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Derby does the FT



Following recent positive coverage on Derby on BBC's Newsnight and in the Economist, this week the city featured in the world's number one business paper, the Financial Times.

Describing Derby as 'an economic success story that has come up on the rails' the FT explores whether Derby's big global businesses base will prove an asset or liability during the recession. Companies in Derby such as Rolls-Royce, Toyota, Bombardier, Citigroup and Westfield are all world leaders in their field and need to steer their way through tightening credit and poor confidence. The article includes brief interviews with Bombardier UK Chairman, Colin Walton, Janine Bone, Westfield Derby Manager and Marketing Derby's John Forkin.

The answer to the FT's conundrum may be in the recent Centre for Cities think tank report which showed that during 2007 Derby was the 2nd best city out of 63 for job creation.

To read the full article just follow this link:

www.ft.com/cms/s/0/006489b4-f0c9-11dd-972c-0000779fd2ac.html

The global reach of Derby's rail industry

When it comes to its contribution to rail, Derby has a truly international reputation. A special 16-page "Rail Power" supplement in the Evening Telegraph last week celebrated the work of the Derby and Derbyshire Rail



Forum and highlighted the important role that Derby plays in creating the railways of the future.

You can read the supplement and take a look at a short film about the Derby and Derbyshire Rail Forum on the following link:

www.thisisderbyshire.co.uk/railpower

East Midlands Airport achieves record year

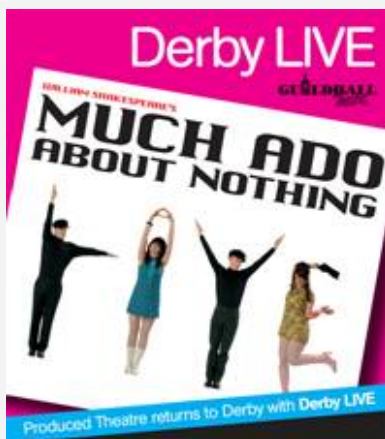


Despite the current economic conditions, Marketing Derby Bondholder East Midlands Airport recorded its busiest year on record in 2008 as more than 5.6 million passengers used the airport at Castle Donington, near Derby.

Seven new destinations were introduced during 2008 by operators bmi, bmibaby, Manx2 and Ryanair helping boost numbers by nearly 4% compared with 2007. The top three hotspots during the busy summer period were Palma, Alicante and Malaga.

The Airport's range of winter destinations has increased with five new routes from Ryanair including: Turin, Paris (Beauvais), Faro, Fuerteventura and Prague. The Airport has also seen increased services to destinations further afield such as the Gambia with Gambia Experience and additional Caribbean cruise departures with P&O Cruises. Thomson has also added Goa to its winter route network.

Much Ado starts Shakes in the City



William Shakespeare's Much Ado About Nothing sees Derby LIVE present its first production of their Professional Theatre Produced in Derby season. The performance kicks off the Shakes in the City festival - as arts organisations in Derby join forces to present an innovative, rich and varied programme of live performances, film and community workshops to celebrate and enjoy the work of William Shakespeare.

One of Shakespeare's best-loved comedies, Much Ado has consistently shown itself to be a favourite with audiences for over 400 years.

Benedick and Beatrice, the leading lovers, are being played by two of the greatest actors to have come out of this region in recent times. Steven Blakeley - best known as Heartbeat's PC Geoff Younger and Lizzie Winkler fresh from performing in a series of productions at the National Theatre.

The production is set in the summer of 1965 when Beatlemania - and the mini-skirt - were at their height. On the horizon is the dawn of both "flower power" and "women's lib". The play is directed by Derby LIVE's Artistic Producer, Pete Meakin.

At the Guildhall Theatre from Thu 5 Feb - Sat 21. Tickets from £12, concessions available - Box office: 01332 255800 Support produced theatre returning to Derby by attending one of the performances of Much Ado About Nothing. Tickets and further information are available at the website:

www.assemblyrooms-derby.co.uk/WhatsOn/Shows/090205muchado.htm



Marketing Derby Bondholder - Egg

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- Company Name: Egg, part of Citigroup Inc
- Web Address: www.egg.com
- Email Address: community@egg.com
- Locations: Offices worldwide with a presence in over 100 countries
- What do you do/ what is your mission statement? Broad range of

financial products and services

- **When did your business start?** Egg was established in 1997 and is now part of Citigroup Inc., the world's leading financial services organisation, which has a history dating back over 200 years
- **Why have you become a Bondholder?** As a major employer in Derby, Egg is a proud supporter of the Derby economy
- **What do you hope to get out of it?** As one of the biggest employers in Derby it is important to Egg that we help promote the city and its heritage to attract future investment into the city. It is also important to us that prospective employees can see what we are doing to make the city they live and work in a better place
- **How did you hear about the Bondholder scheme?** Through our ongoing work with Marketing Derby
- **What do you think of the scheme?** We see the Bondholder scheme as a great way for local businesses to join together to use their knowledge and experience to promote Derby and secure future investment for the city and local community
- **How do you see business shaping Derby's future?** Business is critical to the future success and prosperity of Derby. At Egg, we believe that creating a strong local economy will create long-term sustainable benefit

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Promoting the promise of our city

