and Persian Traditional Music

The idea of these meetings was to introduce British-Iranians to opera and also to introduce our British compatriots to traditional Persian music. The purpose of the meeting was to raise the question of Iranian's identity in the UK; whether we consider ourselves to be Iranian/Iranian, British/British or British/Iranian. We believe that we should become so much a part of the mainstream that we attain the desirable status of the invisible minority such as the Greeks or the Jewish community.



The British-Iranians have managed to integrate into the British society and are trying to make significant contributions to its well being. They have avoided the 'Closed Society Mentality' and through a combination of sheer hard work and the desire to achieve, have tried to become integral members of the mainstream society. In BIBA, we firmly discourage racial segregation. BIBA exemplifies the notion that minorities have the ability to integrate into the mainstream British culture not only through the worlds of Arts but particularly through business and technology. Over the last 10 years, BIBA has conducted 108 successful business meetings and events. Central to these meetings have been our principals of our promotion of British-Iranian business and scientific achievements and 'Integration'.

107th Meeting, Institute of Directors

Media and Business Relationship

Dedicated to the memory of Daniel Pearl, the late Wall Street Journal reporter



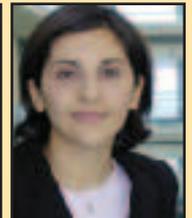
Ali Nourizadeh



Ahmad Vahdat



Bagher Moin



Nazanine Moshiri

Debates during this meeting centred on the media's responsibility to promote economic, scientific and industrial matters within the British-Iranian community, since this will invariably lead to higher prosperity. Indeed since prosperity and social values have a direct correlation with one another it was argued that all British-Iranians must pull together to promote prosperity and thus a higher level of social values. It was felt that often, Iranian journalists were more concerned with political issues in Iran, rather than economic issues here in the UK. Even though journalism and news are in general associated with politics, we would like to stress that this meeting was not a political gathering or for voicing political

American-Iranian IRAN TV Network, California and London



Hamid Shabkhiz Founder & Chairman

Hamid Shabkhiz has been involved in the entertainment business since the age of 8 and in television from the age of 18. In 1980 upon emigrating to California and calling upon his considerable experience in the TV broadcasting field, he started an Iranian TV station from his garage and went on to turn this enterprise into one of the most successful and widely viewed American-Iranian stations.

In the last few years Mr Shabkhiz has continued to push the boundaries and now broadcast globally via Satellite. The London studio of IRAN TV network was launched a year ago, and since its inception, IRAN TV has gone on to broadcast from studios in San-Fransisco, Montreal, New Jersey and Dubai. Viewing figures continue to rise and the potential audience for IRAN TV's programmes has been expanded in the last three

months by adding the Hotbird satellite to their existing broadcast platforms, and in the last month by broadcasting live on the internet at www.bizzynation.com



Khosrow Motarjemi, Technical Director

This Microsoft certified Master Engineer is the first Iranian to implement and inergrate the Video conferencing technology over the IP and ISDN lines and to broadcast their output data over the satellite system. He has been responsible for organising and implementing IRAN TV's giant leap to internet broadcasting. In doing so he has made accessible to all Iranians, irrespective of their means, the chance to view IRAN TV on the internet.

Jynous Hacock, Sales & Marketing Director

Jynous Hacock has been responsible for promoting and marketing IRAN TV California, globally and has contributed significantly to its growth.

IRAN TV Network, London, Europe

Rudolf Aghabegian, Managing Director

Previously better known for his contribution in the field of sports and in particular motor racing, he is renowned for his ability to motivate people and organise social and sporting events. He is well known as someone "who gets things done".



Production Manager Adom Saboonchian

Adom is a well respected figure in the British-Iranian community and has contributed considerably to BIBA's activities and campaigns.



IRAN TV London presenters: From left to right, Leslie Boscarli, Bitra Abbasi, Azar Nosratpour and Kati Parsa

BIBA's Diary of Events in 2002....Continued

views. Nevertheless, the meeting explored how the general public, and mostly those in the business community, can develop a better knowledge of how news is edited in the media. It is about comprehending how our journalist friends employ their "Big Microphones" to update the public on events. Of course from business aspect, a media group is the ultimate marketing tool. Yet, there is wide philosophical gap between the business world and news media. "Good News is No News" is an old media cliché where the opposite is very true in the business world. Can the taboo be altered as a result that "Good News becomes Major News"? Given that BIBA is mostly about Good News, conceivably this is why it has very little media consideration. In order to seek realistic answers to these queries, BIBA organised a Q&A seminar at the meeting.

108th Meeting, Hilton Park Lane

Prospect for the Economy in 2003 Meeting and End of the Year Party

Have you ever wondered why nowadays the most important economic index is neither the interest rate nor the unemployment figure but the Consumer Confidence Index? Unless the economies of China & India expand rapidly, which is unlikely, the Western Economy is very much dependent on its consumers' desire to purchase. The average household in the Western Democracies have prospered so well in the last decade that they can survive without purchase of any consumer goods for the next five years. But just imagine what would happen, if we all decided not to purchase any consumer goods for a whole year. The entire world economy would almost collapse or at best just survive! So, as long as people have the confidence to buy, we are OK. However 9/11 and Bali tragedies have proven how fragile the consumer confidence can be.

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