

NEWS RELEASE, 1 MAY 2014

Australian Communications Minister visits Shoreditch business incubator

London Metropolitan University's specialist business incubator, Accelerator, hosted a round-table event for the Australian Minister for Communications, the Honourable Malcolm Turnbull MP.

The Minister visited Accelerator's Tech City headquarters in Shoreditch, East London, to hear from industry leaders about the development of Tech City, the growing start-up community, and what Australia can learn from its growth.

Richard Celm, Accelerator Manager who has run businesses in Australia and the USA before moving to London in 2006, said: "Accelerator delivers start-up training to over 1000 students each year within our programme and that number is increasing because digital entrepreneurs want to be part of the UK's fast-paced, thriving 'Silicon Roundabout'. We are delighted that the Minister took the time to see the work we are doing, how we support entrepreneurs and how that expertise can be transferred down under."

Business leaders attending included the co-founder of Unruly, Sarah Wood; co-founder of 3Beards, Bryce Keane, founder and CEO of cloud.IQ, James Critchley and group creative director of Albion London, Nick Darken. They explained to the Minister the importance of education, the role played by universities; as well as the challenges and opportunities facing the start-up world and how policy could help shape the future of the industry.

Malcolm Turnbull MP, Australian Minister for Communications, said: "I was impressed by the enthusiasm of the entrepreneurs and developers at the Accelerator, and by the way in which the London Metropolitan University is incorporating innovation into its broader curriculum.

"I was also impressed by the importance the panel placed on the political leadership given by British Prime Minister David Cameron who made a public commitment in 2010 to support East London or 'Silicon Roundabout' as a centre of technology and innovation."

Vice-Chancellor of London Metropolitan University, Malcolm Gillies, said: "The start-up community here in Tech City is rapidly expanding and we have seen an increasing number of students from the university go through the Accelerator programme for funding."

“We are committed to ensuring that young people maximise the opportunities available in Tech City by providing them with expert training and mentoring. We hope that their businesses continue to flourish and make a significant impact on the local and global economy.”

Sarah Wood, co-founder of Unruly, said: “It’s quite unusual to have such openness in a room and exchanging ideas across territories. It’s interesting to hear how the Australian start-up scene is developing and to share ideas with peers – and across the London tech start-up network.”

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Notes to editors:

London Metropolitan University (London Met) is a public research university located in London and was formed in 2002 by the amalgamation of the University of North London and London Guildhall University.

Our courses recently received top marks from the UK’s Quality Assurance Agency. We are committed to delivering affordable quality education, and are proud of the diversity & achievements of our students, alumni and staff.

London Met current caters for almost 23000 students and has a large number of international students with over 190 nationalities represented.

London Met’s Student Enterprise Programme has been designed to offer current students and alumni with entrepreneurial ideas the guidance and support they really need in starting up their businesses. The programme runs many events and workshops which help boost entrepreneurial skills and knowledge.

Accelerator is a specialist business incubator in Shoreditch, the heart of London's ICT and digital media community. Discover our services. It specialises in business development programs for high value, innovative, growing businesses in information and communication technology, interactive media, e-learning and design.

To learn more about Accelerator, the London Met Student Business Awards or the London Met Student Enterprise program, please visit <http://accelerator-london.com/> and <http://londonmetstudententerprise.co.uk/>.

For more information please visit www.accelerator-london.com

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