



## British Airways Press Office

### British Airways Announces Business Opportunity Grant Winners

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NEW YORK, Jan. 19 – - British Airways has announced the winners of its “Business Opportunity Grants” campaign, offering 100 U.S. businesses free airfare to anywhere in the world where British Airways flies plus valuable products and services to help support their businesses and maximize their travel experiences.

Winners include: Baroda Farms, Inc., an artichoke grower and shipper; IdeaPaint, Inc., a dry erase board paint manufacturer; TriStar Technology Group, LLC, a biotechnology company; and Experior Data Security and Encryption, a data security and encryption software company for healthcare organizations. A complete list of winners and updated Face to Face opportunities are available on the website, [www.ba.com/facetoface](http://www.ba.com/facetoface).

“Business Opportunity Grants” is phase two of “Face to Face”, a multi-phased campaign that aims to drive forward small and medium sized businesses by focusing on face to face connections as a crucial driver of business growth. The program offers these companies a variety of support including the opportunity to travel overseas and conduct face-to-face business meetings that will result in new projects, deeper partnerships and revenue for U.S. cities.

“This grant is invaluable to us –it will allow us to aggressively pursue our objectives while remaining human and connected – literally”, said Anna Christine Smart, Director World Promotions, a dance event organizer. “Thank you so much for this incredible opportunity”.

For its Business Opportunity Grants campaign, British Airways hand selected the winning companies primarily based on how a year’s worth of business travel and face to face meetings, along with other valuable business support, would positively impact each business, its growth and ability to meet objectives for 2010. The grant includes airfare for 10 roundtrip Club World business class flights, five free global shipments with British Airways World Cargo, \$1,000 toward hotel accommodations at Courtyard by Marriott, five Regus Businessworld Gold Cards offering access to its business lounges worldwide, a Canon MX860 Printer, and three face-to-face business introductions through ExeConnect.

“We congratulate our 100 ‘Business Opportunity Grant’ winners and look forward to supporting them grow their business and explore new opportunities,” said Simon Talling-Smith, Executive Vice President, Americas, British Airways. “We gave away over 1,000 seats in phase one of our Face to Face program and were pleased to hear that the results of the Harvard Business Review were correct – face to face meetings is key in building long-term relationships and sealing the deal.

We’re happy to have played part in so many new business dealings and look forward to hearing the same successes from our ‘Business Opportunity Grant’ winners. British Airways’ objective is to connect people

globally and, along with our partners, we're excited to help these companies strengthen relationships and drive business growth.”

British Airways commissioned a survey of Harvard Business Review readers to gauge perceptions within the international business community about the importance of face-to-face meetings. The study aimed to uncover the impact that virtual meetings have had on business growth and relationship building. Results from the survey of over 2,300 Harvard Business Review readers concluded that 95 percent of businesspeople said they believe that face-to-face meetings are key to success in building long term relationships, and 89 percent agree face-to-face meetings are essential for “sealing the deal.”

Businesses interested in learning more about the program and ways to stay connected with business partners should visit [www.ba.com/facetoface](http://www.ba.com/facetoface).

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