

3rd WorldDMB Car Manufacturers' Workshop

Digital Radio, the Future for Connected Cars

24 May 2011
Rundfunkplatz 1, Munich, Germany



WorldDMB acknowledges with gratitude the generosity and support of Bayerischer Rundfunk, sponsor of the 3rd WorldDMB Car Manufacturers' Workshop

A note from the President

A great deal of progress has been made in the automotive sector over the last twelve months.

This event follows on from the success of the previous WorldDMB Car Manufacturers' Workshop last year and I would like to thank our sponsor Bayerischer Rundfunk who is making this event possible.



Internationally over half a billion people have access to a digital radio network and with a large proportion of radio listened to in cars, as well as an increasing number of countries rolling out the DAB family of standards, it is essential that the automotive and radio broadcasting industries join together to ensure the move to digital radio is a smooth and straightforward transition.

This WorldDMB Car Manufacturers' Workshop, 'Digital Radio, the Future for Connected Cars' provides you with the platform to engage in discussions on markets, the technology and to gain insight into future developments. It offers you and your company the opportunity to collaborate with other companies for the mutual benefit of stakeholder industries and the consumer.

I hope you enjoy the event and find it productive. If you are not yet a member I would encourage that you join WorldDMB to have access to future events and the networking and speaking opportunities that these provide for you and your company. Membership also provides you with country and technology information as well as the opportunity to participate and contribute towards the advancement of the DAB family of standards.

A handwritten signature in blue ink that reads "Jørn Jensen". The signature is written in a cursive, flowing style.

Jørn Jensen
President, WorldDMB Forum

Session Summaries

Session 1: So where are we now?

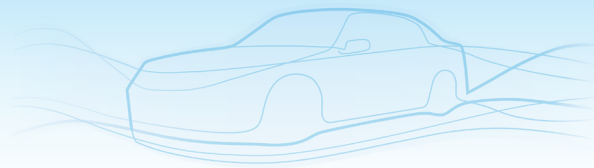
The introductory session provides delegates with a fully comprehensive global overview of the developments of the DAB family of standards. The session is perfect for organisations who are keen to discover new market opportunities and who want to learn about the exciting developments taking place internationally.

Session 2: Making the connection

A session designed to encourage understanding of connecting technologies and services via the digital radio platform. Issues covered will be the provision of digital in-car technological functionality from traffic reports, to tailored advertising opportunities.

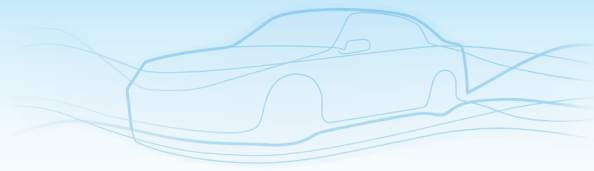
Session 3: The digital radio experience in the future

This all important concluding session will address how the future digital radio experience will provide a greater consumer focused end product and a more enjoyable in-car experience.



Programme

10:00 - 10:30	REGISTRATION
10:35 – 10:40	WELCOME – Nick Piggott, Head of Creative Technology at Global Radio Moderator for the day
10:40 – 10:50	SPONSOR WELCOME – Helwin Lesch, Head of Program Distribution & Johannes Grotzky, Director of Radio at Bayerischer Rundfunk
10:55 – 11:05	Session 1: So where are we now? Moderator: Helmut G. Bauer, CEO, Digitalradio Deutschland GmbH (DRD)
11:05 – 11:15	Germany: Helwin Lesch, Bayerischer Rundfunk; Dr Chris Weck, Deutschlandradio
11:15 – 11:25	UK: Lee Harris, Open Automotive Ltd , SMMT Digital Radio Committee
11:25 – 11:35	France: Max Richert, Continental Automotive Rambouillet France SAS
11:35 – 11:45	Nordic countries: Jarle Ruud, Digitalradio Norge
11:45 – 11:55	Switzerland: Ernst Werder, MCDT
11:55 - 12:05	Italy: Hanns Wolter, Club DAB Italia scpa
12:05 – 12:15	Round the world summary: Bernie O’Neill, WorldDMB
12:15 – 12:40	Q&A: Round table on country implementation
12:40 – 13:40	NETWORKING LUNCH
13:40 – 13:50	Session 2: Making the connection Moderator: Lee Harris, Managing Director, Open Automotive Ltd , Chairman, SMMT Digital Radio Committee
13:50 – 14:05	Your radio, your mobile, your life: Dave Francis, ITIS Holdings Plc
14:05 – 14:20	Real-time information on the road: Thomas Kusche, Westdeutscher Rundfunk (WDR)
14:20 – 14:35	Optimising TPEG services and devices for the automotive sector: Martin Dreher, Bayerische Medien Technik GmbH
14:35 – 14:50	Surround sound and the car: Udo Appel, Bayerischer Rundfunk
14:50 – 15:00	TPEG premium services: Birgit Bartel-Kurz, Fraunhofer IIS
15:00 – 15:15	Connected networks: Service Following and Linking: Andreas Gorsak, JVC Europe
15:15 – 15:30	Aspects of service integration in the automotive environment: Bertram Hock, Oliver Kranz, BMW Group
15:30 – 15:40	Play, generate and capture DAB/DAB+/DMB and TPEG Services: Hermann Zensen, DIGIDIA
15:40 – 16:10	Q&A: Round table on car implementation
16:10 – 16:40	COFFEE BREAK
16:40 – 16:50	Session 3: The digital radio experience in the future Moderator: Jørn Jensen, WorldDMB President
16:50 – 17:05	An inclusive hybrid radio experience: Mathias Coinchon, EBU
17:05 – 17:15	The emergence of software defined radio in future cars: Anurag Shrivastava, Jasmine InfoTech
17:15 – 17:30	The digitalisation of the car industry – current and future: Roger Lanctot, Strategy Analytics
17:30 – 18:00	Q&A: Concluding round table
18.00	CLOSE



Session 1: So where are we now?

A series of short country synopses

Germany

A date has been set for the launch of a nationwide multiplex later this year. An update on how market strategy roll-out, coverage plans, services on-air and consumer promotion will ensure the smooth transition to digital radio.

UK

The UK digital switch-over is making positive progress. The new increased service offerings, together with specific work undertaken in the automotive industry, has enabled the provision of a better radio experience for those on the road.

France

Learn about the current radio situation in the market and how the future looks with regard to digital radio.

Nordic countries

Positive news continues to come from the Nordic countries. Norway has set an FM switch-off date of 2017, Sweden continues to legislate for roll-out of digital radio and Denmark is looking at new service offerings.

Switzerland

Switzerland continues to be an important market for digital radio. Coverage has now reached 99% and the radio and automotive industries are collaborating to develop the optimum experience for drivers.

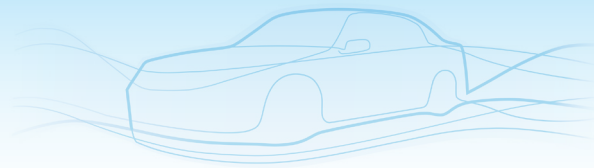
Round the world summary

Receive a global overview from the WorldDMB Forum Project Office, the international hub of digital radio development around the world.

Italy

Italy continues to make progress with its digital radio plans. Learn about the current market status and marketing plans, and updates on their receiver certification process based on the WDMB Receiver Profiles.

If your organisation is interested in sponsoring the next car manufacturers' workshop to be held in 2012 or would like to find out more about securing demonstration stands and speaker slots at future events contact caroline.seville@worlddab.org



Session 2: Making the connection

Your radio, your mobile, your life

How do the devices in your car function together to enrich the driving experience? Find out how different technology platforms can be combined to provide a varied and dynamic consumer focused product in addition to offering attractive advertising opportunities for marketers and advertising agencies.

Real-time information on the road

TPEG is an invaluable resource available on the digital radio platform. Learn how TPEG technology can be used to provide information such as real-time traffic updates or details of the nearest petrol station.

Optimising TPEG services and devices for the automotive sector

A presentation of the study being carried out by the working group 'Tuner' as part of the Media Oriented Systems Transport Co-operation (MOST). The rationale for the study is the optimisation of the use of TPEG in order to receive relevant data with in-vehicle background tuners.

Surround sound and the car

A large percentage of radio listening in most European countries is still in-car. Bayerischer Rundfunk will give a presentation on their development of digital radio surround sound to enhance the in-car experience.

TPEG premium services

TPEG allows for flexible generation of service bundles and helps service providers to realise new business models. This presentation highlights attractive case studies and new opportunities, when addressing premium content to closed user groups.

Connected networks: Service Following and Linking

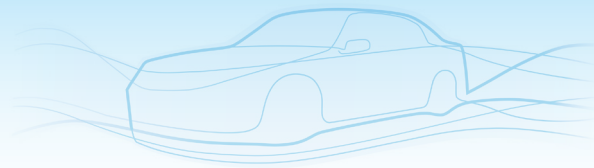
The WorldDMB Forum sets the technical standard for the DAB family of standards and its Technical Committee is currently writing the technical specifications for connecting service networks. This presentation will give an update on this work and will inform on when these specifications will be available for use.

Aspects of service integration in the automotive environment

The DAB family of standards offers a big variety of possibilities. In order to enable these possibilities through the complete chain to the end customer, some aspects need to be considered before services are launched.

Play, generate and capture DAB/DAB+/DMB and TPEG services

With more and more DAB/DAB+/DMB services on air, efficient tools are needed to make sure that receivers are compliant. This presentation is about capturing services on air, generating own specific services and bringing them on air again for test purposes.



Session 3: European collaboration

An inclusive hybrid radio experience

At the Geneva Motor Show a demonstration was given on in-car hybrid radio. What can we learn from this demonstration and the implications for the automotive and radio broadcasting industries, the advertiser and the consumer?

The emergence of software defined radio in future cars

Software defined radio enables a flexible, scalable and cost effective solution for OEMs. In this presentation Jasmine InfoTech will address how software defined radio can be adopted by industry for its future cars.

The digitalisation of the car industry – current and future

This session will offer an overview of the current digital radio technology applications used in vehicles, and what future developments the automotive and radio industry can expect.

Moderators

Moderator for the day

Nick Piggott: Head of Creative Technology, Global Radio

Nick and his award-winning team work at the intersection of radio and digital media, creating innovative radio experiences. Their work spans on-line, social networking, mobile and mobile apps, DAB Digital Radio and the RadioDNS project. Nick also contributes to the UK's Digital Radio Action Plan, the WorldDMB Technical and Marketing Committees, and is currently Chair of the RadioDNS Project.



Moderator Session 1: So where are we now?

Helmut G. Bauer: CEO, Digitalradio Deutschland (DRD) GmbH

Helmut studied law, journalism, political science and ethnology at the universities of Heidelberg and Mainz. He later served as Managing Director of the Anstalt für Kabelkommunikation (cable pilot-project centre), Director of the Landeszentrale für Private Rundfunkveranstalter Rheinland-Pfalz (Rhineland-Palatinate state broadcasting authority) and as CEO of radio NRW GmbH, Neue Berliner Rundfunkgesellschaft MBH & Co. KG, msc multimedia support centre GmbH, and NRW Medien GmbH.

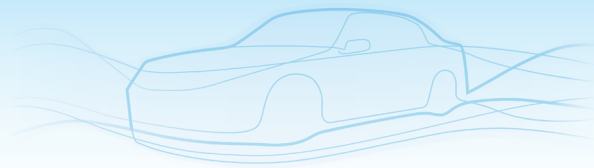


Moderator Session 2: Making the connection

Lee Harris: Managing Director, Open Automotive Ltd; Chairman, SMMT Digital Radio Committee

Lee is the Managing Director of Open Automotive Ltd and chairs the SMMT Digital Radio Committee and UK In-Vehicle Sub-Group as part of the Government Digital Radio Action Plan. With a BSc in Computer Science and a fifteen year career in telecoms and software, he has been involved in integrating portable consumer electronics devices to vehicle infotainment systems since 2002. As Commercial Strategy Director and Co-Owner of Dension Audio Systems KFT, he developed an innovative nomadic device integration portfolio and secured Tier-1 supply contracts with vehicle manufacturers. In 2010 he incorporated Open Automotive Ltd to further develop new infotainment and accessory sales concepts.





Moderator session 3: The digital radio experience in the future

Jørn Jensen: WorldDMB President

Jørn Jensen is the President of the WorldDMB Forum. Jørn has more than 20 years of experience in radio broadcasting. He has been working at Norway's public broadcaster NRK from 1986, after a 10 year career as a musician. After starting by making radio programmes at NRK's Radio Music department he became increasingly involved in programme production and development, and the creation of new digital stations. In 1995 he created NRK's first DAB-only station, with 24hour classical music. Since then, Jørn has been a Chief Advisor for different NRK departments and is currently Chief Advisor for the Director of Distribution, dealing with the strategy for NRK's digital future on all NRK platforms.



Speakers

Helwin Lesch: Head of Program Distribution, Bayerischer Rundfunk

Mr Lesch has worked for Bayerischer Rundfunk since October 2002 and is a member of the Steering Board of WorldDMB. He is on the board of the Forschungsgemeinschaft Funk and is also a member of the special advisory council for both Bayerische Medien Technik and Bayern Digital Radio. Before joining Bayerischer Rundfunk, he worked as the Managing Director of Bayerische Medien Technik and at Bayern Digital Radio, where most of his work was associated with expanding network coverage across the country. Mr Lesch has a vast background in the field of digital broadcasting for not only radio but also TV.



Dr Chris Weck: General Manager of the Technical Department, Deutschlandradio

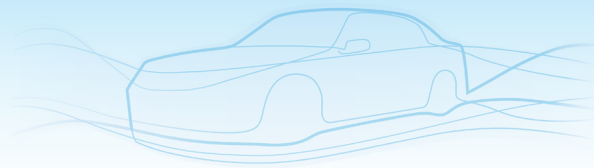
Dr Chris Weck studied electronic engineering at the Technical University of Berlin in Germany. He then joined Institut für Rundfunktechnik (IRT) in Munich, the research and development institute of the public broadcasters in Germany, Austria and Switzerland. Since 2000 he was responsible for the IRT division "Programme Distribution". In April 2007 he joined Deutschlandradio, the nation-wide public radio broadcaster in Germany. Dr Weck was involved in various national and European collaborative projects dealing with the development, standardisation and verification of terrestrial digital radio and broadcasting systems and frequency management. At Deutschlandradio he is the General Manager of the Technical Department dealing with studio and IT infrastructure as well as programme distribution. Dr Weck is now very active in preparing the switch-over to digital radio in Germany including additional data services for future radio.



Max Richert: Project Manager for Innovation, Continental Automotive Rambouillet

Max Richert studied Mechanical Engineering in Braunschweig. In 1995 he started working for what now has become Continental Automotive in Wetzlar for Car Radio and Multimedia products. Max then moved to the French branch in Rambouillet in 2000, where he is now Project Manager for Innovation Projects. In this position he has overseen projects focusing on digital radio and more specifically DMB in recent years.





Jarle Ruud: Marketing Manager, Digitalradio Norge

Between 1994 and 2008 Jarle worked in the consumer electronics industry, managing different product areas for Panasonic, first in Norway and then later in Sweden at the Nordic headquarters. Responsibilities included product planning, marketing and integration of digital receivers into the TV line-up for the Nordic countries. Jarle's work has also included working with the sales outlets in four different countries and providing insight into how the consumer electronics trade operates.



Ernst Werder: Managing Partner, MCDT

Ernst has over 20 years of international sales and marketing management experience. He has worked for ten years at the Swiss Broadcasting Corporation as Manager of Engineering and Head of Production and Broadcast Technology at SR DRS. Since 2006 he has been Project Manager for the commercial launch of DAB and DAB+ at SRG SSR.



Hanns Wolter: Spectrum and Network Planning, Club DAB Italia scpa

Hanns started working in the DAB world in 1999 as project manager for the Club DAB Italia and over the years he has covered all issues regarding digital radio and DAB in specific: spectrum, multimedia, audio coding, regulation and receiver certification. He has supported actively the DAB+ development and has launched some of the first DAB+ services in Europe in July 2007. He is also responsible for the management of the DAB/DMB/DAB+ trials in Italy and in the creation of the national network infrastructure of the Club DAB Italia Consortium. Currently he is working on the planning and the roll out of the national digital radio multiplex and associated data services, the receiver certification and spectrum related issues. In the last 6 years he has been an elected member of the WorldDMB Steering Board and is currently chairman of the Regulatory and Spectrum Committee. He has a university degree in foreign literature and speaks Italian, German (both mother tongue) and English.



Dave Francis: Technical Director for Broadcast Technologies, ITIS

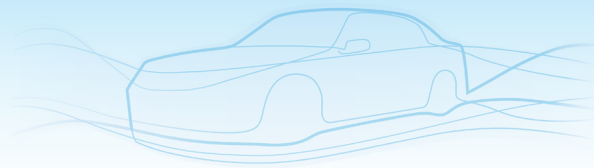
Dave Francis has worked for 15 years in the automotive industry; 5 years with a Truck ABS brake manufacture and then 10 years as a Snr. Systems Engineer/Engineering Manager with DENSO working on infotainment and navigation systems for OEMs such as Jaguar Landrover, Ford and Volvo. Over the last 3 years with DENSO, Dave has specialised in traffic information implementation for navigation systems and then joined ITIS in 2007 as Technical Director for Broadcast Technologies, where he is now responsible for distribution and formats of traffic data provided by ITIS. His main role is the provision of the UK domestic RDS-TMC service, but he is also responsible for the support of broadcast services with partners around the world. Since 2009 ITIS has launched its DAB based TPEG service in the UK on D1 and is working hard with several OEMs to implement services and test receivers ready for market launch in the next year. David is a keen and active member of TISA (Traveller Information Services Association), and chairs the Content and New Features Working Group as well as playing an active role in other TISA groups.



Thomas Kusche: Senior Editor, Westdeutscher Rundfunk (WDR)

Thomas works as Senior Editor at Westdeutscher Rundfunk (WDR) in Cologne, Germany, where he takes responsibility for Strategy and Planning of Traffic Telematics. He co-ordinates Traffic Telematics activities also within ARD. Thomas represents the interests of Public Service Broadcasters within the German National Traffic Information Platform. He is also Chairman of the Content and Services Provision Committee and Treasurer within TISA and is a Member of the ERTICO Strategy Committee.





Martin Dreher: Project Manager for Mobility Information, Bayerische Medien Technik GmbH
Martin studied Forestry Research in Freiburg, Germany with a focus on Forest Biometry, Remote Sensing, Geographical Information Systems (GIS), Logistics, Inventory and Statistics. Since 1999 Martin has been the Project Manager for Mobility Information at Bayerische Medien Technik, Munich, where he oversees TPEG product development for playout and reception. In addition to operating the Traffic Information System of the Bavarian Public Broadcaster, Martin is actively involved in International Standardisation of TPEG within TISA and ISO and is also a consultant for the car industry, device manufacturers and broadcasters.



Udo Appel: Head of Studio Production, Bayerischer Rundfunk

In 1997 Udo Appel started at Bayerischer Rundfunk working as a system engineer. His main tasks were the support and analysis of the networked audio-production-systems and playout-systems. In 2001 Udo moved to the studio production department "Tonbearbeitung II" and was deeply involved in the system design and implementation of the integrated digital archive solution (IDAS). In 2007 he became the Head of Studio Production, focusing on the Music and Radio-Drama Production. He was a member of the EBU Group D/MAE (Evaluations of Multichannel Audio Codecs) and is currently working with others on Multichannel-Tests in DAB+.



Birgit Bartel-Kurz: Audio Department, Fraunhofer IIS

Birgit Bartel-Kurz studied mathematics and earned her degree in 1987. She worked for Bosch in the telecommunications sector and lectured at the Berufsakademie Mannheim - University of Cooperative Education. Currently Birgit is with the Fraunhofer Institute for Integrated Circuits IIS, working in the area of digital broadcast applications and multimedia security technologies. She is leading the specification work and development of the Fraunhofer system HECA – High Efficiency Conditional Access. Birgit was engaged in several technical working groups of WorldDMB. She chaired the Task Force Conditional Access Framework that prepared the current ETSI Technical Specification DAB Conditional Access. She is an active member in TISA TPEG Applications Working Group.



Andreas Goršak: Senior Engineer, JVC Technology Centre Europe GmbH

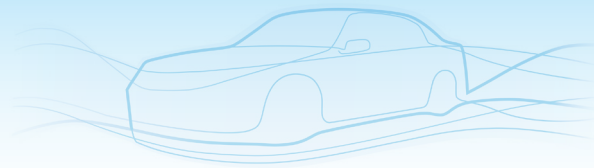
Andreas Goršak is currently Senior Engineer at JVC and since 2002 has worked in the field of tuner and radio development. He is responsible for field validation of the JVC car radio products line-up. In this role he is also involved in research for mobile entertainment systems and product development for HD Radio and DAB receivers. His main interest focuses on innovative services for Digital Radio. Andreas is the technical representative of J&K Car Electronics Corp. at various industry fora including WorldDMB and TISA.



Dr Bertram Hock: Head of Broadcast Receiver Development, BMW Group

Dr Hock studied electrical engineering before he worked on the development of optical correlators and measuring equipment for the automotive industry. He earned his PhD while working on an interdisciplinary project with the European Space Agency, the Eye clinic of the University of Hamburg and TU Darmstadt during the D2 and MIR mission 1993. From 1996 Dr. Hock worked as Project Leader for VDO (today Continental) before he joined the BMW Group in 2000 where he was responsible for the electrical integration of control units in the BMW X5 and X6. Since 2007, Dr Hock took over the development lead for broadcast receivers with responsibility for video function and quality of all cars as well as the overall quality for all entertainment devices within the BMW group.





Oliver Kranz: Development DAB Tuner, BMW Group

The BMW Group incorporates three brands – BMW, Mini and Rolls-Royce and has representatives in more than 150 countries.



Hermann Zensen: Sales Manager, DIGIDIA

Hermann Zensen is Sales Manager for the French company DIGIDIA. DIGIDIA specialises in digital radio transmission with a strong expertise in IP transport and COFDM. The product range covers multiplexers and encoders for DAB/DAB+/DMB, modulators and content servers for DRM/DRM+, as well as head-end and decoders for Synchronous FM. DIGIDIA has a test product line for DAB/DAB+/DMB and DRM/DRM+ with dedicated products for receiver, chip, module, transmitter and car manufacturers. Hermann's previous experience includes sales, service management, process engineering, purchasing and some R&D for companies like Vodafone, SAGEM and Mitsubishi Electric in Germany and France. Hermann obtained a master's degree in electronics and telecommunications engineering at RWTH Aachen in Germany and a master's degree at Essec Business School in France.



Mathias Coinchon: Senior Engineer, European Broadcasting Union

Mathias Coinchon graduated in 2000 in Communication Systems Engineering from the Swiss Institute of Technology in Lausanne (EPFL) and Eurecom institute in Sophia Antipolis, France. After completing a field trial for his thesis at the BBC he then joined a startup company developing a radio propagation prediction software for the mobile industry as technical project manager. In 2005 Mathias joined a technical study group from the Swiss Broadcasting Corporation for the national re-launch of DAB in Switzerland. Since 2006, Mathias has been Senior Engineer in the Technical Department of the EBU, dealing with audio and video contribution over IP and digital radio. In his spare time Mathias is also involved in many activities related to radio broadcasting and communication systems and is vice-chair of the WorldDMB Technical Committee.



Anurag Shrivastava: Director of Global Business Development and Strategic Alliances, Jasmin Infotech Pvt. Ltd.

Anurag Shrivastava has more than a decade of experience in marketing high-end technology products to global clients in consumer and automotive segments. Anurag is currently the Director of Global Business Development and Strategic Alliances at Jasmin Infotech, India where he drives business development, sales and the marketing strategy. Prior to Jasmin Infotech, he held senior sales and marketing positions at SiRF Technology, Impulsoft and Novell. Anurag holds a BE in Mechanical Engineering and an MBA in International Marketing.



Roger Lancot: Senior Analyst, Strategy Analytics

Roger draws on 25 years of experience in the technology industry as an analyst, journalist and consultant. As a Senior Analyst in Global Automotive Practice, Roger has a powerful voice in the definition of future trends in automotive safety, powertrain, and infotainment systems. Roger has conducted and participated in major industry studies, created new research products and services, and advised clients on strategy and competitive issues throughout his career. Roger joined Strategy Analytics after five years at Telematics Research Group, where he built the client base into a broad portfolio, which was sold to iSuppli. His privileged relationships and extraordinary connections help keep Strategy Analytics at the forefront of industry thought leadership. Just in 2010, Roger broke the story of OnStar's plan for an aftermarket retail product and Sirius XM's unannounced shift to the XM platform by 2016. Prior career stops for Roger include directorships at NPD, PC Data, CMP (now United Media), Fairchild and Hearst. Roger holds an AB in English from Dartmouth College.



The Global Forum for Digital Broadcasting

Digital Radio is the future of radio. The migration has started and the WorldDMB family (DAB, DAB+ and DMB) has emerged as the standard of choice. Become a member and enjoy the following benefits:

- Get valuable market information first
- Marketing opportunities – business models and best practice
- Digital radio market start up and development
- Strategic guidance on rollout
- Exclusive access to technical information
- Shape international policy and lobby governments
- Collaborate with car and mobile industry
- Information and networking

For further information on membership please contact Kayleigh Skinner in the WorldDMB Project Office:

kayleigh.skinner@worlddab.org

Tel: +44 (0) 20 3206 7849

The WorldDMB Forum is an international non-governmental organisation whose objective is to promote the awareness, adoption and implementation of Eureka 147 based services worldwide.

The Forum represents 85 companies and organisations from all sectors of the broadcasting industry and from over 25 countries.

WorldDMB Committees

Members of WorldDMB can participate in specialised committees that implement targeted work around the Eureka 147 Family of Standards.

- Technical Committee
- Regulatory & Spectrum Committee
- Marketing Committee
- Asia Pacific Committee

“Our membership of WorldDMB for the past six years has given us access to invaluable worldwide information on digital radio, and provided us with a means of influencing the future digital radio landscape as well as promoting our technologies and products to other movers and shakers in the industry.”

[Colin Crawford, PURE Digital](#)

“WorldDMB membership is extremely valuable to us particularly at this crucial stage of the rollout of DAB+ services in Germany, as it gives us the opportunity to meet and network with the European and worldwide broadcasting community to share ideas and best practise. As the nationwide public broadcaster in Germany we are committed to the digital radio switch-over as is WorldDMB and its members.”

[Chris Weck, Deutschlandradio](#)

“Harris is the world leader in digital radio solutions, offering a complete suite of solutions for DAB, DAB+ & DMB. Membership of WorldDMB is vital for us in order to stay closely in tune with what is going on in the industry and enable us to continue to offer state-of-the-art solutions.”

[Richard Redmond, Harris](#)



17th Meeting of the

WorldDMB General Assembly

Success through collaboration

Thursday 27 – Friday 28 October, 2011
Crown Plaza, Zurich

Programme available soon
Booking lines open from July 2011

- Format over 2 days
- International speakers
- Programme focus on marketing and technology

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For demonstration tables and speaker opportunities, contact
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Gala Dinner Sponsor

