

# Membership Information Pack

The tactical partner for high growth and  
innovative Ethnic Minority Businesses

NETWORK | CONNECT | GROW

# WE ARE SUPPLIER DIVERSITY CHAMPIONS



**Are you an Ethnic Minority Business that has aspirations to grow and be part of global supply chains?**

**Well, that's why MSDUK is for you – a bridge connecting global corporations and the Ethnic Minority Business community to work together, and with each other to drive social mobility, economic inclusion and sustainability.**

Are you in a business that will grow multiple times if your clients include multinational global firms? But you don't know where to knock, who to connect with and where to start? Or you are a young ethnic minority founder with great ideas that you want to bring to life and present to the likes of Microsoft, IBM, Google, GSK, Cummins, Accenture and EY but just don't know where to start?

Then you should join MSDUK as your tactical partner to connect with the corporate world. Be part of this amazing community of **over 2,000 entrepreneurs** and **1,000+ corporate decision-makers** representing over **100 global companies**; we will open multiple doors for you; we will introduce you to the people that are interested in knowing you and doing business with you; we will support you in developing your business through our world-class accelerator and leadership programmes delivered by the world's best business schools; if you are a young aspiring founder, we will help you make your dream a reality by giving you access to investors, mentors and the corporate world.

Since I founded MSDUK in 2006, we have supported over **2,000 EMBs** to secure **£1 billion+ in contracts** and helped over 400 young entrepreneurs present their ideas to over 100 global firms. We have offered over **£2 million worth of scholarships** to 100+ entrepreneurs to go on world-class leadership and mentoring programmes and helped start-ups raise investment for their businesses.

Join us today and let us help you become an inspiring leader and help your business grow and go global.

Visit our website [www.msduk.org.uk](http://www.msduk.org.uk) to apply for membership.

A handwritten signature in black ink that reads 'Mayank Shah'.



**Mayank Shah**  
Founder and CEO  
MSDUK

# ABOUT MSDUK

MSDUK brings together innovative and high growth **Ethnic Minority Businesses** (EMBs) with global corporations committed to inclusive and diverse supply chains.

We proudly stand as the UK's leading supplier diversity advocacy organisation working for inclusion of ethnic minority businesses in corporate supply chains. For us, the reward is inclusion and equal opportunity for everyone and to strive for change by establishing a roadmap for broader representation of ethnic minority businesses within corporate supply chains.

## OUR VISION DRIVES US

Creating equal opportunities for ethnic minority owned businesses, ensuring the fundamentals of an inclusive society. We seek to establish fairer and equitable economies.

“Cummins understands that businesses owned by diverse suppliers help contribute to the overall economic growth and well-being of the communities in which we live and work. We also understand that establishing strategic partnerships with our suppliers helps create value for our customers and provides us with a competitive advantage.”

Denis Ford  
Corporate indirect purchasing  
international leader  
Cummins Inc



“Octavian have gained not only new clients/opportunities via MSDUK corporate members, but also increased our professional network with like-minded ambitious EMBs. Our teams have benefitted from training ranging from bid writing to leadership coaching. Attending events, both virtually and face to face has assisted us to grow relationships. I would highly recommend membership of MSDUK.”

 Reshma Sheikh  
Chairperson  
Octavian Security  
Certified EMB member 12 yrs

## READ OUR REPORT

As a leader in supplier diversity we have partnered and invested to provide our stakeholders access to world class research reports, tool kits, impact reports and white papers to help us all better understand the minority business landscape in the UK and Europe and supplier diversity best practices... to access our work go to... [www.msduk.org.uk/resources](http://www.msduk.org.uk/resources)

# ACCESS OUR NETWORK OF GLOBAL COMPANIES

Our corporate membership is growing, as more and more global businesses see the way diverse suppliers can strengthen their supply chain and bring innovative solutions.

AB InBev UK  
Accenture  
AgileOne  
AIG  
American Express  
Apple  
Aramark  
AstraZeneca  
Aventis Pharma Limited (Sanofi)  
Bakers Hughes  
Barclays  
Barilla  
BP  
Bristol Myers Squibb  
BT  
Business Moves Group  
CBRE  
CITI  
City of London  
Co-op  
Coupa  
Cummins  
Diageo  
Dow Chemicals  
Eaton  
Ecolab  
EDF  
Enterprise Rent-A-Car  
Equifax  
Estée Lauder  
EY  
FARFETCH  
Fidelity International

Goldman Sachs  
Google  
GSK  
Herbert Smith Freehills  
IBM  
Intel  
Iron Mountain  
ISG  
ISS  
Jacobs  
Johnson & Johnson  
Johnson Matthey  
JP Morgan  
Kingdom Cleaning  
L'Oréal  
Marsh McLennan  
Meta  
Microsoft  
Mitie  
Mondelēz  
Morgan Stanley  
Motorola Solutions  
MSD (Merck)  
Nationwide Building Society  
Nestle  
Nike  
Notting Hill Genesis  
Orbit Group  
Overbury  
Pepsi  
Pinsent Masons  
Pladis Group  
RELX

Royal Bank of Canada  
Salesforce  
Shell  
SKY  
Sodexo  
Sony Pictures  
Standard Chartered  
State Street  
TK Maxx (TJX)  
Tsunami-Axis  
Unilever  
Unispace  
United Airlines  
UPS  
Walgreen Boots Alliance  
Warner Bros. Discovery  
Wolverine  
WPP  
WSP  
WWT  
Zones UK  
Zurich Insurance

# 100+

CORPORATE MEMBERS

# MSDUK 2021 ACHIEVEMENTS

4000 

LEARNING HOURS

61% 

INCREASE IN THE NUMBER  
OF CORPORATE MEMBERS

£700K 

CORPORATE SPONSORSHIP

250+ 

ENTREPRENEURS TAKING  
PART IN MSDUK PROGRAMMES

5126

DELEGATES AND 97 EXHIBITORS  
ATTENDED OUR 94 EVENTS

2x



PIONEERING REPORTS  
• MINORITY BUSINESSES MATTER  
• EQUIP EUROPE

204 

BUYER SUPPLIER MEETINGS

320 

CERTIFIED EMBs IN  
OUR NETWORK

50+ 

PUBLICATIONS SECURED IN  
NATIONAL AND LOCAL MEDIA

£300M 

CORPORATE MEMBER  
SPEND WITH  
CERTIFIED EMBs

Correct as of May 2022

# INDUSTRY RECOGNISED CERTIFICATION

Joining MSDUK is one of the first steps in winning contracts with our 100+ corporate members. We help you understand their differing needs and show you how they do business, arrange meetings with their procurement teams and buyers.

## CERTIFICATION

Certification allows procurement teams to measure and track their diverse spend.

### CERTIFICATION CRITERIA

- Your business is a for-profit enterprise
- Your business is registered in the UK
- Your business is physically located in the UK
- The business is at least 51% owned by individual/s of ethnic origin
- The minority/ethnic owner(s) of the business are UK citizens or have an indefinite leave to remain in the UK
- The minority/ethnic owner(s) of the business must be active in management and daily business operations.

The certification crest can be used on your print and digital assets.



# 90%

OF OUR EMBs SAY THEIR  
EXPERIENCE WITH MSDUK  
MET OR EXCEEDED  
EXPECTATIONS



Krishnan Guru-Murthy hosted our Knowledge Forum, bringing together Accenture, EY and Merck.



MSDUK's International Annual Conference and Awards events are always glamorous and engaging.



“MSDUK places EMBs (like me) on the radar of corporate organizations for business opportunities and help procurement teams diversify their suppliers. As a result, I have done business with corporates – so everyone wins!”



Jenny Garrett OBE  
Director  
Reflexion Associates Limited  
Certified EMB for 2 years

# HELPING YOU GROW YOUR BUSINESS

MSDUK has created a series of world-class events, training workshops, and seminars to help you scale your business. These include understanding the corporate procurement processes, tendering and gaining insights from their senior teams.

## FREE EDUCATION PROGRAMMES

World-class education from Aston Business School, TUCK School of Business, London School of Economics and others, suited to businesses at all stages of growth, from start-up to high growth.

- **ACCELERATOR**  
An equity free, 3-month acceleration programme to develop your business and pitch your solution to the MSDUK corporate network.
- **BUILDING BUSINESS LEADERS OF THE FUTURE**  
Leadership Programme for ambitious Ethnic Minority Business Owners. Everyone is talking about 'leadership', but what does it mean?
- **BUILDING A HIGH GROWTH PERFORMING MINORITY BUSINESS (RESIDENTIAL)**  
Bringing together experts and practitioners from Ivy League's Tuck School of Business, USA, to deliver high-impact residential programmes where you will focus on strategy implementation to drive results, leverage the value chain, and improve the bottom line.

## PROCUREMENT WORKSHOPS

We have a series of readiness workshops geared to help you succeed in securing large contracts.

- **BUSINESS TENDERING**
- **INTELLECTUAL PROPERTY**
- **INVESTMENT READINESS**
- **BUSINESS PITCHING**

**"The MSDUK Innovation Challenge not only helped me personally; it also included Kapsule in a supportive community. In that community we found our assumptions challenged, ideas stress tested, and received invaluable advice. That's the power of Diversity."**

 **David Chen**  
Co-CEO  
Kapsule  
Innovation Challenge winners 2019

## INNOVATION CHALLENGE FOR ENTREPRENEURS

Now in its 6th year, the MSDUK Innovation Challenge is for all ethnic minority entrepreneurs creating better ideas for a better world.

The challenge is judged by industry leaders and the finals are part of the 3-day MSDUK Conference.

This year the themes are Corporate sustainability, Environmental, Social and Economic.



# £20K

**CASH PRIZE FOR MSDUK INNOVATION CHALLENGE WINNER**

**ACCELERATOR** **BBF** **INNOVATION CHALLENGE**





# MEMBERSHIP BENEFITS FOR EMBs

## SOME REASONS TO JOIN MSDUK

### Get certified as an Ethnic Minority Business

- Our Certified EMB status is recognised by global and British firms
- Your business profile will be accessible to over 1000 corporate buyers on the MSDUK Connect database

### Access to business opportunities

- Get referred to contract opportunities shared by over 100 corporate members
- Access business directory to connect with other ethnic minority businesses

### Attend multiple events


- Network and pitch to our buyer's network
- Meet local and global category buyers during 'meet the buyer' and 'Supplier Spotlight Sessions'
- Network and build relationships with over hundreds of buyers, entrepreneurs and partners
- Attend 'invitation only' corporate in-house 'meet the member' events

### Get ready to do business with corporates worldwide

- Free access to procurement masterclasses, tendering workshops and financial management sessions
- Secure corporate scholarships to attend business leadership / scale-up programmes delivered by world-class business schools
- Benefit from multiple corporate mentoring programmes
- Be part of £10m business club, if eligible, to network and learn from fellow entrepreneurs

### Go global

- Access MSDUK's global network
- Obtain exclusive invitations to attend MSDUK's international trade missions to the USA, Australia, South Africa, Europe and beyond.

200+ 

OPPORTUNITIES OFFERED BY  
OUR CORPORATE MEMBERS  
IN 2021

£300M 

CORPORATE MEMBER  
SPEND WITH CERTIFIED  
EMBs IN 2021



# RECIPE FOR SUCCESS

When you join MSDUK you get all the tangible benefits mentioned before, as well as a lot of valuable support and advice from your peers and corporate members. Here are a few tips to help you, and more to come from the members you'll meet who have been on this journey.

- **CREATE YOUR PROFILE ON THE MSDUK WEBSITE**

The new MSDUK ERP system will also expedite opportunities, with our members and buyers having direct access to the MSDUK database, making more of their own EMB selections anytime of the day.

- **BE READY FOR DUE DILIGENCE CHECKS**

Spend time behind the scenes making sure that you look and are professional with all the correct certifications and insurances in place. When you work with larger corporations, they carry out in-depth due diligence, and it will help save you time and effort in the future if you have this in place from the outset. But, without a doubt, investigate and see how MSDUK could help your business.

- **GET TO KNOW THE MSDUK TEAM**

We have a growing team of experts working with our Corporate members and EMBs. Our role is to ensure we understand the opportunities from our corporate members. We also need to increasingly know and understand the businesses of our EMBs – so we can help with matching corporate opportunities to EMB business offerings.

596+

EMB REFERRED TO OUR CORPORATE MEMBERS IN 2021



“Let’s mention the hidden benefits of membership... we were tendering for an opportunity with a national organisation and needed some expert views. Just by contacting a few of the corporate members via LinkedIn and email and saying “Hello, this is Nish from MSDUK, can I get some help?” opened doors to invaluable insights. MSDUK really is a supportive community.”

 **Nish Wickramasinghe**  
Founder  
CuriousAgency.co.uk  
Certified EMB for 7 years



“MSDUK has provided opulent opportunities for small Ethnic Minority Businesses like mine, to meet buyers and have the opportunity of working with Corporates.”

 **Selina Morgan-Gayle**  
CEO & Founder  
SMG Mediation  
Certified EMB for 1 year

# MEMBER'S SUCCESS STORIES



## PPE FOR FILM

For MSDUK member Brocks Compass, providing Sony Pictures with certified PPE (Personal Protective Equipment) to ensure that filming could continue safely has also opened other doors.

### THE CHALLENGE

Sony Pictures' UK office was in the middle of its summer production at Pinewood Studios and on locations across the UK when the pandemic hit in early 2020. As a member of MSDUK, they reached out to us to recommend diverse suppliers who could provide certified PPE products.

Sony Pictures needed a diverse supplier to provide certified PPE products that could also offer a flexible and agile approach to delivery and serve all regions in the UK.

### THE SOLUTION

Brocks Compass is the first minority owned business to be fully integrated into the supply chain and systems of Sony Pictures in the UK.

MSDUK launched its covid19 marketplace as a response to the pandemic to spotlight ethnic minority businesses (EMBs) suppliers who were being overlooked. The MSDUK team introduced Sony Pictures to Brocks Compass and that is where this incredible relationship between Sony and Brocks Compass began.

Brocks Compass was able to meet the high standards Sony Pictures required for its PPE products, and on many occasions, the team has gone the extra mile to deliver urgent requests in different filming locations across the UK.

### THE RESULTS

Sony Pictures UK office has used products supplied by Brocks Compass during the production of several high-profile films and multiple TV series.



## A NEW MEMBER'S STORY

Impress Videos is an Award Winning video production agency, producing creative stories for brands.

### THE CHALLENGE

I never realised what it meant to be a minority business owner. When I first joined MSDUK, I was invited to attend their TUCK programme in London. The speakers in the event were phenomenal and when they presented the facts and stats about minorities in business in the UK and the world, I was shocked. I soon realised it's not an even playing field, especially when development and biases are at play. The disparities, between ethnic owned businesses compared to their white counterparts or those in the position of power and decision making, are huge.

### THE RESULTS

Through the MSDUK network and connections along with learning best practices from other EMBs, Impress Videos were able to grow their network to include global organizations.

Impress Videos have attended numerous conferences, travelled with the MSDUK team to the US, created industry connections in both corporate and TV/Film world, and has continued to grow their network with forward thinking businesses.



**"Sony Pictures wants to send a message that small, diverse companies can add value to the baseline."**

**Andrew Edgeley**  
Director of Strategic Sourcing  
Sony Pictures

# MEMBER'S SUCCESS STORIES



## THE WORLD IS OUR OYSTER

### BACKGROUND

Micro-Fresh® is a British made, smart antimicrobial technology containing natural active ingredients to block the growth and spread of pathogenic and odour-causing bacteria, which can be applied to almost any product. Its practical and long-lasting 'triple-action' treatment also inhibits mould, preserves freshness and provides confidence at every stage of the supply chain.

### CONQUERING CONTINENTS

One way in which MSDUK has helped us is by widening our network of people. Now, we have more networking partners, and more people around us who share the same vision and values, like our suppliers and customers.

MSDUK has supported us in our journey to take our brand global. They have opened doors for us in the USA and helped us get out there to meet people. This has realised our vision to expand to the USA, and we are growing steadily towards our vision of being a globally recognised brand in antimicrobials; the world is our oyster!



**"Since joining MSDUK I've been asked to keynote for one of their multinational corporate clients and have spoken at a couple of MSDUK events."**



**Shola Kaye**  
Founder  
Shola Kaye Ltd  
Certified EMB for 1 year

**"Throughout our 20 years of trading, we have always supplied PPE as part of our portfolio of facilities management and office products. MSDUK told us about their COVID19 Marketplace platform and helped with an introduction to Sony Pictures. Working with Sony Pictures has been a fantastic opportunity for us, and after a successful year of working together, we are now fully integrated into Sony's procurement system. As a result, we have a more effective and efficient working relationship for both parties. The experience gained working with Sony Pictures has led to other opportunities in this industry. We now also work with Disney and Netflix productions."**



**Dee Patel**  
Commercial Director  
Brocks Compass  
Certified EMB for 12 years

**"MSDUK has opened up a new world of opportunities for DGM to connect with leading global companies who are proactively building more diverse and inclusive supply chains. This has allowed DGM to introduce our technology and our services to organisations in the UK and Africa who in the past we have not had direct access to. As a result, we can now compete on a more level playing field."**



**Lena Rosenior**  
CEO  
De Graft Management  
Certified EMB for 2 years

 **CLICK HERE TO JOIN TODAY****£300**

+VAT per annum

Membership includes certification,  
searchable business profile,  
opportunities by email and more...**[WWW.MSDUK.ORG.UK/BUSINESS](http://WWW.MSDUK.ORG.UK/BUSINESS)**

or email us

**[MEMBERSHIPS@MSDUK.ORG.UK](mailto:MEMBERSHIPS@MSDUK.ORG.UK)****Leicester** (Head office)Studio 5  
Phoenix Square  
3 Burton Street  
Leicester  
LE1 1TB  
+44 (0) 116 253 2520**Birmingham**Regus Offices  
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