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BRITISH-IRANIAN BUSINESS NEWS

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Editorial

Business News and Forecast

As we are a business association allow me to start with some business and economic issues and why 2011 Census is important to us.

What is the most difficult subject/faculty in Engineering?

My working life started as an engineer, having two degrees in engineering, mechanical and control systems, it was a just a natural progression. But later, that is for the last twenty five years, I switched to financial services. So I also consider myself a Financial Services Engineer. Therefore I would like to talk to you as an engineer, and let's start with a simple question, what is in your opinion the most difficult subject in engineering? Is it the electronics, electrical, automobile, aviation.....?

Social Engineering

In my opinion the answer is Social Engineering; that is an understanding of human behaviour; how to bring people together and help them work together more efficiently.

And Why is social engineering the most difficult subject? All the other faculties are exact sciences and they can be formulated by couple of hundred equations; however when it comes to human behaviour, there are too many variables, too many formulas and equations to solve. Stephen Hawking says, *"we are yet to discover exactly, when, how and what makes people tick"*.

The irony is that our 14 billion year journey since the Big-Bang has been almost formulated by the scientists, yet predicting exact human behaviour remains a mystery. Hundred year ago the scientist were arrogant enough to claim that human behaviour can be formulated and eventually controlled, hence we had the Fascism, Communism, Religious fanaticism and thank God they have all failed.

Service Industry and Branding

Social Engineering is about concepts; it is about Branding and Service Industry, and the British or the in general the Anglo-Saxon's economies are extremely good at Social Engineering and Service Industry hence Branding. Some 80% of World Brands from *Accountancy, Banking, Computers, Fashion, Food, to IT, Media, Military, Pharmaceutical, Retail, and Transportation* have their origins in the Anglo-Saxon's economies. Nowadays there is a great talk about China's economic success, and there is the **"Made in China"** stamp, but comparatively there is hardly any Chinese Brand.

Just take some new Brands such as Facebook, and Googles where people want to stay connected, and again they are not Chinese.

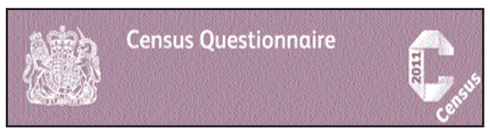
Whoever has the Brands, controls the mass consumption hence the economy. The reason why the Anglo-Saxon culture is so good at Social Engineering, Service industry and Branding is because it allows free movement and exchange of ideas and for as long as it stays this way, it will be the lead culture. So we as British-Iranians are very lucky to be associated with this culture at this juncture in history.

Economic Prediction for 2011-12

While the Germans are very good at heavy engineering, the Japanese at consumer goods electronics and the Chinese at Labour-intensified manufacturing, the British are very good at Social Engineering that is Service Industry. The idea that it is only engineering if you are holding a spanner, in my opinion is very out-dated. Britain is a country of engineers with keyboards rather than spanner.

Machines don't make money; it is the concept that is put to work makes the money. For example take a coffee shop. The oven and refrigerator do not make money, it is the concept of service that you are going to provide will make the money. The British have a good understanding of how to make a business profitable, through branding, social engineering and Service Industry.

The Germans have recently been selling a lot of heavy engineering machineries to Indonesians, Malaysians and Chinese; soon this will be followed up by British Service Industry. So the outlook for 2011/2012 is very good.



2011 Census

Which brings us to 2011 Census, in order to be good at Social Engineering, one needs good data as well as a clear understanding of interpreting the data. That's why we had Bahram Heydari to explain the census to us and we had Dr Hooshang Amrahmadi to suggest how we should interpret the data by explaining the result of 2010 US Census.

BIBA Synopsis & Objectives in 2011

BIBA Synopsis for 2010 was that "the old models of doing things do not work anymore and we have to adopt new models for everything". We also discussed American inventiveness.

Teamwork and joint-ventures with other Business Associations is BIBA Synopsis for 2011. ***Introducing BIBA members to a number of Business Associations and encouraging involvement.***

Lord Young of Graffham, former Adviser to Prime Minister David Cameron, addressing Business Gym

BIBA 125th:

BIBA invited to Business Gym Seminar Kabbalah Centre, UK

We started BIBA synopsis for 2011 with "Business Gym"

"Business Gym" is the business network of Kabbalah Centre, UK

As the Chairman of British-Iranian Business Association, BIBA, one of my primary duties is to attend many business associations and seminars, for example Bank of England Inflation Report, and subsequently inform our affiliates and other interested people about our findings. One of these associations that I have been attending regularly since 2008 is "Business Gym".

After three years of attending Business Gym, I shared my experience by cordially inviting BIBA members to the "Business Gym" seminar on 27th Jan 2011 at Kabbalah Centre, London.

As a skeptic of "anything to do with religion", I was very reluctant at the beginning to attend the Business Gym meetings. However, to my amazement, I discovered that religion does not play into it, but they offer an alternative concept to Business dynamics. For example, everything can be measured in energy units rather than hard currency; therefore indicators such as productivity, usage, waste etc take a different form. Of course Business Gym is not the key to all our problems, but it is an alternative way of looking at events.

The Guest speaker was Lord Young of Graffham former Adviser to PM David Cameron .

The theme of the seminar was "The Secrets of Business Greatness".

What was BIBA 125th about?

"Most people know the cost of everything and the value of nothing" Oscar Wilde

Teaching Ethics; Positive Energy

Realisation to the fact that the older one gets, the more influential one becomes.

The more influential, the more damage one could cause. Therefore the more essential to get things right. Thus the need for more teachings of ethics. Business Gym offers a lot of teachings of ethics i.e. a strong sense of right and wrong.

Why Business Gym is different to business associations such as BIBA?:

Spirituality is harnessing Energy

Business organisations mainly discuss science-based business models with the goal of increasing profit. Business organisations are mostly interested in mathematical models of business. Business organisation mostly interested in measurable items, not the immeasurable ones. How do you measure ethics and spirituality of a business?

Marcus Weston, Director, Business Gym Network

Business organisations shy away from discussing the spirituality of Business

Discussion of Spirituality of Business is the missing component of the Business World

Business Gym fills the Gap by discussing the spirituality of business

What happened?

Thank you to those who participated in BIBA 125th & BGN Business Meeting on Thursday 27th Jan 2011 at Kabbalah Centre, UK. By doing so, you have assisted in the elimination of taboos which hopefully will result in communities to integrate further and societies working more efficiently.

A message from our Host.

"Dear Babak, what a pleasure it was to host you and your special BIBA guests at our last Business Gym Global event with Lord Young. We teach our business network how universal values and practices are the only way to benefit self and society and this set of principles demonstrate how to raise living standard for all. Its mission is therefore understandably global and urgent. Which is why I feel we were literally blessed to have you attend en masse. The enthusiasm and unity of BIBA that night is an example to the world how, though a unique business platform, people from every different background can add value to each others' lives. I spoke to many of the BIBA group that night and I would love you to send my personal thanks to each one for bringing such passion and inspiration to the evening. From all of us, sending you our love.

Marcus Weston, Director, Business Gym Network, Kabbalah Centre UK"

BIBA 126th Meeting, Monday 7th March 2011

The 2011 Census is the single largest most important programme to be carried out in the UK for at least ten years.

The Meeting covered the following subjects:

- **Enhancing the importance of 2011 Census within British-Iranian community and explaining its aims and objectives**
- **Politics of Number and the Iranian-American Community; Lessons learnt from US 2010 Census**

The Speakers were:

- ***Bahram Heydari*, Stakeholder Management , 2011 Census, UK Office for National Statistics**
- ***Hooshang Amirahmadi*, Ph.D. Professor at Rutgers University and President of the American Iranian Council, USA**

Babak Emamian, Chairman, BIBA 126th at London Hilton, March 2011

The presentation covered an overview of what the census does, how the programme will be implemented, and what makes it important, unique and confidential.

Bahram Heydari is a Lead Officer for External Engagement for the 2011 Census Programme (England and Wales). He has held a series of Executive Director and programme manager roles with regard to a number of large scale development and regeneration programmes both in the private and public sectors. He has also acted as government advisor on housing, regeneration, stakeholder management, community safety, economic development programmes and policy for a number of years. A number of his programmes have received formal national awards by independent and private sector organisations, which he puts down to the hard work of his talented teams. He is a life-long supporter of Liverpool FC, Salford City Reds Rugby League and the Montreal Canadians ice hockey team.

Hooshang Amirahmadi, Ph.D. Professor at Rutgers University and President of the American Iranian Council, USA

Iranian-Americans have often claimed that their number exceeds a million. Yet, the latest US Census puts the figure at about 400,000. Professor Amirahmadi's talk focused on the politics behind this discrepancy, explaining which side is right and why, what causes the divergence, how the number politics is affecting the community, and what has been done to correct the census. It also explained why such efforts have only marginally succeeded and what might be done to change the status quo. He has also served as a Senior Associate Member at Oxford University, UK.

Dr. Amirahmadi has published over 20 books and numerous articles on Iran, the Middle East, and US-Iran relations. He is a frequent speaker at international conferences, and his advice is sought by governments, multilateral agencies, private companies, and international media.

The Meeting was also addressed by Nasser Marandi, representing British-Iranian Community Development Organisation, BICDO.

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