

Effective Management (I) Talk Synopsis

BIBA s Third Phase:
Why Management is so important

Discipline and Management is the key to successful operation of any unit. It determines the efficiency of an individual, an institution, the market, the economy and a society as a whole.

Babak Emamian, BIBA s Chairman

As BIBA enters its 10th year of operation, the need is for a New Direction.

The first phase of BIBA s activities, that is the initial seven years (1994-2001) was mainly about Marketing & Promotion .

The second phase, the last two years (2001-2003) was dominated by Prospects for the Economy and Social Responsibilities .

For the third phase (2003-2005), BIBA would like to concentrate on Management issues. The UK economy offers ample opportunities for growth with its vast investment in education and professional infrastructure. There is a general feeling that, for BIBA members to gain the extra efficiency, they ought to improve their management styles as well as marketing. Perhaps this could be considered a further sign of membership s confidence and maturity.

Hence BIBA has organised a series of Q&A seminars on Effective Management, beginning with its 110th business meeting on Thursday 30th October 2003 followed by next scheduled meeting for Thursday 27th November 2003.

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Agenda for the 110th Meeting:

- 7.00-7.15 pm Registration
- 7.15-8.30 pm Business Meeting
- 8.30-9.30 pm Reception

10 YEARS OF PROMOTING SUCCESS

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Professor Abby Ghobadian

Research Director of Middlesex University UK, Professor Ghobadian also offers consultancy service to many British and international firms and government bodies on business issues. Abby will explain why Effective Management demands better education and constant training. His forthcoming book, • **Strategy and Performance**ž *Achieving Competitive Advantages in Global Marketplace*, published by Palgram, will be out in December 2003.



Paris Moayed of Jarvis PLC

Chairman of Jarvis plc. and the recipient of the National Entrepreneur of the year award for "Turnaround Entrepreneur 1999", Paris Moayed was recognised for his ability to turn a loss-making company into a success despite the odds when, in 1994, he tried to persuade his board to buy Jarvis plc, which at the time was facing financial difficulties. Being faced with the board's disagreement, Mr Moayed resigned from the company and set up Jarvis Projects, a joint venture with Jarvis plc. His outstanding success and achievements eventually led him to become Chief Executive and Chairman of Jarvis plc, which today is a new market leader in its chosen sectors such as the UK Public Finance Initiative (PFI) construction sector, and has turned from a market capitalisation of £3.6 million when Mr Moayed first joined, to being worth in excess of £600 million. Moreover, Jarvis plc is looking to Europe for further expansion.



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Secret to BIBA s Success

BIBA has 2200 members most of whom are industrialists, scientists and professionals and they are highly disciplined which, in turn, smoothes the running of the organisation despite its small management cadre.

10 Years of Promoting Success

The survival and successful functioning of BIBA throughout these years, is almost like a breath of fresh air in a space 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.



Babak Emamian
Chairman of BIBA

Looking back at our first official meeting on August the 4th 1994, we never envisaged an organisation that would accomplish 110 meetings, develop a vast network of contacts, have its own publication of journals and its very own resourceful website, and a series of TV programmes. Today, BIBA is looked upon as a centre of influence that has become a learning organisation with its main focus on marketing and business. In order to survive we had to adapt very quickly to economic changes over the last 10 years.

Years 1994-2001

From our inception in 1994 BIBA s pre-eminent motif 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 that is who are we now, highlighting the Iranian identity abroad, followed by promoting and motivating the British-Iranian business community in the UK. Scientist, industrialist 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 required a highly disciplined organisation.



Years 2001-2003

The tragic events of the 9/11 in the United States changed everything a great deal, especially the structure of the global economy. Consequently, we decided to dedicate BIBA meetings to the issue of Economy and Social Responsibilities rather than Marketing & Promotion. We had to assure members that BIBA was not losing the plot. 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 pause to reevaluate the given situation.



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Linking UK & US Businesses, BIBA s 109th Meeting

BIBA working with ITV of California



In its 109th Business Meeting, the British-Iranian Business Association successfully celebrated the co-operation of the UK and US-based American-Iranian business ventures at the Hilton Hotel, Park Lane. This highlights another bright chapter in the history of the Association. During the meeting, the Association analysed the performance of its TV programmes that are regularly shown on satellite channel of American broadcaster ITV. A summary of BIBA on TV series also has



been published for those who wish to keep a record of all episodes. www.BIBAuk.com

BIBA s Future Plans

The emphasis that BIBA puts on the role of discipline, industry and integration (to avoid the closed society mentality).

Long term plans of BIBA include the membership of the Royal Society, which is hoped to highlight the importance the Association places on the Scientific activities.

BIBA is currently working on a number of projects aimed at increasing the involvement of the young people into the structure of the Association. This will ensure the maintenance of BIBA s universal message of adoption of a systematic scientific approach towards businesses and professions that offer new ideas and added value to both the public as well as the business community.

BIBA is also planning to hold a number of joint venture events with similar associations. In this respect, we welcome proposals from individuals, organisations and the mass media.

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Celebrating Shirin Ebadi s Historic Achievement

The British-Iranian Business Association (BIBA) wishes to congratulate Ms Shirin Ebadi on her Nobel Peace Prize. In line with its policy of celebrating the success of Iranians in various fields of science, industry, culture and arts, BIBA believes Ms Ebadi s achievement is a clear recognition of her tireless efforts in advocating freedom of individual and defending human rights, the universal principles of progressive and prospering societies, on which BIBA s activities and aims are also based. Well done Shirin!



The Nobel Peace Prize winner,
Shirin Ebadi

Born in 1947 into a well-known family of Iranian civil servants, Shirin Ebadi studied law degree at Tehran University and became the president of the city s Civic Court in 1975. The first female judge at the bench in the pre-Revolution Iran until 1979, she had to resign as the new constitution did not recognise a woman s right to become a judge. She then turned to teaching law at the University and her outspoken criticism of the new legal system on the rights of children and women soon turned her into a national celebrity among its female, and male population alike. Shirin Ebadi has been involved in a number of controversial legal cases in the country, acting as the defence lawyer for the families of Iranian dissidents. As a human rights activist she has also defended a large number of university students who have been imprisoned for taking part in pro-reform rallies. Edabi herself has twice been imprisoned for openly opposing the unconstitutional practices of the judiciary. She is the founding member of the Association for Support of Children s Rights in Iran and has written a number of books in English and Persian on the subject with the support and approval of the United Nations aid agency, UNICEF.

10 YEARS OF PROMOTING SUCCESS



B.I.B.A.
BIBAuk.com

British-Iranian Business Association

President: Lord Peter Temple-Morris
Chairman: Babak Emamian

Effective Management (I)

BIBA is holding its 110th
Business Meeting on
Thursday, 30 October 2003
at the London Hilton.

The Meeting is the first of two forums on
the introduction of
Effective Management.
We request the pleasure of your company.

BIBA s 110th Business Meeting
London Hilton
Park Lane, London W1



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Reception: 8.30 - 9.30