

News Release

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British Institute of Technology & Ecommerce congratulates Prime Minister, David Cameron's focussing of British foreign policy on promoting UK businesses abroad.

British Institute of Technology & Ecommerce (BITE), Director Dr Muhammad Farmer fully supports the Prime Minister, David Cameron's comments on opening up Britain for business internationally which he made as he met financial and business leaders in the US.

"We welcome and support David Cameron's promise to transform British foreign policy so that it is focused primarily on promoting UK businesses abroad," Dr Farmer commented. "This approach and Mr Cameron's emphasis upon developing a dialogue with potential partners, listening to their requirements for support and proposing solutions will mutually aid the sustainable development of our economies.

"At BITE we believe that what our partner countries really need is not an endless supply of technological products and services, but the transfer of real and practical knowledge that will aid in economic diversification and innovation that encourages entrepreneurship and support for the growth of companies that create long term employment. At BITE this approach is key in our academic and consultancy work"

In his speech Mr Cameron said, "As a new Government – we're absolutely focused on re-opening Britain for business. We want to make Britain the best possible place to invest in and to trade with and I'm passionate about what Britain can offer - our time zone, the English language, the easiest access to the European market."

One of BITE key initiatives in the area of developing British business in partnership with other countries is its annual World High Tech Forum held in London <http://www.worldhi-techforum.co.uk/>. Each year it centres upon a different focus partner which this year will be the UAE. The Forum will be held on 14 October at

The Dorchester closing with an awards dinner at the Science Museum in London. “The Forums explore how one of the significant factors in success in the future will be a clear vision of the whole process from technology to market. Entrepreneurs must consider the global picture in all aspects of their planning whether it is technology creation and development, production or marketing. Innovation is essential, whether it is in the form of new technology or in the approach to business development and partnering.”

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British Institute of Technology and E-Commerce

Dr Farmer founded BITE in 2000 and in ten years has grown its student population taking first degree, masters and vocational courses to 1,500 students. BITE has also developed a global business consultancy service. Dr Farmer is listed number 75 in the Muslim Power List.

World Hi-Tech Forum

At the World Hi-Tech Forum, with sponsorship from Rolls-Royce, Microsoft, Infosys, and KPMG, presentations from government and leading companies from the UK and the focus partner provide the opportunity for in depth practical discussions, shared learning and facilitate technological and business partnerships.

Further details about BITE and the World High Tech Forum 2010 can be found at www.bite.ac.uk. Contact Dr David Atkinson at BITE on 0208 281 5724 or email atkinson@bite.ac.uk.