

Patrick Elliott

CEO

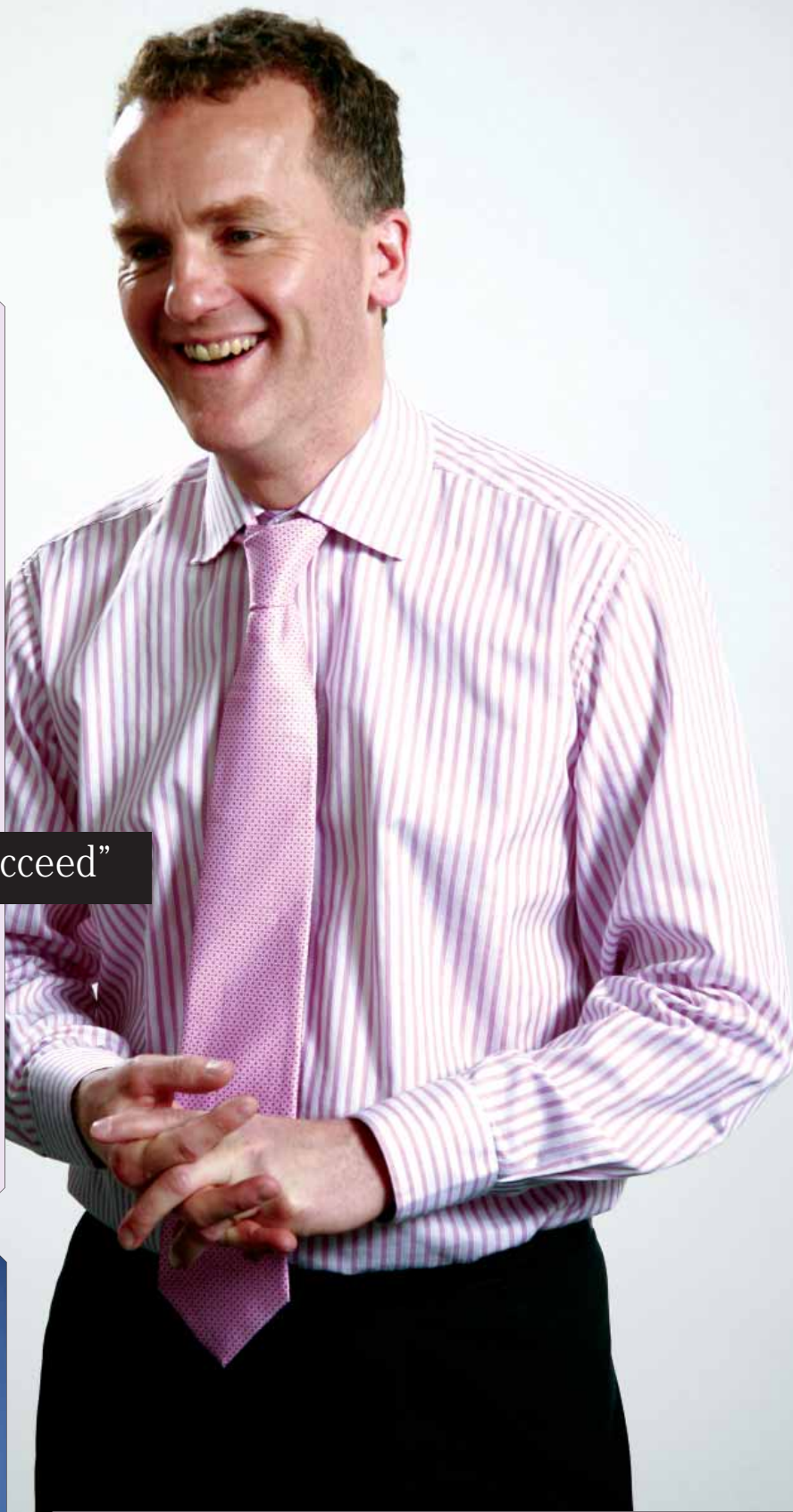
Mr Elliott Lowdown is the CEO for Business Link for London. Elliott grew up and was educated in Geneva, Switzerland before completing his degree in Electronic Engineering at Liverpool University and is fluent in French.

Elliott has held a variety of senior product development, product management, marketing and business development posts in the consumer electronics industry (Philips Electronics) and the mobile communications sector (Orange and Cellnet). A successful businessman himself, Patrick Elliott's achievements include: working as vice president for a US multi-national worth over 8 billion US dollars and as Board Director and major shareholder of London-based SME - Opta.

"Helping your business succeed"

Before that, Elliott personally led large teams in delivering innovative customer propositions and new businesses over a number of years, working with other organisations and government departments including a stint as Director of Interactivity at Telewest.

Married with three young daughters he lives near Woking in Surrey and is a keen motorcyclist.



With Elliott's wealth of experience in business management particularly at Opta - a specialised business creation company - he has the expertise and drive necessary to power Business Link in London through to the next level making it the premium port of call for businesses in the capital.

"I came to Business Link in London in June 2007, determined to drive forward Business Link's contribution to strengthening

London's economy; by helping all businesses start up and grow, after SERCO won the contract to overhaul the service in 2007." He says.

The Business Link service in London has successfully been supporting London's SMEs since 2001 providing high quality information and practical advice to help all businesses make the most of business opportunities and take up appropriate business support.

Business Link in London

Information and practical advice
for London's businesses



Our offer:

- Free and impartial business advice
- High quality, actionable business information
- Workshops and seminars
- A range of online tools

Being there for the ups and downs, Business Link prides itself on being a free, independent and impartial service able to look at all business challenges objectively. Completely free and available 24 hours a day through the telephone enquiry line and website. Elliott says "We won't try to help you in areas beyond our expertise, and will refer you on to specialist advice or support whenever this is appropriate."

Mr Elliott Lowdown adds "What makes us different is that although we are funded by the London Development Agency we are privately run, allowing us to build a stronger small and medium sized business sector, create new jobs, and contribute to the economic prosperity of London."

"An even bigger priority for our service this year is reaching a wider business audience by spelling out the obvious benefits of what we do," says Mr Lowdown. "To the Turkish business community, I would say that in everything we do at Business Link we are on your side and committed to your success."

"Our advisers are particularly knowledgeable on the special challenges faced by entrepreneurs and business people from diverse communities and groups - such as the Turkish - speaking community - and on the specific support available to them. For those customers who have special needs or a disability, we are creating new approaches to make what we do even more accessible," says Elliott.

The Turkish business community has grown significantly over the past fifty years, becoming an established, significant and dynamic force in the London economy with an estimated population size of approximately 300,000 in the UK - most of whom, are in London.

"Our research suggests it is likely there are now well over 10,000 Turkish - speaking businesses in London. This figure is constantly increasing."

"The majority of Turkish-speaking businesses are in the catering trade with drycleaners forming the second largest group."

Mr Elliott Lowdown adds "London's Turkish - speaking economy is characterised by both informal business practices and globalised networks and growth. However, Business Link want to do more to help these businesses increase their impact with expertise on everything from branding, website-optimisation to finance and resources."

"We want to work with the Turkish business community because we are keen to support their entrepreneurial spirit and desire to ambitiously grow their businesses," says Elliott.

"This year in particular we want to build stronger partnerships with organisations that represent Turkish-speaking businesses in order to help us overcome any barriers they may perceive in accessing our services."

Elliott concluded saying, "We know just how difficult it is setting up a new business or getting your business to grow even further. Business Link can really help - the 113,000 people we helped last year can't be wrong."

"Call our experts now on 0845 6000 787 for your individual business advice or visit www.businesslink.gov.uk/london".

