



cloudBuy chosen by Mayor of London to participate in new International Business Programme

Nilesh Gopali, Country Head of cloudBuy appointed as mentor to UK companies expanding in India

February 4th, 2016, London: [cloudBuy](#), the global provider of cloud-based e-commerce marketplaces and B2B buyer and supplier solutions, is pleased to announce that Nilesh Gopali, its Country Head India, has been appointed as a mentor in the Mayor of London's new [International Business Programme](#). The initiative aims to help the UK capital's high growth firms break into new international markets or grow their existing operations overseas. Gopali will provide advice to fifty of London's fastest growing companies, which will be the first businesses to benefit from the programme.

The Mayor of London Boris Johnson MP, said, "London has a strong heritage as an international trading city and our position at the centre of the business world means the city offers the perfect springboard for companies looking to expand internationally. London's businesses and entrepreneurs continue to be at the forefront of innovation and creativity and I have seen first-hand the demand for their goods and services across the world. By helping the capital's businesses become the next global leaders we will see the creation of more jobs for Londoners."

The International Business Programme is the first of its kind, using peer-to-peer mentoring and private sector backing, to help London companies to scale up and internationalise. The programme is led by London & Partners, part-funded by the European Regional Development Fund, and supported by industry partners including BDO, KPMG, PA Consulting Group, Benoy and London Chamber of Commerce and Industry.

Nilesh Gopali, Country Head of cloudBuy in India, said, "I am both honoured and excited to be appointed as a mentor for this incredibly important initiative. My many years of on the ground, practical experience as an executive overseeing the development of successful business models in the UK, and now as Country Head for cloudBuy India, uniquely positions me to help these emerging, fast-growth enterprises establish their footprint in new international markets. We are indeed growing and doing business in a rapidly changing world, in which the multi-cultural nuances of foreign markets such as the one in India, requires both an understanding and practical insight of the diversity that will ultimately define and determine the success of these new entrants. In my role as a mentor, I will be able to provide the needed guidance to ensure this success, both now and in the future."

Companies joining the programme include the likes of the transport app [Gett](#); the urban cycling company, [Blaze](#), which is backed by Index Ventures and the Branson family; [Technology Will Save Us](#); [Kano](#); [Adzuna](#); [Grub Club](#); [Bloom & Wild](#); and [Big White Wall](#).

28 per cent of London-based SMEs are currently trading internationally, according to research from KPMG Small Business Accounting. However, more than 40 per cent say they aim to be doing so within the next 5 years. Current estimates put the value of London's exports at £139.9 billion a year, up from £60 billion a decade ago. London is home to more than a quarter (25.5%) of all companies in the UK that are exporting.

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About cloudBuy plc

cloudBuy, (AIM: CBUY), provides cloud solutions for buyers and sellers – and brings them together to trade securely and ethically via an increasing number of public e-marketplaces and private purchasing portals around the world, powered by cloudBuy technology.

cloudBuy solutions for buyers help B2B purchasers understand and control their spend, to reduce costs and increase value. Our cloudSell solutions enable sellers of all sizes, from start-ups to corporates, reach new customers and grow their business through e-commerce. cloudBuy's technology platform powers web sites, public marketplaces and private purchasing portals that enable all types of online interactions and relationships including, citizen and business to government; consumer to business; and business to business.

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