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Derby
does it

Marketing Derby Bondholder - PFBB Limited

Derby signs major trade agreement with China



CIlr Hilary Jones and Ms Li Xuemei sign the trade agreement

Derby has sealed its first formal trade partnership with China. The economic co-operation agreement between Shaanxi Province and Derby was signed last week by Derby City Council leader Hilary Jones and Ms Li Xuemei, director general of the Shaanxi Provincial Department of Commerce.

A symbol of commitment to do business together, it is hoped that the agreement will lead to closer ties and increased trade. Like Derby, Shaanxi Province is an important centre of aerospace, rail and automotive engineering. Senior business figures and government representatives from the province in central China met companies and businesses from Derby and the East Midlands at an inaugural conference for trade and investment.

Mrs Jones said: "This agreement is the beginning of a new relationship between the city and Shaanxi Province. I am hoping that those attending the event will lay the foundations for business opportunities and links which will take Derby and its companies forward in the future."

Nominations sought for region's top property awards



The East Midlands Property Awards celebrates its' 10th Anniversary this year. The ceremony, in conjunction with the region's leading magazine, Midlands Business Insider, celebrates the very best in the property industry and [online](#) nominations are being sought before the closing date of 30th April across the ten categories.

It is anticipated that Derby will have a strong representation across the awards and you can help by nominating your favourite Derby developments and companies by completing the simple online form.

[Click here to nominate](#)

Derby property show to deliver "Ready to Go" message



This years' Derby Property & Business Investment Show on Tuesday May 11th at Pride Park Stadium is perfectly timed to feel the impact of the election, discuss new business opportunities and hear about the latest developments in a seminar called "Derby - Ready to Go" featuring a short film and some high profile speakers.

The exhibition opens from 9.30 until 3.00pm and the seminar starts at 10.45am. Entry to both the exhibition and seminar is free of charge - more information is available on the [website](#) including an opportunity to pre-register attendance, download the show brochure with the seminar itinerary.

Vote for regional awards shortlist



The Regional Awards for leading property magazine, Estates Gazette, features an impressive list in the East Midlands category with Derby connections including development companies Cedar House Investments, Miller Birch Developments, Norseman Investments and advisers Fisher Hargreaves Proctor, Innes England and Rigby & Co.

Voting is through an online poll - ensure the best in Derby are shortlisted by voting now!

[Online voting](#) is open until Friday 23rd April.

Business community invited to briefing



The recent televised debates featuring the main party leaders have captured the imagination of the public in what is expected to be a very close race in the General Election. The Derbyshire and Nottinghamshire Chamber of Commerce are holding their own, locally focused event for the business community, at Derby College's Roundhouse campus next week.

Local businesses will get their chance to question candidates wishing to become MPs for Derby at a special event, supported by Marketing Derby, being held at 6pm on **Thurs April 29th**.

Click [here](#) to submit a question and for further details.

Please note: the date was printed incorrectly in the eShot from last week.

Katapult a finalist in national awards



Marketing Derby Bondholder, Katapult, has been named as one of the finalists in the 2010 Recommended Agency Register Awards - in three categories. The national awards for agencies outside London are unique to the industry; recognizing service excellence from marketing companies based solely on ratings by clients.

Katapult are finalists in the following categories: Best in Direct Marketing, Best in Print Production and Best in Sales Promotion. Managing Director Dawn Foote said: "Being nominated by our clients is testament to the standard of work we produce and high level of service we provide. We are extremely grateful to all who rated us."

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What do you do/ what is your mission statement? We help businesses build strong partnerships to serve market needs and achieve profitable results which would not have otherwise been possible.

We specialise in developing and implementing sales and marketing strategies for multi million pound companies and developing and

managing business improvement districts in city and town centres and industrial estates. Recent and current clients include Westfield, Smith of Derby, Trent Barton, Derby City Council, Northampton Borough Council, Cathedral Quarter Co Ltd, Fisher Hargreaves Proctor.

- **When did your business start?** 2005.
- **Why have you become a Bondholder?** To contribute to seeing Derby take advantage of its opportunities.
- **What do you think of the scheme?** It is a worthwhile scheme which brings businesses together around one common aim of supporting the development of the city.
- **How do you see business shaping Derby's future?** Business is an integral part of any city or town centre and plays an important role in developing the vitality and quality of life where people can find great jobs and be encouraged to be ambassadors of the city.
- **What are your favourite things about Derby?** The compact nature of the city centre, its parks, its proximity to some fantastic countryside, a commercial core which has variety, history and a sense of the future. It has a heritage of innovation and creativity and many of its people have a passion for its past, present and future.

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Promoting the promise of our city

