

*London Business Guide Organisation has been working to improve the infrastructure of the Turkish business community in the UK in order to enable the community to contribute more effectively to the British economy. London Business Guide© (LBG) has been serving as a leading, comprehensive, business resource centre for Turkish companies in the UK. LBG exists to assist and promote the development of the Turkish business community in London and elsewhere in the UK. Its mission is to provide Turkish businesses with topical information, management tools, promotional programmes, business related products and services, including IT support - all to help Turkish entrepreneurs expand and manage their companies more efficiently. LBG regularly arranges business meetings, Business Networking Events in London that prominent businessmen, governors and politicians from the UK and European Countries are invited.*

*LBG has been working with different British governmental and private organisations giving business supporting services and training as Train to Gain, Learning and Skills Council (LSC), Business Link, Westminster College, Greater London Authority (GLA), London South Bank University (LSBU) and Think London to deliver training and business services like Business administration courses for start-up business, Management skills NVQ Level 3-4 for SMEs, IT skills for women, customer care and other courses to its customers and members.*

*One of LBG`s most effective initiatives has been the annual publication of the **Turkish Business Directory UK-EU** (ISSN 1755-0130), which provides a platform at all levels of business for Turkish Minority Enterprises in the UK. The main goal of this directory is to expand the business potential in the UK of the Turkish business people living in the UK and rest of Europe. Turkish Business Directory UK-EU, which provides a platform at all, levels of business for Turkish Minority Enterprises in the UK. The Directory provides advice on how to set up a business in the UK; information on business networking services; includes profiles of successful businessmen and women in the UK and EU countries, which provide role models and highlight the contribution that*



*the Turkish Business community makes to the UK and EU countries economy; and provides a Directory of 25,000 businesses and companies that want to promote themselves to the Turkish Business community. There is a classified section allowing readers to access business contacts easily. Business sectors will be represented by the diversity & impact of the Turkish Minority Enterprises that contribute to the UK and the EU economies.*

*This directory is also focusing on providing a link between the potential businesses and authorities supplying high level service support. With the help of the directory, many businessmen & women can meet different agencies, which will promote & consolidate the development of minority businesses.*

*One of the innovations in the Turkish Business Directory UK-EU is having two special sections on Business Support Services. The first is a feature article under the heading 'Useful Business Information' which explains the purpose and scope of the work of publicly funded business support agencies, whose services are available to Turkish employers. This feature article is accompanied by sponsorship advertorial and advertisements. The second section is a listing of business support agencies in the Yellow Pages sections of the Directory which also includes advertising and advertorial.*

*LBG Business support services provide assistance in a wide range of business activity including:*

- \* *Business Networking Events-Workshops*
- \* *Business Consultancy - Business planning*
- \* *Business training*
- \* *Business Replacement (internship)*
- \* *International trade, marketing and sales (Import-export Information Centre)*
- \* *Access to finance - grants and loans for business development*
- \* *Setting up new company and choosing a legal structure*

