

Department:
International Relations

Our ref: MGLA230218-4757

Date:

Dear [REDACTED],

Freedom of Information request

Thank you for your email, which was received by the Greater London Authority (GLA) on 23 February. Your request has been dealt with under the Freedom of Information Act 2000.

You asked for:

- A list of the Mayor's official entourage travelling with him to SXSW 2018 ?
- Who is attending in order to discuss business opportunities in London/attracting tech/creative tech business to London for the companies attending SXSW ?

Our response to your request is as follows:

The Mayor was accompanied to South by Southwest (SXSW) 2018 by a small number of support staff, as follows:

1. Leah Kreitzman, Mayoral Director for External and International Affairs
2. Sarah Brown, Senior Adviser – Communications
3. Simon Rees, Senior International Relations Officer

In addition to making one of this year's keynote speeches, the Mayor held bilateral meetings with US-based business leaders to encourage future investment in the capital. These meetings were organised by London & Partners (L&P), the Mayor's official agency for promoting London overseas, which deployed US and UK-based staff to Austin in order to promote London to the many companies attending the event. The Mayor also spoke to over 150 guests from the UK and US-based tech and creative industries at an event organised by L&P to highlight the benefits of promoting inclusivity and diversity in the technology sector.

Finally, the Mayor's Chief Digital Officer, Theo Blackwell, visited Austin at the same time as the Mayor to promote London as one of the world's leading smart cities. Mr Blackwell's costs were covered by Bloomberg.

If you have any further questions relating to the information provided, please contact me, ensuring that you quote the reference at the top of this letter.

Yours sincerely



International Relations

If you are unhappy with the way the GLA has handled your request, you may complain using the complaints procedure, available at: <https://www.london.gov.uk/about-us/greater-london-authority-gla/sharing-our-information/freedom-information>.

MAYOR'S OFFICE ADVICE NOTES

(TO BE COMPLETED BY DRAFTING OFFICER AND UPLOADED WITH DRAFT FOR MAYOR TO SIGN)

Drafted By:	<i>Simon Rees</i>
Unit/Team:	<i>International Relations</i>
Cleared by (Line Manager): This includes approval of text used in ' as appropriate ' section - commending their work e.g. relevance/importance/value to community/City/society xxxxx	<i>Dominic Hurley</i>
Telephone Extension:	X4686
Draft to be cleared by (<i>Deputy Mayor/Mayoral Advisor/Director/Special Appointment</i>) <i>This part of the clearance process will be completed by the Mayor's Office correspondence team (Zoe Newcombe and Alison Turner) once draft uploaded</i>	

Background/Comments:

N/A

If correspondence is urgent:

Provide reason(s) for urgency and specify if correspondence needs to be sent out by a certain date (if different to Write On 20-day deadline).