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PERCEPTIONS OF LCCI'S ASIAN BUSINESS ASSOCIATION

INSIGHTS FROM EVENT ATTENDEES

DATA CAPTURE FIRM LOREFULLY
ASKED 110 PEOPLE ON HOW THEY SEE
THE LCCI AND ITS ASIAN BUSINES
ASSOCIATION (ABA). THEY CAPTURED
19,388 WORDS OF DATA.



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WHY ATTEND ABA EVENTS?

∴ "THE BEST WAY TO GROW"

55%

said 'networking' was why they attended, *using it to read the market, understand sentiment and identify partners who might help them grow indirectly*

51%

said '**business**' with many of the international attendees emphasising a theme of meeting "everyone in one place"



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WHY ATTEND ABA EVENTS?

⋮ "VISIBILITY AND REPEATED PRESENCE"



Several contributors suggested that LCCI becomes useful when members attend regularly, build familiarity and use the network intentionally. This matters because the value of membership may be cumulative rather than immediate. It is less about a single event and more about repeated trust building over time.



WHY ATTEND ABA EVENTS?



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∴ “YOU NEVER KNOW WHERE YOUR
NEXT BIG CONNECTION IS GOING
TO COME FROM”



The clearest tension in the responses was between attendees looking for immediate commercial outcomes and those who understood networking as a longer process.

One long-standing member framed this clearly. For them, networking was not a quick transactional exercise, but a slow process of recognition, familiarity and trust.



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According to attendees:

India's scale is not enough, British businesses want navigable access



"There is definitely cultural friction for me. It's two completely different ways of thinking. There are people here who understand how to do business in India and can say, 'That's not going to work. That's not how you speak to people.' I think having a conduit for a huge market by meeting people here is fabulous.



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THE OPPORTUNITY IS REAL



the longest responses

**Came when
discussing
doing business
with India**

- This suggests that attendees had relatively developed views on India as a business market, including opportunity, cultural familiarity, commercial barriers and the role of trusted intermediaries.

Some attendees from India saw LCCI as a

- potential route into UK market understanding, legal and compliance clarity, and credible partners.

Recognised for
**Trusted
introductions**



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THE UK-INDIA FREE-TRADE AGREEMENT HAS CREATED A BUZZ

35%



said access to India opportunities was a key reason to attend.

For these attendees, ABA events were useful because they sit at the intersection of community, market entry and trade

India has a lot of potential. But the paperwork is incredible. We've set up companies in the US and it's chalk and cheese. Unless they simplify the regime, it's only determined people who really want to do it who will go to India."

FIND OUT MORE:



PROPREITARY DATA FROM
THE HUMAN MIND, NOT
JUST THE INTERNET

WWW.LOREFULLY.COM

