

Honouring Asian Excellence

What the judges say – James Caan, CEO, Hamilton Bradshaw

H Svensen

Launched in 2010, the Asian Awards in partnership with Lebara were created to celebrate the highest calibre of individuals from the South Asian community across all spheres of activity. The Asian Awards honour pioneering individuals who are an inspiration to people all over the world.

Earlier this year James Caan, CEO, Hamilton Bradshaw, joined a panel of 20 accomplished judges to choose a winner in categories including the Lloyds Banking Group Business Leader of the Year, the Lloyds Banking Group Philanthropist of the Year, and the PwC Entrepreneur of the Year Award categories.

As the Asian Awards 2011 are now fully underway, Mr Caan has agreed to share some of his thoughts on why the Awards are so important, on a national and global scale, and which qualities in business and in life make a true winner.

HS: In your opinion, what qualities particular to successful Asian business leaders make them world class? Or, how would you characterise Asian entrepreneurialism and what can the world's most enterprising people learn from them?

JC: Determination and Dedication. If you look at the Forbes top 10 billionaires, two of them are Asian. Businessmen such as Lakshmi Mittal and Mukesh Umbani, have got where they are today because of their entrepreneurial spirit. It's that drive and focus that is so common amongst Asian business leaders. This trait is reinforced by the fact that 67% of UK-based Asian businesses are family-owned, so Asian children are exposed to vital entrepreneurial activity from an early age.

HS: Who do you look up to / who have inspired you the most in your career?

JC: My father has been my main inspiration in life. I believe that because I watched my father start his own business, make his own decisions and follow his own dreams, it was a lifestyle I decided I wanted for myself. From my perspective, it seemed the only way forward. My father gave me the most valuable advice, especially when it comes to business relationships. Firstly, he always taught me to observe the masses and do the opposite, and I have followed this mantra in my own career. Secondly, he said I should

always make sure that when putting a deal together, that I should ensure both parties were happy with the outcome. I have always done business on the basis that to be successful in the long term, a win-win strategy is essential.

HS: With so many inspirational people involved in the Asian Awards, who were you the most star-struck by last year, and why?

JC: Sachin Tendulkar. Regardless of being Asian or Indian,

and dedication to your field and the recognition he has received is most deserved.

HS: You were judging the 2011 Entrepreneur of the

Ratheesan, Lebara and Anwar Hasan, TATA UK in April this year. What key criteria were you looking for and what made the winner stand out this year?

JC: We were looking for something "out of the box". A real example of a true international entrepreneur who could demonstrate a unique ability to grow businesses out of opportunities. Someone who showed flair, brilliance and sheer commercial talent but also consideration for those around them and contributing to their industry. It was important

for us to see a track record of success and we were delighted with the finalists as they all ticked these boxes.

why?

JC: My wife Aisha. We always come as a pair.

HS: In your opinion, what makes the Asian Awards stand out from other Awards programmes?

JC: They recognise truly outstanding people. The winners last year were leaders in their categories, for example Vijay Mallya. It's not often that you'll see Vijay, Sachin and AR Rahman all together, so the guests at the Asian Awards were really in for a treat last year. It's also a celebration of the continent which is so important – to not recognise borders, but to recognise culture as a whole and the importance it plays on creating leaders in this world.

Winners of the Asian Awards will be announced at a glittering awards ceremony at The Grosvenor House, Park Lane, London, 18th October 2011. Hosted by Lord Sebastian Coe, 1000 of the most influential and important leaders from the Asian diaspora around the world will attend the Awards which promises to be a spectacular event.

Tickets are selling fast so call +44 (0)20 7234 8732 or visit www.theasianawards.com for the opportunity to celebrate Asian Ex-



Winners Asian Award 2010

We were looking for something "out of the box". A real example of a true international entrepreneur who could demonstrate a unique ability to grow businesses out of opportunities. Someone who showed flair, brilliance and sheer commercial talent but also consideration for those around them and contributing to their industry.



Sachin Tendulkar

achievements in cricket are phenomenal, and he truly is such a world class sportsman – he is a great example of determination



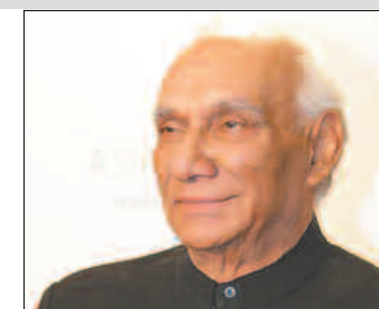
Vijay Mallya

Year Award category remotely with Kamel Hothi, Lloyds Banking Group; Bhiku Patel, Waymeade Healthcare; Yoganathan



A R Rahman

HS: If you could invite anyone in the world, who would you invite to walk down the red carpet with you at the Asian Awards 2011, and



Yash Chopra

excellence and network with the world's most inspiring Asian stars in business, music, sport, the arts, science and cinema.