

**“A Vision of India” UK Trade & Investment (UKTI) and the UK India Business Council (UKIBC) with support from Mediacity UK and the networking organisation, TiE Manchester.**

1<sup>ST</sup> December 2008 at Lowry Theatre, Manchester

One of a series of India-focussed events throughout the North West aimed at promoting and encouraging bilateral trade with India, A Vision of India had interest for businesses in the creative and digital media sector. It also emphasised the extensive benefits to the region of developing the Manchester Mediacity site alongside the Lowry theatre.

Imran was a familiar face to many in our audience because of his appearance on Dragons Den and his presentation not only gave us an entertaining update on the progress of his runaway success iTeddy but also cemented his growing reputation as being much more than a “one hit wonder”. People commented that they hadn’t realised he was such a serial entrepreneur always on the lookout for his next business success. He was a very relaxed and natural presenter and his case study was extremely well received by our delegates

