FreshMinds CEO Caroline Plumb promotes UK research industry on David Cameron led trade delegation

Contributed by Daniel Sims
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Caroline Plumb, CEO of FreshMinds, has travelled to south-east Asia with David Cameron this week as part of a UK Trade and Investment (UKTI) trade delegation.
Caroline will represent insight and innovation consultancy FreshMinds as well as the UK research industry as a whole as part of the mission to promote UK trade and investment in the region.Â Â

Commenting on the delegation, which visits Indonesia, Malaysia, Vietnam and Singapore before returning to the UK, the Prime Minster said:

â€œBritish companies like FreshMinds are flying the flag and unlocking the economic potential of the fast growing economies of South East Asia. Iâ€™m delighted that they have joined me on my first trade mission of this government and I hope that we can work together to create jobs and growth for the UK.â€•

The four-day delegation seeks to open doors to future trade with the region, which is forecast to grow at 5% in the next year alone. The Prime Minister has also said that business deals worth up to Â£750 million are set to be made on the trip, creating 270 new jobs across the UK. Â

As part of the trade delegation, David Cameron will also look to jump start negotiation talks on a free trade agreement between the EU and ASEAN (Association of Southeast Asian Nations), a deal which has the potential to benefit the UK economy by Â£3 billion every year.

In a speech made on the trip, the Minister of State for Trade and Investment, the Right Honourable Lord Maude of Horsham mentioned that David Cameron is joined on the trip by â€œrepresentatives from world-class UK organisations such as Airbus, Rolls Royce and FreshMinds.â€• The 31-strong delegation of business leaders also include representatives from SMEs as well as the leaders of large multinationals such as Balfour Beattyâ€™s Chief Executive Leo Quinn and Avivaâ€™s Group CEO Mark Wilson.

Caroline said: â€œIâ€™m honoured to have the opportunity to join the Prime Minister on the first trade mission of the new Parliament. Itâ€™s a pleasure to be able to promote innovation within the UKâ€™s fantastic research industry globally.â€•