

Networking to develop business opportunities



Developing business opportunities with large corporations was the keynote speech at a special dinner for the IAB Committee, Patrons and Premier Plus Partners which was held at the Birmingham Marriott Hotel.

Mayank Shah, Director of Minority Supplier Development (MSDUK), which co-sponsored the event with the Birmingham Marriott

said a business like approach to delivery and commitment is what makes a company stand out from the crowd.

He said: "IAB is an important partner for MSDUK as through the IAB network, we are able to reach out to some of the top entrepreneurs, introduce them to corporate procurement opportunities, assist them in making the right connections and understand the procurement process.

"Over £3m worth of contracts have been awarded by our corporate members to businesses in the West Midlands and IAB is a key organisation in our success story."

MSDUK is a private sector led membership organisation that is primarily focused on providing a direct link between corporate members and ethnic minority businesses to encourage the development of mutually beneficial business relationships.