

## Boris Johnson

### Mayor of London

It is with great pleasure that I welcome the publication of the 2010-11 edition of the UK- EU Turkish Business Directory. London is home to 74 per cent of the UK's Turkish community and I am committed to working to ensure that they are enabled to fully benefit from the capital's rich diversity and take part in our continued economic success.

In this regard the UK- EU Turkish Business Directory is an excellent tool, providing a platform at all levels of business for Turkish enterprises in London. The directory comprises superb advice on how to set up a business in the UK; information on business networking services; and listings of over 15,000 Turkish speaking businesses, as well as profiles of successful business people in the UK, providing a template to success for burgeoning Turkish business to follow. The directory also serves to highlight the sheer variety of London's Turkish businesses in addition to their contribution towards London's economic success.

I believe that small businesses are the backbone of London's economy, and as Mayor of London I will work to make it easier for this sector to succeed. I will scrap the £25 congestion charge that would have been problematic for small businesses in London, work with the Met to tackle the business crime that effects so many of London's Turkish businesses and work to secure more affordable retail units for small independent retailers. I am confident that many Turkish businesses will benefit from these policies.

Finally, 2010 marks the year that London becomes the official host city for the 2012 Olympic and Paralympic Games, which represents a tremendous opportunity for all businesses. Firms, both large and small, from construction to catering, from business services to merchandise - and many more - will be needed to deliver the Games, and this will create a range of valuable procurement opportunities for all businesses in London. To sign up to see how your business can benefit from the Games please visit [www.competefor.com](http://www.competefor.com).



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