

BUSINESS

Brought to you in association with Equiom Solutions

Names and faces of new appointments

PAGE 40

Setting the standard

PAGE 42



Roger Smith is pictured fifth from the left with other GREAT ambassadors including Kelly Hoppen, Stella McCartney and Tom Daley, who are all pictured with the UK prime minister David Cameron. His £250,000 special watch made especially for the campaign was handed round the group

Roger's dinner date at Downing Street

His role as an ambassador for the GREAT Britain campaign

BY DUNCAN FOULKES
duncan.foulkes@newsiom.co.im
Twitter: @iomexambiz

Acclaimed watchmaker Roger Smith has described his visit to Downing Street as 'bizarrely wonderful'

Awards for Excellence winner Mr Smith, 44, joined a glittering line up of people for the visit which included sitting on the top table for dinner with the UK premier David Cameron.

Top horologist Mr Smith rubbed shoulders with some well-known faces of British industry, creativity and sport such as Kelly Hoppen from Dragons Den, Stella McCartney, David Bailey, Katherine Jenkins and 2012 Olympian Tom Daley.

The talented watch supremo from the north of the island went alone to the London gathering because his wife Caroline was heavily pregnant. She has since

given birth to their second daughter Edith rounding off an amazing year.

David Cameron hosted the dinner at Downing Street for these so-called GREAT ambassadors, at which he recognised the importance of their contribution to the GREAT Britain campaign and encouraged them to continue their involvement.

Mr Smith was invited to become an ambassador for the GREAT Britain campaign

in recognition of his personal support and contribution to the UK's most ambitious international promotional campaign ever.

Roger created the now iconic GREAT Britain watch to showcase the pinnacle of British mechanical watchmaking, and the watch, now valued at more than £250,000, is travelling to Britain's key international markets to champion British creativity, innovation

TURN TO PAGE 28

Downing St visit

from page 37

and technology, alongside key brands such as McLaren and Bentley.

Mr Smith told Business News that the Isle of Man was 'very much on the radar' after Mr Cameron was introduced to him at the prestigious event.

'He said he saw me earlier on the BBC One programme The One Show. It was quite nerve wracking being there; it was bizarrely wonderful but also a real honour to be involved.'

Mr Smith's impressive handmade watch, made specially for the campaign, was carefully passed around the assembled guests who also included Jo Malone, the famed perfume and beauty products pioneer.

Mr Smith, who recently scooped the Canaccord Genuity Wealth International Business of the Year award at the Awards for Excellence, backed by IoM Newspapers, said he was delighted to find himself sitting at the top table for the dinner.

The GREAT Britain cam-



Roger Smith, above, was mentored in the art of watchmaking by the celebrated George Daniels

paign showcases the very best of what Britain has to offer.

The GREAT Britain campaign is now active in 144 countries.

Roger will be showcased at the upcoming GREAT Festival of Creativity in Shanghai, China (March 2-4).

He said he had thoroughly enjoyed his experience of visiting Downing Street.

For more information about the GREAT Britain campaign, visit: www.great-britaincampaign.com