



BRITISH-IRANIAN BUSINESS NEWS

BRITISH-IRANIAN BUSINESS ASSOCIATION



BIBA
BIBAUk.com

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Business Journal that Inspires

Welcome to our journey that started 15 years ago

Babak Emamian
BIBA Chairman
Editor & Publisher



For those of you who know BIBA, our journey has mainly consisted of three purposes. Explaining them as simply as possible:

First we are at BIBA to learn from one another. Although most of us have stacks of university qualifications, we only know too well that practical rather than theoretical knowledge can only be obtained at forums such as BIBA, where meeting people who are constantly putting ideas into action.

Secondly At BIBA we try to get to know each other: the buzzword or the technical term for this is **Networking**. Networking is a vital component of human race, as team building starts with networking. Many brilliant ideas have failed, as the network that formed the **Team** was not large or effective enough. Don't knock it; life begins with networking.

Finally we are at BIBA to exchange ideas and to motivate one another in a very competitive and free market working environment. This is the biggest gift that we can give each other.

The Fifth Phase of BIBA 2008-2009

"Work Hard & Advertise"

Some facts

"The 5 Times Rule": In order for someone to buy your products or services, the general rule is that you need to speak to them at least 5 times.

"The 15 Times Rule": In order for someone to purchase your products or services through mail you need to write to them at least 15 times. This is what we mean by advertising and it can be very hard work and success is determined here.

These rules not only apply to sales & marketing also to job hunting, fund-raising or entrenching ideas.

Advertising is the bloodline of business. Unbelievably many miss this point in life. Advertising to most people is images of billboards or TV ads.

In the next two years we will be exploring the different methods of advertising that various successful candidates have utilised to sell themselves as well as their products or services. The goal is to have maximum constant exposure in the most cost effective manner. The notion that one's qualification or track record will sell itself is a bankrupt one. You need to re-launch yourself everyday. **You invest not spend when advertising.**

Substance & Style

The style of your presentation is your advertisement. Many people with better substance have been beaten to 2nd place by people with better style.

"Work Hard & Advertise.....until you become a BRAND and then make money".

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Business Opportunities in Dubai

BIBA promotes British-Iranian Businessmen and women, however, we tend to celebrate any Iranian success story

'Entrepreneurialism is now mainstream'

BIBA is holding its 119th Meeting at London Hilton, Park Lane Monday 12 Nov 2007 7 - 8.30 p.m.

The synopsis is Business & Television, where the founder of *The Business Channel* (Sky 547), Pooya Ahmadi, will address the issue of Entrepreneurialism in the UK.

You are cordially invited. See page 7



EDITORIAL

Welcome to the November 2007 issue of BIBA newsletter.

In the following pages we have compiled a collection of reports on BIBA's meetings in 2006 and 2007, as well as articles and commentaries on the success stories of those British-Iranians, here in the UK, and other Iranians around the world, who made news during that period, for their entrepreneurial, scientific, educational and artistic achievements.

The search for success is the core philosophy of BIBA.

While this success may be interpreted in economic or scientific measures, its longer lasting effects benefit us all equally, regardless of one's race, gender or beliefs.

As British-Iranians we can be proud that our community, despite its undeniable shortcomings, has produced so many success stories over the years.

BIBA will continue to act as a forum to echo and celebrate their achievements, and by doing so, will encourage others to follow suite.

Ahmad Vahdat

BIBA Press Officer



The buck stops here with us. The suggestion that only the younger generations are capable of learning new ideas stops here with us.

Unless we learn to modernise ourselves, how can we teach or communicate with our youngsters. We are fortunate to live in the hub of the most civilised society in the history of mankind with technology and commerce at its core of activities. It would be a disappointment if as British-Iranians we failed to adopt these values.

The secret to life is constant growth.

Ladan Emamian

BIBA Marketing Director



What is BIBA?

BIBA is not merely an organisation that is trying to become an institution. It is a campaign with universal values that is promoting tested philosophies.

British-Iranians lead the way in Britain's labour market

Statistics published by the BBC in 2005 show that the British-Iranian community in the UK has the greatest proportion of high-earners of all immigrant groups but one. The success of the British-Iranian community is all the more impressive when one takes a closer look at the statistics. Almost 25% of British-Iranians settled in the UK are high earners - with a salary of more than £750 per week.

A larger proportion of British-Iranians earn more than Canadians, Australians, Americans, Indians, Spaniards, Germans, French, Polish, Chinese, or Turks living in the UK - to name but a few of the 45 other communities listed in the report.

(The largest immigrant group were the British-Indians, with a population of 466,416. The smallest group was that of 1,236 British residents born in Luxembourg.)

In fact, the figure for British-Iranians is well above the national average for the British Isles: 6.98% of the combined population of the UK and the Republic of Ireland are classed as high earners.

Why is BIBA so important?

Definition of business

The Oxford English Dictionary defines business as being 'a trade or profession that involves the purchase and sale of goods or services'. However at BIBA we take the actual meaning of business as having two parts: firstly the *Exchanging of Ideas* and secondly the *Implementation of these Ideas*. Therefore, without exchanging ideas, there would be nothing to put into action, thus there would be no business. The most important component of business is the exchanging of ideas, because it is only through this that it becomes possible to invent, survey, research, improve, find partners and etc. We believe that one of the most important gifts that BIBA has offered the British-Iranian community, for the last 14 years, is the provision of a forum for the exchanging of ideas and the encouragement of such philosophy. **This exchanging of ideas is an inherent part of British culture, which has contributed much to its success.** It may take the form of scientific societies, business chambers, commercial and educational institutions, free media, political parties and even the parliamentary system, but they all fundamentally represent the exchanging of ideas, which flow constantly in these environments. An interesting point to note is that, whilst daytime is dedicated to the implementation of ideas, often the exchanging of them occurs in the evenings, during the meetings of these societies and seminars.



This is another aspect of British culture, which can be seen to stem from parliamentary discussions being held in the evening. That is why internationals often perceive Britain to be a *Nation of Evenings*. Here are some other important organisations; Kanoon Iran, Iran Heritage, British Iranian Chamber of Commerce, Iranian Association, Anjoman, Iran Forum, Iran Medical Society, Artists Without Frontier, etc.

Why is this surprising? - Background facts

Despite the following obstacles, British-Iranians have come out on top:

- The top 20 high earning immigrant communities, apart from British-Iranians, have Anglo-Saxon cultures or historical links with the Commonwealth or are in fact European.
- Persian, unlike other European languages does not derive from Latin. Hence the language barrier can prove to be more of an impediment for Iranians than for other immigrant groups.
- The emigration of Iranians to Britain is a relatively recent phenomenon. The success story is a recent one, compared with other communities who have had some sort of base in Britain for more than 50 years.
- Iran has never been a colony of Britain, nor of any other European country. Arguably, Iranian cultural ties with Britain have not been as deep as with France.

Statistics taken from BBC Online, based on research done by a leading think-tank - the Institute for Public Policy Research - Sheffield University Social and Spatial Inequalities Research Group.



BIBA People...BIBA People...BIBA People...BIBA People...BIBA People...BIBA People

BIBA History

BIBA enters its 15th year of operation

15 YEARS OF PROMOTING SUCCESS

The survival and success of BIBA throughout the years offers a breath of fresh air in an environment where many similar organisations have failed to maintain their effective operation in the long run. BIBA in many respects is performing the task of a catalyst within the British-Iranian professional community. Looking back at our first official meeting in August 1994, we never envisaged an organisation that would accomplish 118 meetings, develop a vast network of contacts, have its own publication of journals, its very own website, and a series of TV programmes. Today, BIBA is looked upon as a centre of influence that has become a learning forum with its main focus on marketing and business. In order to survive over the past 15 years, we have had to adapt to the ever-changing economic, political and social changes of our environment.

Phase One 1994-2001

Sales and Marketing

The first phase of BIBA's activities, that is the initial seven years (1994-2001) was Marketing & Promotion centric. From BIBA's inception in 1994, our pre-eminent motive has been the celebration of the success of British-Iranian businessmen and women in the UK. We initially addressed the issue of "Crisis of Identity", highlighting the Iranian identity abroad, followed by promoting and motivating the British-Iranian business community in the UK. Scientists, industrialists and professionals are the core of a well-functioning economy and BIBA has assumed the task of enhancing the reputation of these individuals especially among the British-Iranian business community in the UK. This task has indeed required a highly disciplined organisation.

Phase Two 2001-2003

Prospect for the Economy and Social Responsibilities

The Second Phase, (2001-2003) was dominated by "Prospects for the Economy and Social Responsibilities". The tragic events of 9/11 changed the world that we live in quite dramatically, especially the structure of the global economy. Following the immediate aftermath of the catastrophe we decided to dedicate BIBA meetings to the issue of Economy and Social Responsibilities. We were sticking to our principles, however, due to the rapid changes in the global economy, that is after 9 years of unprecedented consecutive economic growth, we were merely taking a step back to re-evaluate the given situation.



Phase Three 2003-2005

Effective Management

During its third phase (2003-2005), BIBA concentrated on Management issues. The UK economy offers ample opportunities for growth by making ample investments in education and professional infrastructure. There was a general feeling that BIBA members ought to build on their management and marketing skills in order to bloom.

BIBA organised a series of Q&A seminars on Effective Management to provide its members with the opportunity to learn and draw from the experiences of those who have succeeded in this field.

Phase Four 2006-2007

Secrets of Success

The Fourth Phase (2006-2007) was the celebration of the success of the British-Iranians community in becoming the second highest-earners in the UK. BIBA held a series of Q & A sessions with a number of successful British-Iranian professionals and business people, exploring the secret of their success.

Phase Five 2008-2009

Work Hard & Advertise

Some facts

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The 15 Times Rule: In order for someone to purchase your products or services through mail you need to write to them at least 15 times.

Although it may prove to be challenging and laborious, it can determine success.

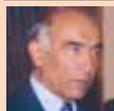
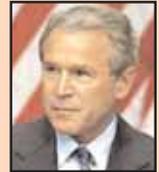
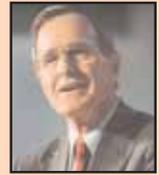
These rules not only apply to sales & marketing also to job hunting, fund-raising or entrenching ideas.

Advertising is the bloodline of business in our world of competition. Advertising evokes images of billboards or TV ads for many people. In the next two years however, we will be exploring the different methods of advertising that various successful candidates have utilised to sell themselves as well as their products or services. The goal is to have maximum exposure in the most cost effective manner. The notion that one's qualification or track record will sell itself is a bankrupt one. You need to re-launch yourself constantly. Advertising should be perceived as an investment not mere expenditure.

Substance & Style

The style of your presentation is your advertisement. Many people with better substance have been beaten to 2nd place by people with better style.

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BIBA People...BIBA People...BIBA People...BIBA People...BIBA People...BIBA People

Businesses as Frontline of Social Work, BIBA 115



Get to know the Conservative Party...

At BIBA, we feel it is essential for British-Iranians to further integrate themselves into the community. In order to achieve this, it is vital to develop a solid understanding of British Politics and its Political Parties.

Therefore BIBA is planning to introduce British-Iranians to these different Parties and encourage their participation in them.

We are proud to be able to start this process with the Conservative Party and would like to thank David Ruffley, MP, Shadow Minister for Work and Pensions, for being one of the panelist at BIBA's 115th meeting. Nov 2006

David Ruffley MP

The Shadow Minister for Work & Pensions, David was born in 1962. He was educated at Queens' College, Cambridge. David worked at Clifford Chance, the world's largest law firm, between 1985 and 1991 as a corporate lawyer. He then served as Special Adviser to the Secretary of State for Education and Science 1991-92 and proceeded to become Home Secretary 1992-93 followed by a stint as the Chancellor of the Exchequer 1993-96. David has been Economic Consultant to the Conservative Party (1996-7) and has been Vice President of the Small Business Bureau since 1996. David won the Conservative seat of Bury St Edmunds in May 1997. The election of May 2005 saw his majority increase to 9,930.



Excerpts from David Ruffley's speech at BIBA's 115th Meeting on 13 November 2006

"Business is one of the greatest social activities because if companies do not create the wealth we have no roads, schools, defence systems, police systems or nurses. If you want to make a social contribution, it is not just teaching and medicine that are great professions. Let's not forget the social utility of business."

Why the Conservative Party?

"David Cameron has changed the face of politics. The polls suggest that there is a distinct possibility that there will be a Conservative Prime Minister after a very long time. Conservatives are growing support from centre ground. (Before being sceptical about polls)

The 1980/90's problems: trade unions, Soviet menace, high taxes (98% for high rate tax payers), unilateralism, and those were old battles. We have to fight the new battles. We are facing new generation problems, green issues, energy security, protecting the planet. Cameron is offering solution to our new problems.

Economy: Brazil, China and India are competing and will soon be outperforming some of the European economies. Too much tax is still a major issue. Low tax economy generates more wealth, and Labour does not get that. Brown has ripped 5 billion pounds a year out of the pension funds. Brown has destroyed the savings industry."



Public Services: Trust the People

"Yes, more money has been put into them but Conservatives would have spent it better. Endless bureaucratic reorganisation is getting in the way of real operation. Why do two out of five teachers leave the state education demoralised? The Conservatives suggest less interference from the centre and more freedom for schools and hospitals to run their own operation. Decentralised power gives the professionals the opportunity to run the public sectors."

Cities of London and Westminster Conservative Association

Donald Stewart, Secretary of Cities of London and Westminster Conservative Association (CLWCA), gave details of Party Membership and enrolled those interested at the meeting. We would like to extend our gratitude to him for being our link to the Conservative Party.



Lord and Lady Renwick at BIBA 115th Meeting



Definition of a Politician

"There are two kinds of politicians - the kind that joins politics and gets a pay rise, and the other who joins and gets a pay cut. An MP's average earnings is about £60,000 per annum. For some joining politics means a pay rise and a prestigious office in the Houses of Parliament. For others like David Ruffley who worked as a corporate lawyer at Clifford Chance, one of the world's largest law firms, before joining politics, it meant a pay cut. It seems he joined politics purely to serve the general public as a personal and financial sacrifice." Babak Emamian at BIBA's 115th meeting

"Business is one of the greatest social activities because if companies do not create the wealth we have no roads, schools, defence systems, police systems, or nurses. If you want to make a social contribution, it is not just teaching and medicine that are great professions. Let's not forget the social utility of business."

Modern Value System Anglo-Saxon Capitalism: *Calvinism*



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David Ruffley's speech and comments at BIBA's 115th Meeting on 13 Nov 2006 and President Sarkozy's *"love of Anglo-Saxon model"* declaration in Jan 2007, had a profound affect on the way we view ourselves at BIBA. Never had we presumed to be at the frontline of social work. Further investigation into this issue led us to a



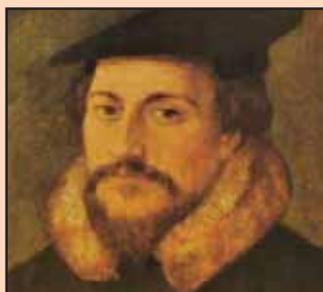
better understanding of the Anglo-Saxon Value System, with its origin in Calvinism.

Calvinism; John Calvin 1509-1564

The renowned Protestant theologian and moralist, John Calvin is one of the leading figures in European history. His views on diverse subjects as theology, government, personal morality, and work habits have, over a period of more than 400 years, influenced the lives of hundreds of millions of people.

It has been claimed that Calvinist doctrines were a major factor in the creation of Protestant work ethics and the rise of modern Capitalism and the shift of economic powerhouses from Mediterranean countries to North European ones.

Calvin placed importance on hard work, maximum usage of time, creation of wealth and social responsibility in the form of commonwealth, which had a major influence on his followers in England, Scotland, America, Germany, Switzerland, Netherlands, Poland, Hungary and France. **Calvin permitted the charging of interest, a practice, which had been condemned by earlier Christian moralists, but one that was**



Social reformer John Calvin

important to the development of modern Capitalism.

The influence of Calvin cannot be confined primarily to Western Europe and North America, as globalisation of modern Anglo-Saxon Capitalism is becoming more widespread. However, it is evident that his influence has been sharply declining during the last century as Calvinistic values are progressively viewed as universal codes of conduct. Increase in prosperity through Calvinism has also had the net effect of the increase in Democracy. The original Calvinist strongholds, Switzerland, Holland and Great Britain became strongholds of early democracy as well.

An interview with Dr Parvin Alizadeh, Senior Lecturer at London Metropolitan University, Business School, about the influences of Calvinism on Capitalism.



BIBA) What would you say were the main characteristics of Calvinism?

Alizadeh) I would say Calvinism is a puritan doctrine that advocates hard work and promotes saving and investment rather than consumption beyond basic human needs. Hard work and Productive use of Time are paramount to Calvinists.



BIBA) But, the pursuit of prosperity was in the form of Commonwealth?

Alizadeh) If you mean the society at large, then yes. The whole emphasis on saving rather than consumption implies that wealth creation is not for self glorification and private consumption but for the good of the society as a whole. From a Calvinist's perspective, all mankind has to pay for the original sin by Adam (eating the apple).

So hard work and emphasis on saving and philanthropy is the way we are paying for our original sin.

BIBA) How has the modern economy differed from the original ideas of Calvinism?

Alizadeh) The current trend is away from the puritanical Calvinist tradition. Instead celebrity culture that is becoming predominant in Western societies is the celebration of consumption and waste.

Observations by BIBA:

■ Equality does not mean equal pay, but equality in opportunity. The Calvinist followers are inspired to lead upright lives as model citizens. This has led to a very productive, effective and prosperous group of people that have exerted great influence on society. The doctrine ultimately gained even more support than Luther's.

■ We ought not to forget that minimum wage was introduced by Henry Ford in 1912, which led to the rapid expansion of middle classes. The issue of Commonwealth has also led to a more Democratic system of governance.



BIBA People...BIBA People...BIBA People...BIBA People...BIBA People...BIBA People

Celebrating the Uncelebrated II

Report on the 115th BIBA Meeting, November 2006

Secrets of Success

To celebrate the success of the British-Iranians in becoming the second highest-earners among the UK communities, BIBA held a series of Q & A sessions in 2006 with a number of successful British-Iranian professionals and business people, to explore the secret of their success.

The first 3 questions presented to the panel were:

- 1) During or after leaving university how did you plan your career?
- 2) When recruiting or forming a team what is the most important attribute that you would look for in a candidate?
- 3) What changes and opportunities do you envisage in your industry?

Panel of Speakers

David Ruffley, Conservative MP, Shadow Minister for Work & Pensions, 2006

Saeed Zahedi, OBE, Technical Director, Blatchford Group, awarded OBE for Contribution to Sciences 1999

Mohammad Alavijeh, MD and co-founder Pharmidex, awarded the "Service Company of the Year 2005" by UK Trade and Investment

Homa Farjadi, Architect and Professor in Practice of Architecture at University of Pennsylvania

Sanam Shantyaiei, TV News Producer, Reuters

Mori Tehrani, Executive Director, Data Collecting Centre, Morgan Stanley

Planning & Team Building

(Excerpts from the 115 meeting)

Mori Tehrani - Banking & IT

"I always wanted to join a profession where change was not mandatory and IT provided that."

"The first thing I look at in a candidate, is whether they are well-groomed, secondly whether they are hard working, and thirdly I look to see if they have the required skills. In my opinion 80% of social skills you can not teach people, and only the 20% rest, you can give them training, therefore I know immediately whether I can work with somebody or not."



Sanam Shantyaiei - Media

"My aim was to get into media be it print journalism or television. My interest stemmed from writing for my university newspaper. For the past two years, I have worked for over fifteen production companies to gain enough experience and transferable skills to be able to work for an organisation like Reuters."

"The willingness to make sacrifices"

"Employers are looking to cut costs. As a journalist you are expected to multi-task, to write, shoot, produce and edit."



Saeed Zaedi, OBE - Scientific Design

"A candidate for a job should be highly aware of all surrounding circumstances and must cope with pressure."

"The UK has the highest density of scientific research per square mile, so there are great opportunities in the field of sciences. The UK is at the forefront of scientific research."

"To create wealth we need to add value" and we have to



understand what the UK culture can contribute to the world. I believe it is the underlying science which is the root of success of British society and the fruit of it that we enjoy. The educational system in the last 20 years has been subject to much experimentation by various governments. We lack knowledge of what is required, which has impeded our integration into industrial education and academia. We should deliver what the society wants rather than what few educationalist think we should have.

"Graduates not to be just academically trained from university"

"Science is the foundation of growth and we are dumbing it down at schools and universities because it requires labs and equipment. The fundamental of research and development is sciences."

Homa Farjadi - Architecture

"A candidate is someone who can work hard, while thinking and they really want to be part of my team". "It's a great time for architecture. Anyone who is anyone wants to contribute architecturally to the society. There is a greater awareness of good designs. This not exclusive to the UK, and internationally this has caught on"

"I'm quite surprised how sciences are less valued by the students and not by the teachers"

"Somehow it is not culturally cool to be good at sciences. I wish there were more inspiring options for studying sciences"



Mo Alavijeh - Pharmaceutical

"Looking for people with experience and people who can think laterally, out of the box"

"In pharmaceutical and biotechnology, there's a change from mature market into emerging markets like India and China. WHO has declared the 21st century as the century of the aged. In UK 2005 there were six thousand people with the age of a hundred plus. By 2050 this figure will rise to one million and it will exert a lot of strain on our social services like the NHS."



David Ruffley M.P.

"Any rational government has to understand why the science base has been declining in Britain, you have to get good teachers in maths and sciences and pay them good wages to get them into the educational system in order to energise the kids, good people have to teach these difficult subjects."



"The UK has the highest density of scientific research per square mile, so there are great opportunities in the field of sciences. The UK is at the forefront of scientific research."

Saeed Zahedi, OBE, Technical Director, Blatchford Group, awarded OBE for Contribution to Sciences 1999

Business & Television

British-Iranian CEO Pooya Ahmadi speaks to BIBA about her role and ambitions for *The Business Channel (Sky 547)*



The Business Channel is the UK's first entertainment and lifestyle channel for 4.6 million SMEs (Small - Medium Enterprises) and the wider business community.

It aims to be the first point of reference for entrepreneurs seeking information or inspiration, while complementing the appeal and potential of business programming which has been welcomed by the

public recently. This has already been illustrated by the high ratings and success of many recent business reality shows, proving that **'entrepreneurialism is now mainstream'**.

The Business Channel programming offers a high quality, focused and accessible insight into the world of business that is understood by all levels of viewers.

The carefully selected content attracts an audience with a desire to be entertained and informed, providing a powerful alternative to current viewing trends.



Why

Huge interest has been demonstrated over the past couple of years by the widespread popularity of entertaining business programmes such as *The Apprentice* and *Dragon's Den*, and a robust and rapidly expanding business newsprint and magazine circulation.

Consumer Analysis

Ten months after launching on Sky Guide Number 547, The Business Channel had reached over 2.45 million UNIQUE viewers. The Channel has consistently achieved a higher than average up-market ABC1 profile in multi-channel homes, attracting a broad range of 25-64 year old.

In July The Business Channel ranked the highest digital channel in the UK for its ABC1 audience profile with an all week average of 75%.

Top rated segments in August reached a BARB measured TVR of 0.069.

BIBA will be holding its 119th Meeting on 12 Nov. 2007 at the London Hilton in Park Lane. The topic of the Meeting will be Business & Television. Pooya Ahmadi is the guest speaker.

Pooya Ahmadi - CEO & Co-Founder

Since July 2005, Pooya worked alongside Martin Everard, owner of LITV, assisting him to realise his dream for setting up *The Business Channel*, and prior to its launch, Martin Everard appointed Pooya as CEO of LIT.

Pooya's own production company ACI Television is also supporting in the form of an incubator.

Having worked in front of as well as behind the camera, Pooya's career has encompassed Producing, Directing, Presenting, and PR. Qualified in Contemporary Media, she has many years of combined experience in production and management.



The Business Channel

The Money Programme
After The Break

In September 2001 Pooya founded Atlas Creative International Ltd (trading as ACI Television) - an international TV production company leading a team of Producers and Directors on international projects and has personally worked with over 100 blue chip and multi-national companies as well as many SMEs around the world. Over the past 3

years in a male-dominated medium, she has successfully established key on-going partnerships with organisations such as FEMOZA (World Federation of free zones) and the Financial Times' fDi Magazine (Foreign Direct Investment) which has translated into production and broadcast contracts with government organisations worldwide.

Pooya's overall vision of the channel looks toward *The Economist* magazine as a perfect example of how independence and trustworthiness go hand in hand. Her vision for the future is understanding the delicacy of which a start up company must be treated. Pooya believes in partnerships and joint ventures with like-minded companies in order to create win-win situations. This, she believes, will lead to publicity, marketing and recognition of the channel and its partners. The ultimate goal is to provide first class service for the viewers of the channel.

Once *The Business Channel* has been established amongst its target audience, Pooya's next vision for the future encompasses a foundation that helps people in start up businesses on the condition that once they have been helped with their dreams and goals that they sign an agreement by helping others achieve their dreams and goals. The Business Channel Foundation is envisaged to launch in 2008.

"TV and Internet will merge beyond recognition, and frankly, this is not news to anyone. What is interesting is the interim period before all this convergence is completed."

Pooya Ahmadi CEO & Co-Founder of *The Business Channel (Sky 547)*

Exploration and Commercialisation of Space

BIBA's 117th Meeting with
Dr. Firouz Naderi

Associate Director of NASA's
Jet Propulsion Laboratory
as our Guest Speaker

The meeting included a Q & A session with Dr. Naderi on the subject of Space Explorations and New Scientific Discoveries and how Space Technology is utilised in Industry and Commerce



Dr. Firouz Naderi is the Associate Director of NASA's Jet Propulsion Laboratory (JPL) where he is responsible for programs and strategic planning.

Prior to his recent appointment, he was the head of **Mars Exploration**, a program aimed at searching for past or present life on Mars. During his tenure, three successful missions orbited or landed on Mars including the two recent **Mars rovers - Spirit and Opportunity**.

Before Mars, he Managed NASA's Origins program with the ambitious goal of finding other Earth-like planets around other stars.

Born March 25, 1946, in Shiraz, Iran, Dr. Naderi's is the recipient of a number of awards including:

- ◆ NASA's Outstanding Leadership Medal
- ◆ Space Technology Hall of Fame Medal

- ◆ Selected as an Aviation Week 2004 Aerospace Laureate
- ◆ Received NASA's highest award - the Distinguished Service Medal
- ◆ A 2005 recipient of Ellis Island Medal of Honour for outstanding contributions that have enriched the American society and exemplify its cultural diversity.



Past winners of the award to Dr. Naderi include President Clinton, Bob Hope, Muhammad Ali, Henry Kissinger, current secretary of Labour and other notables.

Past winners of this award include President Clinton, Bob Hope, Muhammad Ali, Henry Kissinger, current secretary of Labour and other notables.

◆ Dr. Naderi is also the 2004 winner of the Liberal Prize which is awarded by an Italian foundation to an international personality who has "contributed profound changes in ideas in modern times". Cardinal Ratzinger, now the Pope, won this same award two years earlier.

Why we love Scientists at BIBA

Have you ever asked yourself how we categorise important people? They are usually divided into six groups, scientists, explorers, philosophers, politicians, religious leaders and finally artistic figures. Firouz Naderi in our opinion falls into two out of the above six, firstly he is a top scientist and secondly he is a brilliant explorer. And why should we love scientists? Well, quite simply because they extend our five senses. They make it possible for us to see round the world, travel the world, hear the world, and with

inventions like personal computers they have given us unlimited memory capacity. In all, they have made us individually more powerful.

They have also had a major impact on the global economy as a deflationary factor. Through their inventions, they have reduced the cost of production, whether it is food, consumer goods, communication, transportation etc. Their inventions constantly reduces inflation, and improve the lifestyle of ordinary men and women.



That is why we should keep in constant touch with them, in order to find out what is in the pipeline for the next 20 years. And to keep ahead of our time.



BIBA People...BIBA People...BIBA People...BIBA People...BIBA People...BIBA People

History of the Universe, explained in 10 seconds

Something happened and light froze...

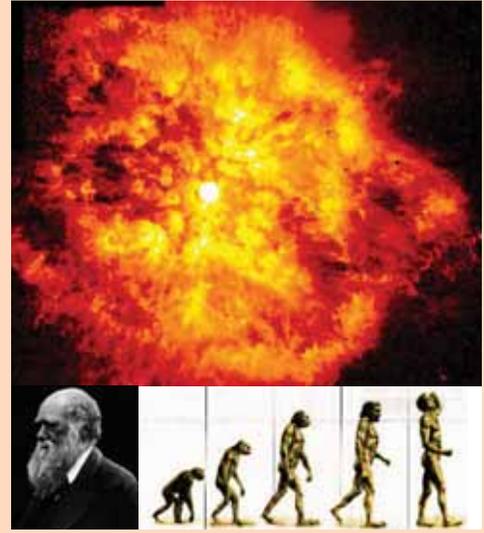
Something happened billions of years ago in the form of Big Bang, a cosmic explosion, and light froze. Particles were formed, and matter, space, and time were created, and hence the 92 basic elements of the universe were produced. Out of this chaos came a system of galaxies, and Earth happened to be one of its planets. This is the first stage of the history of the universe, which is referred to as the *chemistry part*.

Something happened again and life was formed

Something happened again billions of years later and one day some matter became living. This is when life began and consequently we have the whole Darwinian evolutionary process of life right through to today, basic life evolving into complex forms. This is the *biology part*.

Gaps of knowledge

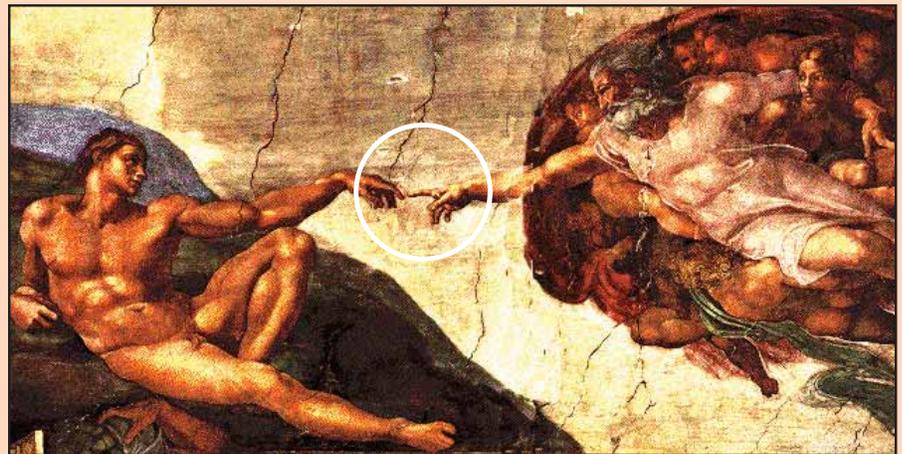
Even though scientific research gives us the history on the formation of matters and the evolutionary process of life, we have yet two unknowns. Firstly, the cause of the Big Bang, and then secondly how life began.



How Life began?

The Fresco of *The Creation of Adam* is perhaps Michelangelo's declaration to us that he was in search of an answer for how life began. The eternal question has haunted mankind.

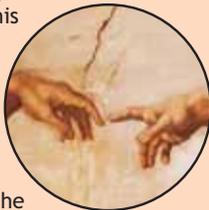
The great renaissance artist Michelangelo Buonarroti is the outstanding figure in the history of the visual arts. A brilliant painter, sculptor, and architect, Michelangelo left behind an assortment of masterpieces that have impressed viewers for over four centuries. His work profoundly influenced the subsequent development of European painting and sculpture.



The creation of Adam (fresco), detail from Sistine chapel ceiling

David, Michelangelo demonstrated a perfect grasp of human anatomy and biology, otherwise how could he have constructed and made matters look like living object.

Although he was not quite as universal a genius as his older contemporary, Leonardo da Vinci, Michelangelo's versatility is still extremely impressive.

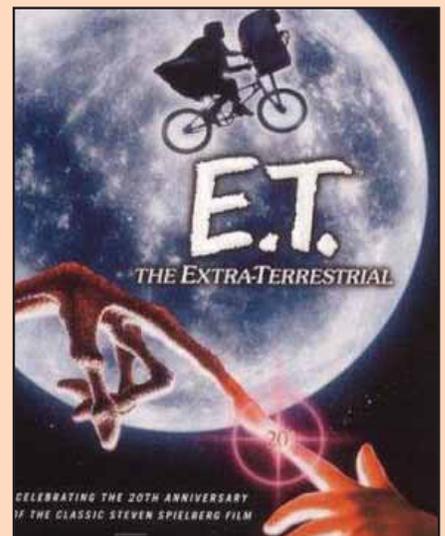
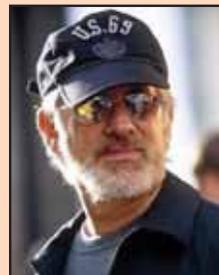


As a brilliant sculptor he had proven that he had a vast knowledge of minerals and materials, perhaps we could consider him a brilliant geologist, or a well learnt chemist, and with the creation of his masterpiece, the statue of

We could presume that he had a fair idea of how matters came to form and how life evolved even though in those very religious times and with clerics as his employers, it would have been difficult to share these ideas.

And the search continues.....

Steven Spielberg and his Extra-Terrestrial



Even though scientific research gives us the history on the formation of matters and the evolutionary process of life, we have yet two unknowns. Firstly, the cause of the Big Bang, and then secondly how life began.

Is there life on Mars?

Excerpts from
Firouz Naderi's presentation

Associate Director of NASA
BIBA 117th Meeting
4th July 2007

"Science remains theory and hypotheses until observations prove it" Firouz Naderi



"In our galaxy the Milky Way, there are over 100 billion stars and then there are 100 billion galaxies...out of these 100 trillion trillion of stars, it is very selfish of us to presume we are the only living species, that we live on a planet that is not too hot or too cold and the rest of it is just for decoration. If you do the math, the probability that we are the only living form of life, it's very very low. I have no proof of it..."



Can we prove it?

"Can we prove that we're not the only living species in the entire universe? The problem is that the universe is so vast, that to discover or visit the nearest planet like Mars, takes seven months of travelling at 65 thousand kilometre per hour, by the way that's the speed of our NASA spacecraft ...Travelling to some planets even at the speed of light could take up to thousands of years. The enormity of space makes exploration a very difficult task... we simply don't yet have the technology to travel at faster speeds in space. At the moment, we are limited with the type of chemical thrust that we have. There's a talk of



Dr. Firouz Naderi, NASA, at BIBA 117th Meeting

a nuclear form of thrust but it is too expensive and will cause all sorts of environmental hazards...hence telescopes are still the most effective way of space exploration...."
"Is there, was there ever life on Mars? Our back door neighbour... looking for life is looking for biology.... That's why we're interested in Mars, in travelling to Mars."

How do we look for life on Mars?

"We do it step by step.....while we should guard against just looking for terrestrial life form, the first step of looking for water on Mars is a very good start.....rocks are the equivalent of a history book on Mars.....a good geologist can read the rocks and tell us a lot about the history.....it is too expensive to send a human geologist to Mars (it costs too much, about \$3,000 billion), instead we send a robotics one, we give it the tools of a human geologist, eyes to see, arms to move, wheels to travel, and instruments to analysethe robot geologists on Mars become an extension of the human geologist on Earth..... packing the robot and putting it on the head of a rocket and sending it to Mars is the easy part.....landing safely



and remotely unpacking the robot on Mars is the very difficult part of the operation....."

January 2004: Landing on Mars: Six terrifying minutes

"...we arrived at the top of the Martian atmosphere.....at 120 km from the surface of Mars travelling at the speed of 20,000 km/hr.....six minutes later we had to be on the ground.....So in six minutes we have to slow down the craft from 20,000 km/hr to zero so we wouldn't crash on the surface of Mars.....this requires the ultimate braking system.....four steps, first we gave the spacecraft a heat shield, then we



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opened a parachute to slow it down and then we put the spacecraft in an airbag and finally we fired some rockets to slow it down further.....we were very nervous since Beagle II, the British spacecraft Lander

entered Martian space on Christmas Eve 2003, and the British space agency never heard from it againwe had also lost two spacecraft before when landing on Mars..... so we were very nervous at the control room..... it takes ten minutes to receive a signal from Mars..... Finally the spacecraft landed safely and started operating”



Safety issues both on Earth and Mars

“We launch from Florida and launch failures do happen..... what happens if we have a launch failure and we have a nuclear generator on board?.....the only one who can allow a nuclear launch is the Presidentit takes several levels of approval.....The time and scale of any project is about 3 years.....and during which we go through all the safety issues and serious rigorous planetary protection exercises.....to absolutely make sure there is no threat to Earth.....on the other hand on Mars.....the biggest problem with trying to find life on another planet is accidentally introducing life from Earth onto Mars in the form of a micro-organism and then declaring victory since we have found life on Mars..... or depositing pollution in the form of nuclear waste.....for scientific integrity it is incumbent upon us to make sure that we protect both the Earth and the planet that we are travelling to”.

UFOs on Earth or Mars

“There is no proof that any other civilisation has visited our solar system yet.....if there were any secret US Government or NASA documents, I would’ve known about it.....”



Space travel and Moon landing conspiracy

“When challenged with a notion that all this space travel and moon landing has been a staged managed show in some Hollywood studio, that it’s all a fake, what do you expect my reply to be to such ridiculous suggestions.”



The next mission 2007: Phoenix spacecraft Lander

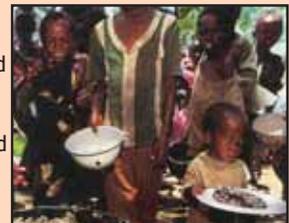
“We’re sending a nuclear rover.....which is the size of a small car four times the size of a rover that we’ve already sent...it’s powered not through solar energy but through a nuclear generator.....also we have plans for one of the Jupiter moons called Europa where, we believe there might be an ocean.....a nuclear robot that will drill through the surface ice.....look for biology in the oceans underneath the surface of Europa.....”



Dr. Firouz Naderi, NASA, at BIBA 117th Meeting

Why go to stars when there are so many Earthly problems?

“Great civilisation must look beyond themselves in order to progress, otherwise they will die away rapidly.....the key is curiosity and insatiable human intelligence. With a relatively small budget of NASA (annually \$17 US billion, compared to the cost of \$1000 billion in Iraq War)....we are trying to take the human race beyond the planet Earth...Through numerous inventions there have been plenty of medical and commercial offshoot. The pursuit of new frontiers has encouraged development in many fields.....the space budget has paid for itself many times over already.”



Finally: A few words of advice

“Today as human race we have learnt to celebrate our differences.....we are either at war with each other over religion, race, political beliefs, economical system or social habits.....space missions have proven to us that from a distance in space we are all one species with no boundaries, with huge commonality and only few differences.”



Secret to BIBA's Success
BIBA has 2400 affiliates, most of whom are industrialists, scientists and professionals. They are highly disciplined which, despite its small management cadre, contributes to the smooth running of BIBA.

What is BIBA?
BIBA is not merely an organisation that is trying to become an institution. It is a campaign with universal values that is promoting tested philosophies.

The Lioness That Beat Sharapova At Tennis

Arghavan Rezaei

The heroine of the BIBA meeting was a beautiful Persian lady Arghavan Rezaei who reached the third round of Wimbledon final tournament 2007. She started playing tennis at age 7 with the encouragement of her father and brother. It was her first time playing on grass, it was a new and difficult experience. She found the whole experience challenging but looks forward to achieving higher results next time.

At BIBA 117th meeting Arghavan Rezaei said:

"It would have been impossible to get to where I am if it had not been for the support of my family especially in tennis to get to the 40th rank in the world.



Because it's not an easy task to achieve on your own, you need the support of your entire family"

Her ambition is to become number one in the world and that's what she is aiming for in the future.



Clockwise from top left: Arghavan Rezaei on court, her proud parents, interviewed by Sahba Lajevardi at BIBA's 117 Meeting

OUTSTANDING ACHIEVEMENT

BIBA's 117th Meeting



Overcoming Disability; Behnam Golnezhad Blind Student Receives the Chevening Scholarship

Behnam Golnezhad is a law student from Beheshti University, Tehran who is studying a postgraduate degree in International law at Queen Mary College, London. He has been in the UK for less than twelve months. He is also a recipient of the Chevening Scholarship, the prestigious and highly competitive full scholarship awarded worldwide by the British Council to talented graduates at postgraduate level. Behnam had to beat 997 potential candidates in order to be awarded this scholarship. What makes his achievement even more special is that Behnam is blind, 100% blind in one eye with 1% vision in the other. All he can detect is a flicker of light, yet he is a true accolade to the notion that if you have a purpose, a positive attitude, and you are prepared to put in the efforts then nothing is impossible.

After a warm reception at BIBA 117th meeting Behnam spoke about his love for his degree and his desire to put the theoretical education into practice.



Kanoon Iran to celebrate 25 years of "preserving and promoting Iranian culture"

Dr. Reza Ghasemi (pictured) is a well-known individual amongst the British-Iranian community in the UK not only for having been Iran's former ambassador to Kuwait, but also for his tireless efforts over the last quarter of a century to work as the Chairman of Kanoon Iran, a centre that promotes Iranian culture and runs Persian classes for the admirers of the ancient land and its language.

Kanoon also publishes Persian text books and works closely with the UK department of education for A-Level examinations and certificates in the Persian language. It also organises Norooz celebrations every March, attracting an array of Persians.



BIBA People...BIBA People...BIBA People...BIBA People...BIBA People...BIBA People

BIBA's 1st British-Iranian Police Ball

Tuesday 5th Dec. 2006
Wellington Ballroom,
London Hilton, Park Lane



Following our 2004 successful seminar on Career Opportunities in the Metropolitan Police Service, BIBA is proud to support the Metropolitan Police Service (MPS) in fostering closer ties with the British-Iranian & Persian-speaking community. The British-Iranian Police Ball served as another awareness and recruitment drive for MPS. We were honoured and privileged to have Sir Ronnie Flanagan, HM Chief Inspector of Constabulary, and Simon Marshall, MPS, Director of Recruitment as speakers. The event provided a further opportunity to show our appreciation for the Metropolitan Police Service, by supporting the Police Benevolent Fund.

Chairman Comment

Treating our friends from the Met like Celebrities

In an age where it seems that most of our celebrities are either from the Houses of Big Brother or the X Factor, we, at BIBA believe it is only right to occasionally treat key members of our society, such as the members of NHS, Education system & Police force as celebrities. Why? How this will help us? In our opinion there are three ways that treating these key members as celebrities will help society;

Firstly, it will help our value system. It will provide an opportunity to restructure our priorities and redefine and rediscover some of our lost values & heroes. We have no problem with our popular culture, but readjustment is always part of the evolutionary process.

Secondly, it will raise morale. It will raise our morale by showing that we appreciate the hard work of our key members of society, such as the Police force. And it will raise their morale as they are being appreciated. Raising morale at anytime is good and a positive gesture.

Finally, there are the side benefits. For example it will help with recruitment and it will also bring to the forefront of thinking the idea of *individual social responsibility* towards our local police force.

We would like to thank Chief Superintendent Ali Dizaei and Sergeant Allen Murphy for their help in making this event a success.

Babak Emamian, BIBA, Dec 2006



From left to right: Inspector Ahari and officers Forouzan and Taheri

Joining the Met:

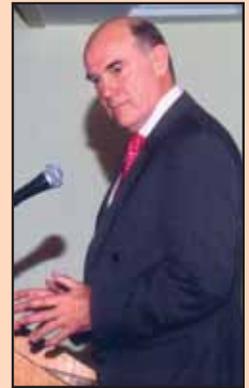
If you are interested in pursuing a career with the Metropolitan Police Service please visit www.metpolicecareers.co.uk for more information.

Sir Ronnie Flanagan, HM Chief Inspector of Constabulary:

"There are many communities in London, with different needs, demands and expectations...The Met needs to listen to these and work with the communities in a close partnership."

"Policing is human endeavour, ...when we get things wrong, it is important to acknowledge them and learn from them."

"I would like to pay tribute to BIBA for all it has done for Met recruitment drive."



Simon Marshall, MPS, Director of Recruitment, 2006

"The Met is the biggest single employer in London; employing 50,000 people with a £3 billion operational budget"

"The goal is to have the best people working for the Met and to deliver the best for London"

"Talent management is my game in Human Resources"

"What is it that delivers quality service? Fantastic people. We recruit 30,000 police officers as well as captains of industry."

"We can not expect people to come to us, the market is too competitive; we have to go to them"

"Historically the Met has recruited from the forces (army, navy, air force), but now we are in competition with top recruiters, people like Price Waterhouse Coopers and HSBC; if I am not recruiting the best people then I am not doing my job properly. We need a collaborative partnership for recruitment with the likes of BIBA".



Chief Superintendent Ali Dizaei:

"It is important that we are representative of the community we represent"

"Diversity is not a beauty contest, it is not about political correctness; it is Operational Imperative"

"Events like tonight are the key strategy for the future".



Celebrating the Uncelebrated

Report on the 114th BIBA Meeting, March 2006

BIBA's 114th meeting at the London Hilton was a very successful affair and it was refreshing to collaborate with an eager and ambitious King's College London Persian Society. We would also like to thank the Imperial College, City, Westminster, Kingston and UCL students who were present at the meeting.

The evening consisted of a Q&A session with only limited time dedicated to each question. The panelists were distinguished members in their specialist fields: Dr Dolatshahi-Hawkes, an eye surgeon with the NHS, Henry Azima, CTO NXT plc, Hossein Yassie, CEO Imagination Technology, Dr Takin, oil analyst, Mariam Moshiri, presenter on BBC News 24, Siamak Taslimi, of Cavendish College and Nigel Alliance OBE.

The introductory speech of BIBA's chairman, Babak Emamian included the message that the UK is an expensive country to live in and therefore one cannot afford financially to waste time. Due to the competitive nature of the UK, it is also vital not to lose time intellectually either, in order to keep the creative edge. Comparisons may be drawn between life in the United Kingdom and life on a University Campus, as it is necessary to either be working or studying.

We should be constantly adding value, whatever we are doing, even when celebrating.



The first 3 questions presented to the panel were:

- 1) During or after leaving university, how did you plan your career?
- 2) When recruiting or forming a team, what is the most important attribute that you would look for in a candidate?
- 3) What changes and opportunities do you envisage in your industry?

Reaching out to the UK's Persian Student Societies



Favud Ahmad, President of Persian Society at KCL, has now been succeeded by Borzo Baradari pictured in inset.

BIBA seeks to challenge the Persian student societies (such as King's College London Persian Society) to transform themselves into Centres of Commerce and Technology. With such high levels of education and so many talented people, it would be a tragedy not to do so. BIBA has every intention of supporting these societies every step of the way. BIBA is willing and able to put its considerable network of contacts and resources at their disposal. So a large portion of this meeting was dedicated to cultivating links with these societies.



Missed Opportunities - Now is the time to Fulfil Our Potential

In our opinion, the Persian societies have been associated solely with Iranian history and art for far too long. It is about time that these societies started acknowledging and demonstrating not just art and history, but also commerce and technology. We do have many success stories within the British professional community. Sadly these role models are rarely invited by the Persian societies to share the secrets of their success. This can only be regarded as a series of regrettable missed opportunities.

In May 2002, in order to address this issue, BIBA sponsored and organised a meeting with the Cambridge University Persian Society (CUPS), and introduced to them 20 leading British-Iranian professionals and business-people.

In January 2006, we laid down our vision: To maintain the success of British-Iranians, and to put ourselves even further ahead in the future, we must become better at the skills of teamwork and sharing ideas. If a community shares and co-operates, everyone benefits.

If no-one shares and engages in teamwork, everyone is left behind. This duty to share and to learn extends even to the British-Iranian student communities.



Maryam Farmani,
initiated BIBA &
KCPS link, 2006



BIBA People...BIBA People...BIBA People...BIBA People...BIBA People...BIBA People

Celebrating the Uncelebrated

Report on the 114th BIBA Meeting, March 2006

Planning & Team Building

(Excerpts from the 114 meeting)

Medicine

Dr Mahboubeh Dolatshahi-Hawks, NHS

"Enthusiasm for the work you want to be done is a most valued attribute"

"In order to stand out you need to show that you have a lot of other extra activities and interests besides your profession"

"Reducing bureaucracy in the NHS would enhance new opportunities"

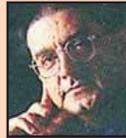


High Tech

Henry Azima, PhD, NXT Plc,

"I look for a can-do person"

"the consumer electronic items continue to become smaller, and more portable and if companies are not agile enough to adapt to changes then they would rapidly lose market share. We could see this with the introduction of DVD and Apple Ipod. At NXT plc we specialise in miniaturisation and flat screen speakers, we are delighted with the way the market is going."....**"The future is wireless."**



Oil & Gas

M. Takin, PhD, Oil Analyst

"It is important that you find a niche in the market at the moment that there's a demand"

"In the next ten years we will see emergence of major oil companies from countries like China, India and Brazil who have been generally importers of oil. These companies are coming out very aggressively, and successfully competing with more established companies like Shell and BP. In general, for the worldwide oil industry this will be a major upheaval. **More established companies are not taking the challenge from these new companies seriously. The new companies are expecting lower profit margins and offering more lenient terms.**"



Media

Maryam Moshiri, BBC News

"Hunger for knowledge, curiosity for story, why things are happening"

"It's a dog eat dog world in media, everyone wants to be on TV, radio, everyone wants your job and no one is your friend."

"If you want to become a journalist, it's important to be part of the university's press organisation."

"I started my career working for free for a number of media companies, whilst volunteering for this other company, I kept applying for Channel 5 and eventually after the fifth screening test I was hired as a presenter."

"Once rejected always ask what's the reason for it, why were you rejected? This will create a rapport between yourself and the possible employer for future reference."

"The biggest change in the news business will be that the rolling news will replace the fixed news like the One o'clock or Six o'clock News. For individuals the opportunities will be in multitasking, presenting, producing, planning, editing, and writing."



Electronics

Hossein Yassaie, PhD

Imagination Technology, CEO



"Competency in industrial application, problem solving and high drive ability are the most important attributes to me."

"Anything that shows your leadership like organising a charity, a social event, or sporting event, that counts a lot. If you've managed to show that you've put 20 or 30 people together it says a lot about you"

"During my PhD I made a number of presentations at different conferences, I inevitably made a name for myself so I was more likely to be hired. When doing a PhD do it not just because your professor is good at it, choose a subject that will be important in 4 to 5 years time."

"We run two divisions, we license technology to larger companies and we also have a division that promotes products, for example digital radios. We licence very advanced technology to leading companies."

"We launched a digital radio two years ago that nobody cared for, and now we control 30 percent of the market."

"If you are in electronics, the UK in my opinion is the most fertile ground for start-ups. There will be a lot of people in the next five years who will make a lot of money in electronics, exactly what happened in Silicon Valley 15 years ago. Every time you have a discontinuity in the industry that means opportunity, so keep an eye on those types of things."

Education

Siamak Taslimi

Cavendish College

"You want to be the best when recruiting I look for the stars, just like when choosing a football team, you know by instinct who the best players are."

"I wouldn't apply for a job that I didn't feel I could do, where I would reject myself"

"The problem with the business of education is that it is not perceived as a business. Our biggest competitor is the Public Sector state education, which is expensive, inefficient but has a deep pocket. Also they have the Parliament and all the legislative bodies on their side."

"You are all continuous clients of this business."

"Education is one of the best investments you could ever make. For just 3 years of education, you would get a return for the rest of your working life, which could be up to 50 years."

"It is a beautiful business and I recommend that if you can teach, do teach."



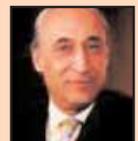
Retail & Textile

Nigel Alliance OBE

N Brown

"An interviewee should know everything about my company when coming for an interview otherwise he/she is rejected"

"You have to demonstrate to the employer why you are particularly important for the position and then you can put that on your cover letter on your CV but don't over do it"



Internationalisation of Iranian Private Sector: Oil and Gas Industry

Internationalisation is an essential part in the ever-expanding world of business. While the world is very familiar with most aspects of Iranians in Iran e.g. Iranian Politicians, Clerics, Scientists, Activists, Artists, Filmmakers.... etc , there is hardly any recognition for the Iranian private sector. Foreign investment will only flow into Iran if Iran's professional and business communities are recognised and respected in the International arena. Therefore for the sake of a better economy, Iran's private sector must prove itself internationally.

Looking at the statistics, Iran's GDP was \$160b in 2006. With almost 30% Private Sector economy that is about \$50b. This makes the Iranian Private Sector bigger than some of the Eastern European, Asian, and African Economies
It is possible to increase Iran's economy to \$300b p.a. by just changing a few minor details, and the immediate benefit would halve the unemployment figure.

Joint BICC & BIBA Meeting

BICC, the British Iranian Chamber of Commerce, is the home for such discussions and, **Mr Iraj Tadayon**, an expert on the issue, gave a presentation on Friday March 9th, 2007 at the BICC Hall.



Mr Tadayon has been a pioneer of Internationalisation within his own organisation, **Energy Deployment Company** and is amongst only a few individuals who have managed to reconcile the interests of both East and West. He feels that now is the time for the Iranian private sectors to achieve worldwide recognition and participate on the world stage.

In his presentation, he addressed the subject of the Internationalisation of the Iranian Energy Industry through a study of

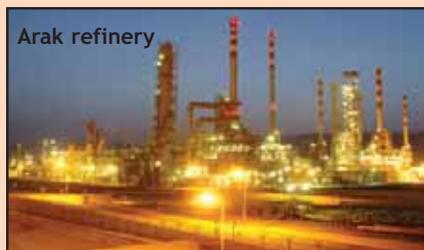


Abadan refinery

the historical background of the developments.

In doing this he was able to demonstrate the way forward for medium sized oil companies.

Mr Iraj Tadayon, is a graduate of London University and a Chartered Engineer. He has spent half of his working life serving the Iranian Oil Industry and in 1982 he set up a number of private companies such as Gazestan and Basser Kala in Iran. In 1988 he launched the Energy Deployment Company (EDC) in Britain. EDC today acts as a bridge, between Iran and a number of international entities, serving the interests of the Iranian Ministry of petroleum and other Middle Eastern countries. EDC also acts as an exporter of many industrial goods, such as water softening resins and rotating machinery parts, to a number of clients within the Iranian Petroleum Industry.



Arak refinery

Internationalisation of Iranian Private Sector Notes from the meeting.

■ Reluctances of Iran Private Sector

- ◆ Cost of Internationalisation...presumably too high.
- ◆ No body has explained the benefits properly.
- ◆ Difficulties & Hard work associated with Internationalisation.
- ◆ Lack of know-how.....
- ◆ Extra efforts will diversify from concentration on domestic market....

■ Benefits: Possible benefits to the Iranian Private Sector

- ◆ Achieve recognition for Iranian business people
- ◆ Exports
- ◆ Obtaining Licences & New Technology
- ◆ Increase Turn Over & Improve Profit Margin
- ◆ Market Awareness- International Partnership



- ◆ Brand Recognition; Domestically & Internationally
- ◆ Finance; Access to International Fund
- ◆ Improve "Iranian Business Market Value"
- ◆ International investment in Iran
- ◆ Introducing business opportunities in Iran via Iranian business people

■ Sectors: Which sectors have the greatest Potential

- ◆ General Engineering Services
- ◆ Oil & Gas Engineering Services
- ◆ Petrochemical & Construction Services

■ Market Focus

Middle East & Central Asia

■ Promotion Location

London, UK

■ Methods

- ◆ Setting up a Trading Organisation (Japanese Style)
- ◆ Business Ambassadors
- ◆ Sales Organisation- Expert Sales People
- ◆ Export Agency
- ◆ Commission Based Rewards

An OBE for BICC Deputy Chairman in the New Year Honours



Mr Yousef (Joe) Daneshvar, Deputy Chairman of the British-Iranian Chamber of Commerce, has been appointed an Officer of the Most Excellent Order of the British Empire (OBE) in the New Year Honours "for services to British business interests in Iran".

"The sophisticated Iranian private sector, which dates back to 3000 years ago and the Silk Road era, has survived six invasions, six changes of religion and many wars and upheavals."
Babak Emamian

The largest market in the Middle East for the UK

BIBA will be holding its 120th meeting in Dubai (United Arab Emirates) at 2pm on Friday 23rd of November, 2007 on the theme of "Business Opportunities in Dubai".

Cyrus Ardalan will be speaking at the meeting along with other business leaders from the region. Cyrus Ardalan is the Vice Chairman and Head of Investment Banking at Barclays Capital for Russia, the Middle East and Africa. He has also spent 12 years at the World Bank in Washington and served as the Division Chief of Treasury Operations. Cyrus Ardalan has been Director of DIFC Authority at Dubai International Financial Centre since May 2006.



Why are we holding this meeting in Dubai?

"The economy of the UAE is growing at an exceptional speed - the GDP rose 35% in 2006 - and its programme of investment and privatisation is opening an exceptionally broad range of business opportunities". UK Trade and Investment.

Dubai is a must place for BIBA when considering the strong historical and geographical links to Britain and Iran along with the huge business opportunities being created from the phenomenal growth of the country and the region.

The United Arab Emirates (UAE) is the largest market in the Middle East for the UK, taking over £5.5bn worth of British goods in 2005. It is the UK's 9th largest export market in the world. Over 85% of UK-UAE trade is conducted through Dubai and the Northern Emirates.

The population of UAE is 5.4m with a reported 120,000 British citizens and 450,000 Iranians living in UAE.

Dubai has forged a reputation as one of the most important and vibrant cities in the Middle East. Key sectors in Dubai's economy include; Property, Financial Services, Oil and Gas, and Tourism.

The economic growth and investment opportunities

In recognition of the significant potential of UAE and Dubai, the market has been designated a "high growth market" by the UK government with a programme that provides special support for UK companies to capitalise on major commercial opportunities in UAE.

The country has a GDP of \$182b with interest rates at 4.9%. Corporate tax and personal taxes are nil! The UAE Dirham is pegged to the US Dollar at Dh 3.67. Large foreign and domestic reserves provide ample protection for the peg.

Despite significant increases in government expenditure, with Oil prices having reached a new record high in October 2007, surging past \$84 a barrel, the UAE and other governments in the Middle East are likely to continue to post a large surplus in 2007, based on record high oil prices.

In fact, according to an International Monetary Fund (IMF) report released in October 2007, Gulf states account for close to 15 per cent of global capital exports.

IMF economists expect many large oil exporters in the region will have sizable current-account surpluses [a big change from 1997, when most emerging markets had deficits].

The Petro-dollar driven surplus funds, the repatriation of some investments back to the region post 9/11 and the attraction of emerging markets have created a phenomenal potential for the financial services sector.

In recognition of this potential, in September 2004, the Dubai International Finance Centre (DIFC) was created with the aim achieving the same stature as financial hubs such as New York, London and Hong Kong.



To organise a business meeting in Dubai, BIBA approached Pej Danaee, Senior Manager, IPO Execution Services at HSBC who moved from London to Dubai. When in London, Pej Danaee founded the Financial Services Business Improvement Group (FSBIG).



What is the aim of the meeting?

Firstly to bring together British-Iranians, Dubai based Iranians and other key leaders and institutions with an interest in Dubai and the UK. Secondly to facilitate the exchange of best practices, opportunities and information that help further success in the market. The meeting does not have any political or company affiliations. Those who are interested in attending or know people who are can contact Pej Danaee's personal email (pejdanaeelondon@yahoo.com).

What is BIBA hoping to achieve in the meeting?

Pej Danaee: *There is a lot of value in institutions like BIBA and FSBIG that have focused on pragmatic business. There are a number of great organisations in Dubai but none with the same level of pragmatic application. I have just established a not-for-profit organisation with a broad reaching remit called the Business Value Improvement Group (BVIG) whose goal is to facilitate pragmatic exchanges that lead to increase in value of companies. In the future I hope that we can build on the success of this meeting and hold future meetings in collaboration with BVIG and other organisations.*

What have been some of the lessons you have taken from your transition to Dubai? Were there any you would not have been exposed to in London?

Pej Danaee: *Learning only comes from discontinuities. For me a year of experience in my Dubai role has been the equivalent of multiple years in more mature markets like London. This has been the big difference. This amplified experience normally comes from having to hit the ground running, the speed of progress and the need to get involved at a wide and deep level due to gaps in talent or process. The key lessons for success in this market are; focus, pragmatic execution, a long-term view, a strong quality team and taking the time to develop relationships.*





Ramin Karimloo as the Phantom of the Opera

By: Alireza Shomalzadeh

I met Ramin Karimloo in Southampton in March 2006 in the most recent UK National tour of Miss Saigon. Claude-Michel Schönberg's Miss Saigon made its stage

debut in 1989 on the West End's Drury Lane theatre. Many years later this breathtaking musical is still in production. Ramin played the central role of *Chris* in this show which impressed audiences throughout the UK. The love story set in the Vietnam war shows the meeting and separation of Chris, an American soldier and Kim, a Vietnamese prostitute. Miss Saigon has a quality that rivals Romeo and Juliet and

has become one of the most heart wrenching and moving musicals in existence. Ramin portrayed Chris with a huge depth of emotion, skill and intensity capturing the audience with stunning duets and stealing the stage in his solo "Why God, Why".

Now Ramin has won potentially the most desired role in the West End playing the title role in the "Phantom of the Opera", a musical by Andrew Lloyd Webber, based on the novel by French novelist Gaston Leroux.

This show opened at Her Majesty's in London on October 9, 1986, where it is still playing and celebrated its 21st birthday on October 9, 2007.

Ramin is one of the youngest actors to have ever been offered the role of the Phantom.

Ramin is a great performer and has a great personality. It has been a huge pleasure for me to meet Ramin and I wish him even greater success in his acting and singing career.

MISS Saigon



From Iran to Her Majesty's Theatre

Ramin, born in Iran, began his career in his hometown of Toronto, Canada, singing in rock bands, one being a tribute to his all-time favourite, The Tragically Hip. Deciding to go into theatre, he played the roles of Jay Kurnitz in *Lost in Yonkers* and Shervin in *Columbia House*, both in rep at the Annex Theatre. From there he set sail and became part of the theatre companies for the *MS Carousel* (Airtours) and *MV Oriana* (P&O Cruises).

In the UK, Ramin has played Raoul in *The Phantom of the Opera*, Enjolras in *Les Misérables* (Queen's), and Chris in *Miss Saigon* (UK tour). He has also played the title role in *Aladdin* (Chatham Theatre), *Pirate/ Policeman* in *The Pirates of Penzance* (Open Air Theatre, Regent's Park, and UK tour), *Pirate King* in *The Pirates of Penzance* (Theatre Royal, Bath), *Artie Green* and understudy *Marius* in *Les Misérables* (Palace). Ramin had the privilege of performing as Enjolras in *Les Misérables - A Special Concert* at Windsor Castle to celebrate the centenary of the Entente Cordiale, in front of her Majesty The Queen.

Workshops and concerts include: *Steve* in *Going Once*, *Menelaus* in *Helen of Troy* written by Brian Johnson of AC/DC, *Francisco* in *Zorro- The Musical* co-written by flamenco guitarist Juan Martin, *Leo Angelides* (*Moonshadow*) written by Cat Stevens, *Simon Zealotes* in *Jesus Christ Superstar* (Portchester Castle) and *Marius* in *Les Misérables* (Broadlands, Romsey and Powderham Castle, Exeter).



Ladan and Babak Emamian with Ramin Karimloo

Film and television include: Paul in *Flipside* and Christine's Father in *The Phantom of the Opera*, directed by Joel Schumacher.

He is proud to be playing the role of The Phantom for the 21st anniversary. Ramin has now played all three of Christine's loves, Father, Raoul and Phantom.

Ramin gives thanks to God for this opportunity and his family for their support.

For more information and details on Ramin's album, *Within the Six Square Inch*, please visit www.raminkarimloo.net



BIBA People...BIBA People...BIBA People...BIBA People...BIBA People...BIBA People



The Rebirth of Rostam

Saied & Mehran Ghahari; Winners of Golden Lioness Award Budapest WAALM 2006

The Iranian born sister and brother producers and directors and 160 other artists, designers and computer engineers completed the first 3D animation film in Persian language. It was a bold move to animate one of the greatest stories from Ferdowsi's Shahnameh, **The Rebirth of Rostam**.



The film, based on "Rotam and Sohrab" captures the most epic drama in Persian cultural history. Most of the scenes, back grounds and palaces are designed to give the audiences a scenes of great civilisation and culture. Designs such as Persepolis as Keykavoos Palace, and Arge Bam is redesigned to represent the Deje Sepid. Saied Ghahari and his sister, Mehran Ghahari, have always been admirers of Persian culture. Growing up in Tehran next to an artistic father, they were surrounded by sculptures and paintings. Their mother used to read them stories from the Shahnameh. As Mehran says: "In my opinion, Persian culture is one of the purest on Earth. It is ours now to learn, flourish and expand and use in our daily lives as a way of life".

Celebrating 100 years of Persian song writing

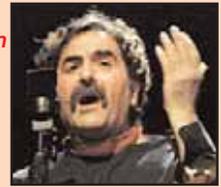
The London-based Bonyaade Toos, with the efforts of Jamil Kharazi celebrated 100 years of Persian song writing on Sunday 21 Nov 2007. The aim was to demonstrate the gradual changes in taste for music and the effect of European melodies on Persian music.



The success of Los Angeles Persian pop music has resulted in a renewal of confidence in the Persian traditional music. Playing Persian traditional music is no longer considered out of fashion.

Shahram Nazeri is awarded Chevalier de la Légion d'honneur medal

Iranian tenor Shahram Nazeri was presented with the **Chevalier de la Légion d'honneur** medal, a most coveted trophy in the world of art and culture, by the French government during a ceremony in Paris on September 29, 2007.



It was given to him in recognition of the meticulous attention he has paid to the musical interpretation and vocalisation of the transcendent lyrics of the Iranian poet and mystic Molana Jalal ed-Din Rumi.

"Artistic and cultural activities are the supporters and guarantors of world peace." Nazeri said after accepting the prestigious award. The New York Times has dubbed Nazeri, 57, the "Persian Nightingale" and the Christian Science Monitor has named him "Iran's Pavarotti".



Mohammad Samavat, Tapesh UK Executive, reporting BIBA 117th Meeting, 4th of July 2007.

Tapesh TV(USA) & BIBA in 2007

Linking UK & US Businesses

PBC Television Network/Tapesh(USA) launched in 1989 by a small group of visionaries, is an independent television network. Tapesh objectively provides viewers with educational, informative, and entertaining programs that do not serve any special interest group(s) but rather the world as a whole in respect to every viewer's personal interest. With hard work and commitment to pursue the ultimate and initial vision of the company, in 2000 Tapesh was proud to cross every border by obtaining international broadcast rights. Now available in North & South America, Europe, Australia, Asia, and the Middle East.

Host of Iran's "Who Wants To Be a Millionaire" at BIBA 115th Meeting

Iraj Nozari, a well-known Iranian actor/superstar and TV show presenter plans to expand his career internationally. As a prolific translator he speaks eight languages.



Farad Azima Appointed CEO of Iran Heritage

The Iran Heritage Foundation is a UK registered charity founded in 1995, with the mission "to increase awareness about, promote and preserve the history, languages and cultures of Iran".

In March 2001, after over 24 years at the helm of NXT plc, Farad Azima announced his retirement as Chairman.



He has previously appeared at BIBA meetings as a panelist and spoken about challenges of manufacturing high-tech products.



BIBA promotes British-Iranian Businessmen and women; however, we tend to celebrate any Iranian success story

ANNIVERSARY OF SPACE TRIP

Astronaut Anoushe Ansari; Is Sky the Limit?



Anousheh Ansari has shown diversity of talents and strengths, in order to become a scientist and entrepreneur. As the first woman, privately funded astronaut, she has taken us into space exploration.

Born in 1966 in Iran, Ansari and her parents emigrated to the US in 1984, "because her family wanted her to pursue her passion for the sciences to the fullest extent possible." After graduation, Ansari began work at MCI, where she met her future husband, Hamid Ansari. In 1993 they co-founded Telecom Technologies, Inc., using their savings and corporate retirement accounts. The company was acquired by Sonus Networks, Inc. in 2000 for \$550 million in stock.

Ansari trained for a Soyuz flight to the International Space Station, through Space Adventures, Ltd.

Asked what she hoped to achieve on her spaceflight, Ansari said, "I hope to inspire everyone - especially young people, women, and young girls all over the world, and in Middle Eastern countries that do not provide women with the same



opportunities as men-to not give up their dreams and to pursue them..."

On 18 September 2006, the spacecraft blasted off with Ansari becoming the first ever female space tourist. She landed safely on 29 September 2006 in Kazakhstan with US astronaut Jeff Williams and Russian cosmonaut Pavel Vinogradov.



HOUSE OF LORDS

Professor Hale Afshar becomes a House of Lords' Peer

A University of York academic, Professor Hale Afshar, is to become a non-party political peer, the House of Lords Appointments Commission has announced.



Professor Afshar, who will sit on the crossbenches in the Upper House, teaches Politics and Women's Studies at York. She is also the Visiting Professor of Islamic Law at the International Faculty of Comparative Law, University of Strasbourg. Professor Afshar is the founder and Chair of the Muslim Women's Network, and she is an advisor to the Government on public policy relating to Muslim women and Islamic law.

"I was really very surprised and very honoured that to be considered as a 'People's Peer', in fact I was lost for words when I was told. I shall certainly be fighting for equal opportunities for minorities and for women as I have always done," she said.

She is one of two new non-party-political peers announced by the Commission.

ARCHITECTURE

Mohsen Mostafavi is named dean of Design School at Harvard

Mohsen Mostafavi, an international figure in the fields of architecture and urbanism, will become the dean of the Faculty of Design beginning in January 2008,



President Drew Faust has announced. An accomplished academic leader, architect, and scholar, Mostafavi is currently the dean of Cornell University's College of Architecture, Art and Planning, where he is also the Arthur L. and Isabel B. Wiesenberger Professor in Architecture. He served for nine years as chairman of the Architectural Association School of Architecture in London. Mohsen and his wife, Homa Farjadi, also a renowned architect, have both been full participants at BIBA.

HONOURS

Christian Amanpour

In June 2007 Queen Elizabeth II named Christiane in her birthday Honours list and bestowed a CBE on the CNN reporter for her contribution to journalism.



Anyone who is familiar with CNN will recognise the highly distinguished international correspondent with the intelligent, objective and deeply probing style of journalism that has seen her become one of the highest paid field reporters on American television. Christiane Amanpour was born to an English mother, Patricia and an Iranian father Mohammed, in London, England, on January 12th 1958. Christiane was married in 1998 to James Rubin who was a spokesman for the US State Department and now works for Sky TV in the U.K. Together they have one son, Darius, who was born in 2000. The family are based in London.

SOCIAL WORK

Camila Batmanghelidjh - UK Woman of the Year 2006

Founder of children's charity Kids Company, she has won the UK's Women of the Year 2006 award, which honours those who show bravery, compassion and try to improve the lives of others.



Born in 1963 in Tehran, Camila grew up in an "unbelievably sheltered environment".

"I had one of the most privileged childhood's," she says. It was in the midst of this affluence that Camila first became aware of a "powerful drive" to care for less privileged children, which she describes as a "gift".

At the age of 12, Camila was sent to the UK to be privately educated but has never been able to return home. She has raised more than £20m for Kids Company and won the 2006 Woman of the Year award from The Women Of The Year Lunch And Assembly - a charity which was created in 1955 to celebrate the achievements of women. "I have not forgotten what it feels like to be a child," Camila says.

BRITISH-IRANIAN BUSINESS ASSOCIATION

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