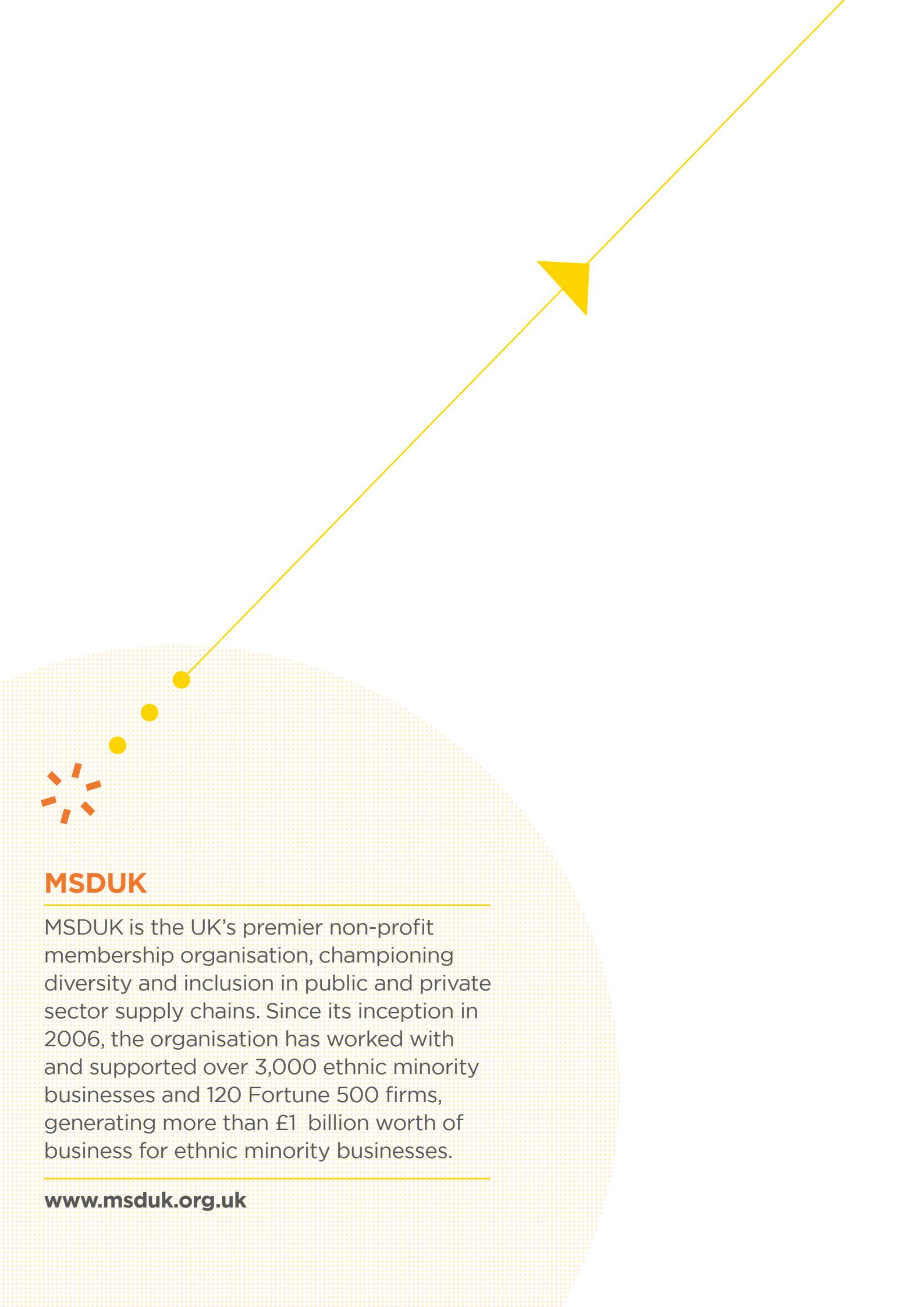


 **MSD UK**[®]

Annual Report **2021**

Building Supply Chains of the Future that
are Diverse and Innovative



MSDUK****

MSD**UK** is the UK's premier non-profit membership organisation, championing diversity and inclusion in public and private sector supply chains. Since its inception in 2006, the organisation has worked with and supported over 3,000 ethnic minority businesses and 120 Fortune 500 firms, generating more than £1 billion worth of business for ethnic minority businesses.

www.msduk.org.uk



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OUR MISSION, VISION, AND VALUES

Our Vision

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

Our Mission

MSDUK helps and supports ethnic minority businesses to break through inequalities and barriers in public and private sector supply chains. We lead in connecting ethnic minority businesses across the UK and Europe with organisations committed to supplier diversity.

Our Values

Broader Representation: We pledge through our unique position, to strive for change by establishing a roadmap for broader representation and inclusion of ethnic minority businesses within corporate supply chains.

Embrace Diversity: We champion decisive and collective action to narrow the social divide and build a society which improves lives, embraces diversity, nurtures innovation and promotes education.

Transformation: We foster transformation within corporations, helping them to be more inclusive and diverse in their supply chains, and connect them with innovative and growing ethnic minority businesses.

Strength and resilience: We value the strength and resilience that grows out of our differences.

Inclusion: We commit to include diversity, equity and inclusion practices at every level of our organisation.

OUR IMPACT SINCE 2006

SUPPORTED ETHNIC
MINORITY BUSINESSES

3000

TO ACCESS CORPORATE
OPPORTUNITIES

HELPED OVER

120

FORTUNE 500 FIRMS TO
ACCESS ETHNIC MINORITY
BUSINESSES AND DIVERSIFY
THEIR SUPPLY CHAIN

GENERATED MORE THAN

£1BN

SPEND FOR ETHNIC
MINORITY BUSINESSES

MSDUK CEO'S MESSAGE

2021 - A year when racial equality came to the forefront and aiming for a fairer, equal economies became more realistic!

Welcome to the 2021 MSDUK annual activity report.

We gathered the insights, learnings and achievements from the range of programmes, events and ground-breaking research that were delivered during the year with the sole focus on helping our corporate partners open doors for Ethnic Minority Businesses (EMBs) and invest in their development. In the process, we attracted some of the best talent to our team and they are testimony to what a diverse team representing different ethnic backgrounds and gender can do to deliver world-class performance. We ended the year with a team of 18 exceptional individuals - five men and thirteen women from twelve different ethnic backgrounds and I am so proud to see MSDUK practicing what it preaches.

Some of the key highlights of 2021 are:

- + Growth in corporate membership from 57 to 92, an increase of 62%**
- + Launch of the largest ever research on ethnic minority businesses in the UK: The Minority Businesses Matter** looked and analysed over 6m businesses registered with the Companies House and presents the most comprehensive analysis of this exceptional entrepreneurial community's contribution to the UK economy.
- + Another first was the launch of MSDUK Accelerator, the only accelerator focussed exclusively on ethnic minority businesses.**
- + Our exceptional events team kept on delivering world-class virtual events - 97 virtual seminars, business opportunity days and training sessions were delivered in 2021, attended by over 5,000 people and the highlight of the year was the MSDUK 2021 Virtual Conference & Awards, attended by over 700 people.**
- + 2021 Innovation Challenge attracted over 100 ideas that were presented by the brightest and most innovative ethnic minority founders. This year, the focus of this national competition, and in its fifth year, shifted to the UN's Sustainable Development Goals and the finalists of this year's competition presented ideas and solution to tackle environmental issues facing the world.**
- + With a network of over 320 certified EMBS and growing, it is critical that we continue to invest in their development - helping them scale up their businesses. In partnership with Imperial Business College, we delivered a leadership programme for 25 EMBS.**
- + Our corporate members stepped up to the challenge, offering increasing procurement opportunities that led to over £300m spend with certified EMBS**
- + The end of the year saw the launch of our European research report that looked at the economic, political and social landscape and Europe's readiness for supplier diversity.**

All these achievements were impossible without the generous support of all our sponsors and the leadership and guidance from our board of directors. We end the year with renewed hope and aspiration, and commit ourselves to passionately working for an inclusive and diverse supply chain. To all of us, when everyone is included, everyone wins!



Mayank Shah

Founder & CEO | MSDUK



Mayank Shah

Founder & CEO | MSDUK

MSDUK 2021 ACHIEVEMENTS

Powered by our corporate members and delivered by our amazing MSDUK Team.

250+

ENTREPRENEURS TAKING
PART IN MSDUK PROGRAMMES

50+

PUBLICATIONS
SECURED IN
NATIONAL AND
LOCAL MEDIA

596

SUPPLIERS
REFERRED

320

CERTIFIED EMBs
IN OUR NETWORK

£300m

CORPORATE SPEND WITH EMBs*

204

BUYER/
SUPPLIER
MEETINGS

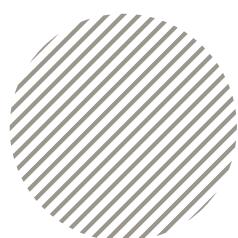
*estimated for 2021

61%

INCREASE IN
THE NUMBER
OF CORPORATE
MEMBERS

94

EVENTS ATTENDED
BY 5,162 DELEGATES
PLUS 97 EXHIBITORS



2

PIONEERING REPORTS

+ MINORITY BUSINESSES MATTER
+ EQUIP EUROPE

700k

CORPORATE SPONSORSHIP

4000+

LEARNING
HOURS

200+

OPPORTUNITIES
OFFERED BY
CORPORATE
MEMBERS

2021 SUCCESS STORIES

We recognise that every business that joins MSDUK is unique and faced with its own set of needs and challenges, so we've put together the best support offer for every stage of your business.

Our corporate members have invested more than £700k in our network, offering our members scholarships to access world-class programmes, faculties and expertise to build and innovative high-growth businesses. This way, all our programmes are completely free for our members. No cost, no equity.

All our programmes have practical applications, and you'll benefit from world-class knowledge, experts, connections, and peer-to-peer learning and you will join the MSDUK Alumni network giving you access to exclusive opportunities.



01



Launchpad for Innovation

We are really grateful for all the support from MSDUK. We're excited by the growth opportunities this win (and all the amazing prizes!) will help springboard for us, not just in terms of networking but also personally and professionally, thanks to the Tuck School of Business and Accenture mentoring programme.

02



Getting Minority Businesses Supply Chain Ready

The workshops are high quality and delivered by experts, with an emphasis on implementation as well as learning. You feel supported throughout the programme, with access to other business owners, EIRS, as well as share-and-review sessions with your cohort. It's been fantastic being part of the MSDUK Accelerator programme.

Foong Wai Ng

Matchable

MSDUK Innovation Challenge Winner 2021

Hena Hussain

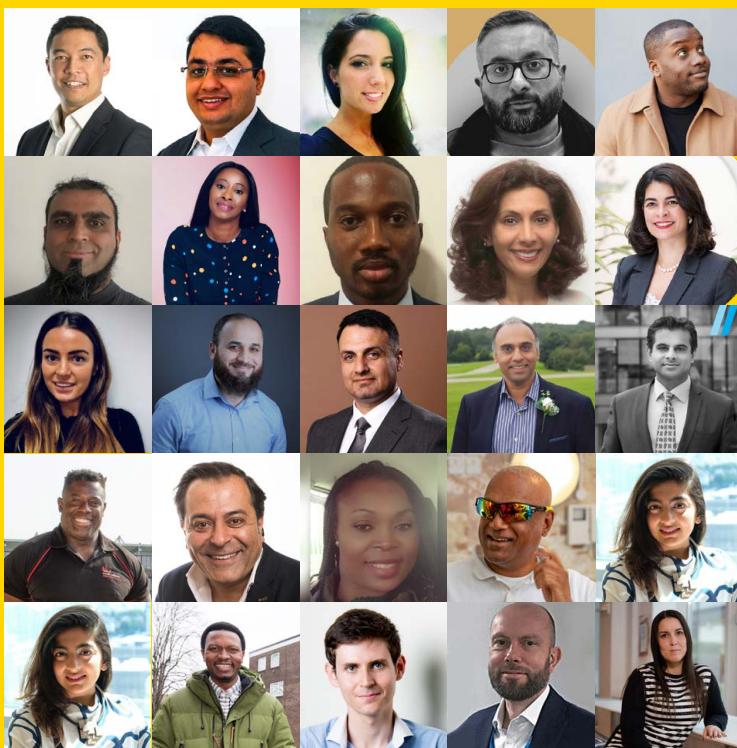
Director

The Content Architect

MSDUK Accelerator Autumn '21 Cohort

03

BUILDING BUSINESS LEADERS OF THE FUTURE



WHAT OUR MEMBERS HAVE SAID:

"This is a 'must attend' programme for business leaders as it provides a perfect blend of theoretical and practical knowledge, coupled with engaging industry presenters. This is also an invaluable networking opportunity to work closely with other business leaders from different industries."

"Learnt the fundamentals of coaching and how important it is to make sure you have a culture in an organisation which has the same vision and understanding of what you are trying to achieve."

"If you're ready to take a pause, introspect, develop and really understand yourself as a leader - look no further. The course is practical, authentic, and most importantly actionable! I would definitely recommend it as a must for my fellow young founders of fast-growing companies."

"A fantastic programme delivered with knowledge, expertise and personality. So many take-aways and things that participants can implement immediately! Thoroughly enjoyable and I would recommend without hesitation for business leaders to embark on this amazing course."

Imperial College London,
Leadership in a Technology Driven World
MSDUK Executive Leadership Programme 2021 Alumni

04



Opening New Doors

The challenge for any business today is that whether you are an EMB (ethnic minority business) or not, some doors are challenging to open, there's a lack of visibility. What MSDUK does well is provide a platform for you to showcase what you have to offer. We found this worked particularly well with the Covid MarketPlace platform that MSDUK introduced at the start of the pandemic. We also found that larger corporates were looking for flexibility in uncertain times, order sizes and delivery times. Our flexible approach helped us, being able to fast track orders when needed, or sometimes reducing or adjusting orders if required.

Dee Patel

Commercial Director

Brocks Compass

MSDUK Certified Business

05

Conquering Continents Diversity Project in 6 EU Countries

One way in which MSDUK has helped us is by widening our network of people. so, we have more networking partners and more people around us who share our 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!

Byron Dixon

Founder & CEO

Micro-Fresh

MSDUK Certified Business

06

Delivering Competitive Advantage for Leading Brands

"Sony Pictures wants to send a message that small, diverse companies can add value to the baseline. Not only did they deliver, but they have been competitive, offering the flexibility we need to keep our latest productions from *Cinderella* to *Venom: Let There Be Carnage* and many other movies on track safely. Dee Patel at Brocks Compass has been quite phenomenal because he doesn't let me down and always goes the extra mile."

Andrew Edgeley

Director of Procurement

Corporate Services

Sony Pictures Entertainment

MSDUK Chartered Member



MSDUK INNOVATION HUB



2021 HIGHLIGHTS:

MSDUK INNOVATION CHALLENGE

Revised challenge categories attracted a different caliber of applicants. 2021 Semi-Finalists and Finalists are made up of multiple award winners from Forbes 30 under to Web Summit Finalists and Top 100 Asian Stars in UK TECH

ACCENTURE MENTORING PROGRAMME

Four innovation challenge winners will take part in the Accenture Mentoring Programme: Matchable, Factmata, Cambond, LatchAid.

WORLDSLABS START-UP COMMUNITY

We launched a new online community on WorldLabs platform with a goal to attract new connections to our programmes and to host the Innovation Challenge and the MSDUK Accelerator. Within six months of launching, we attracted a community of 677 entrepreneurs, innovators, business leaders and experts.

MSDUK START-UP NEWSLETTER

Created a new targeted channel of communication with the start-up community. Grew mailing list to 400+ subscribers and maintained the open rate at 37% compared to the industry standard of 31.5%.

2021 ACHIEVEMENTS

£50,000

WORTH OF SCHOLARSHIPS AT
TUCK SCHOOL OF BUSINESS

11 INTRODUCTIONS TO
INDUSTRY PROFESSIONALS

96
APPLICATIONS
FOR INNOVATION
CHALLENGE

2 BUSINESSES
SENT TO
WEBSUMMIT

MSDUK INNOVATION CHALLENGE® 2021

The MSDUK Innovation Challenge 2021 is the annual pitching competition supporting forward-thinking companies led by under-represented business leaders.

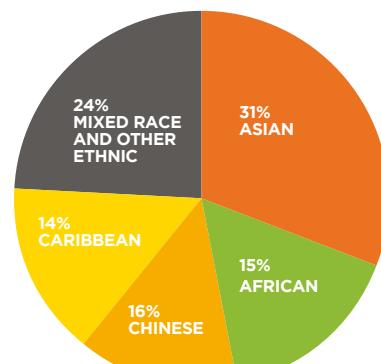
The 2021 competition was aligned with the UN Sustainable Development Goals which serve as the blueprint to achieve a better and more sustainable future for all. They address the global challenges we face, including poverty, inequality, climate change, environmental degradation, peace and justice.

INVESTMENT RAISED

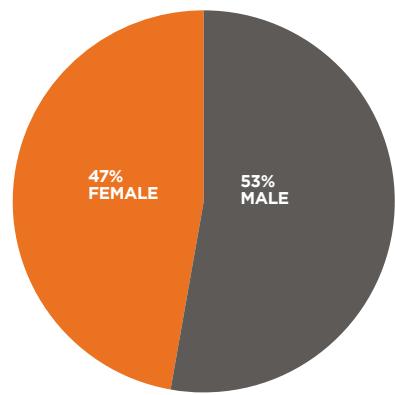
16
BUSINESSES
HAVE RAISED
MONEY

£13M
INVESTMENT
RAISED

£2M
IN GRANTS



DIVERSITY OF APPLICANTS



GENDER SPLIT

MEET 2021 INNOVATION CHALLENGE FINALISTS



Many thanks for your excellent organisation for this event.

I have never seen anything like this during all the competitions I have had in the past. It is so well-organised, and the judges are so encouraging, engaging and helpful to every business owner. The semi-finalists are so diverse and inclusive, and all the pitches are also very interesting, which is a very good experience to me.

Xiaobin Zhao

Founder and CEO
Cambond

Innovation Challenge Smart Buildings
Energy & Net Zero Category Winner 2021



MSDUK®
KNOWLEDGE HUB



WHERE RESEARCH
AND KNOWLEDGE
IMPROVES BUSINESS
PERFORMANCE

2021 HIGHLIGHTS:

LEADERSHIP IN A TECHNOLOGY DRIVEN WORLD PROGRAMME

Having to adapt to the new business environment impacted by COVID-19, this year we have partnered with Imperial College London to equip our business leaders with the skills to lead their teams through the digital age.

CORPORATE MENTORING PROGRAMMES

This year we collaborated with Be the Business, PYXERA Global and AstraZeneca UK, bringing three corporate mentoring programmes that match our ethnic minority business leaders with executives from some of the UK's leading companies including Accenture, AstraZeneca UK and SAP.

BEST PRACTICE CORPORATE TRAINING

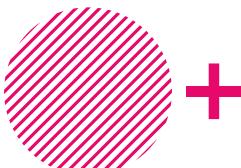
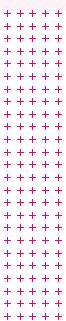
Peer-to-peer workshops held on the 13 July brought together 78 supplier diversity professionals to share best practice, discuss common challenges and find effective solutions.

WORLD CLASS RESEARCH PAPERS

Development of research papers "Minority Businesses Matter – The Contribution and Challenges of Ethnic Minority Businesses in the UK" and "EQUIP Europe – Why an increasingly diverse Europe needs EQUality In Procurement for ethnic minority entrepreneurs" in collaboration with OPEN (Open Political Economy Network) and sponsored by EY.

PROCUREMENT MASTERCLASSES

Attended by 24 EMBs on the 17th and 18th November and delivered by David Ward. to help them understand corporate procurement processes. In addition, we also delivered the "Business Growth through Tenders and Funding Applications" series for four virtual workshops for 47 EMBs in October.



2021 ACHIEVEMENTS

4000
LEARNING HOURS

3 CORPORATE
MENTORING
PROGRAMMES

2 WORLD
CLASS
RESEARCH

25
SCHOLARSHIPS
WORTH
£62,500

144
PARTICIPANTS

LEADERSHIP IN A TECHNOLOGY-DRIVEN WORLD PROGRAMME

The Leadership in a Technology Driven World Programme equipped participants with the skills to lead their teams through the digital age. The programme offered a practical and personalised learning approach, backed by theory and delivered through interactive coaching elements.



Having the opportunity to learn from experts, discuss day-to-day experiences with other business leaders and share tips on best high- performing working practices is invaluable.

I would encourage any forward-thinking business owner to take part in this programme”



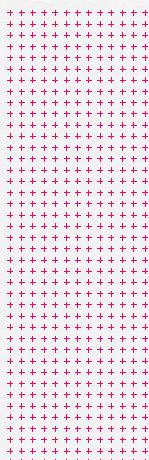
The programme is brilliant and comes packed with great practical tools that you can apply in your business with just the right theory with real-world examples and resources to review. The opportunity to step out of the day to day running of the business, learn new skills and have an approach with structure to implement the learning is priceless in leading a positive difference.

Noah Ahiable

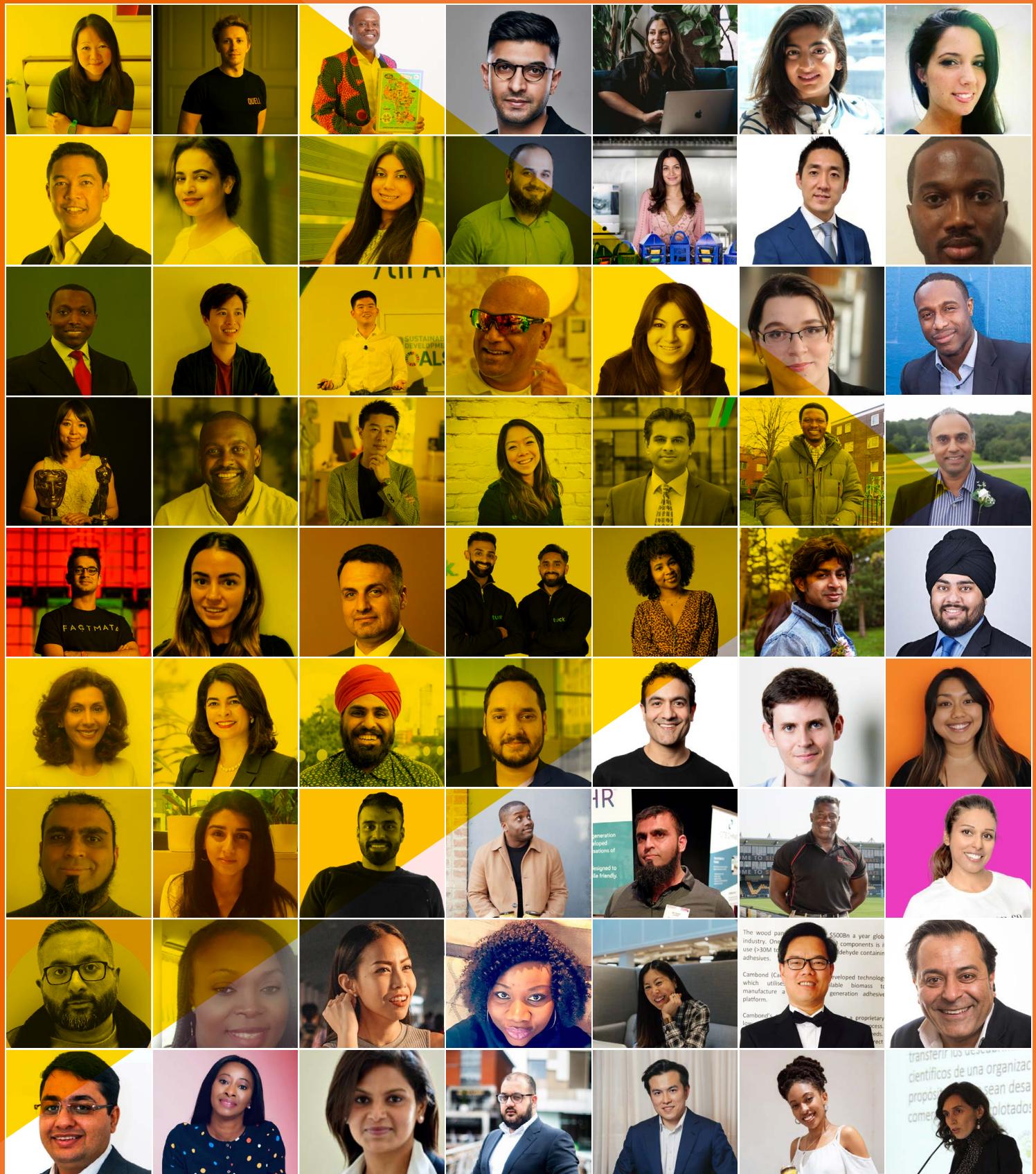
Co-Founder
CAASCO

Ricky Kothary

Founder
Sticksology



PROGRAMME PARTICIPANTS



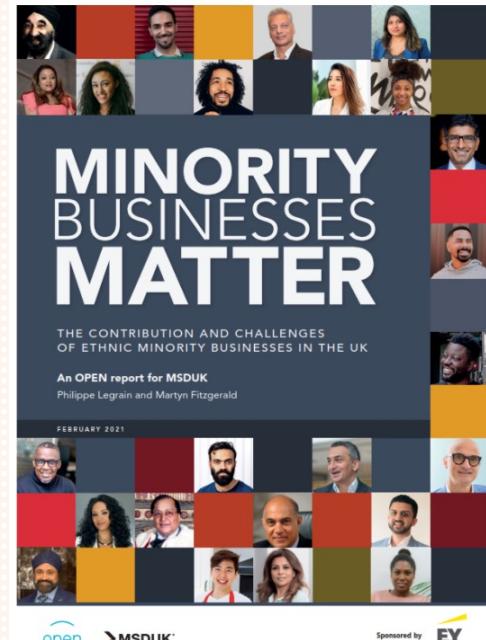
WORLD CLASS RESEARCH MINORITY BUSINESS MATTER 2021 REPORT

The report Minority Businesses Matter, sponsored by EY, provides a first-of-its-kind analysis of the economic contributions made by ethnic minority businesses: from combating the coronavirus crisis to exports, innovation and the levelling up of deprived areas, to other things such as national wealth and local jobs.

The report reveals that eight of the UK's 23 tech unicorns – private start-ups valued at \$1 billion (£740 million) or more – were co-founded by ethnic minority entrepreneurs. In addition, 23 of the UK's top 100 fastest-growing companies in 2019 were co-founded by ethnic minority entrepreneurs, including the No.1, Bulb Energy.

Yet the contribution and unique challenges encountered by ethnic minority entrepreneurs are often overlooked by policy-makers, the wider business community and the public.

[Read the full paper here](#)

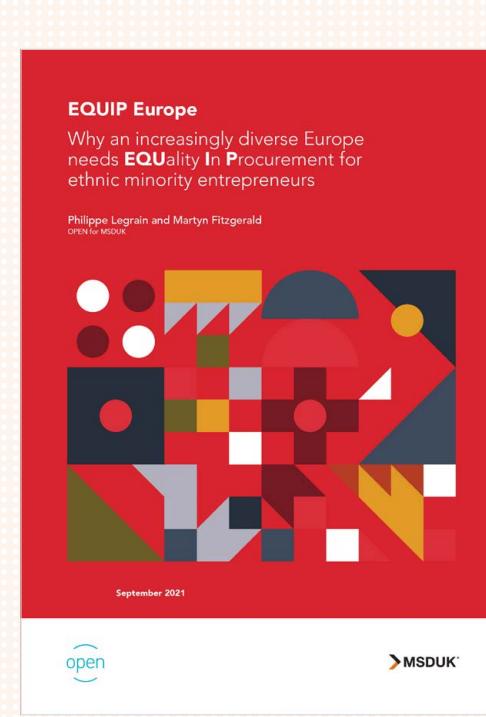


EQUIP EUROPE 2021 REPORT

The report EQUIP Europe, sponsored by AstraZeneca, Bristol Myers Squibb, Facebook, GSK and Johnson-Johnson, showcases the growing contribution made by immigrants and their descendants – who often have a non-Western background – to European economies and societies as entrepreneurs.

Yet they tend to struggle with huge disadvantages, not least discrimination, disconnection from mainstream business networking and disproportionate levels of doubt. To promote equality, encourage integration and boost economic growth, these ethnic-minority entrepreneurs need help.

[Read the full paper here](#)



MSDUK®
**PROCUREMENT
HUB**



WHERE
OPPORTUNITIES
LEAD TO SHARED
GROWTH

2021 HIGHLIGHTS:

BUSINESS OPPORTUNITY DAYS

In 2021, MSDUK hosted six successful cluster-based Business Opportunity Days. 811 supplier and 360 buyers attended the Business Opportunity Days that also featured 204 1-2-1 meetings between category buyers and EMBs they had selected from the MSDUK EMB supplier database. Many of these meetings have resulted in contracts being awarded to EMBs and long-term relationships being forged between them.

MSDUK ACCELERATOR

MSDUK has launched their inaugural Accelerator cohort created to support under-represented ethnic minority founders with a focus on business to business (B2B). We have created a 3-month cost and equity-free programme that combines active learning modules, interactive sprints with experienced entrepreneurs and guidance from corporate leaders.

MSDUK 2021 CONFERENCE

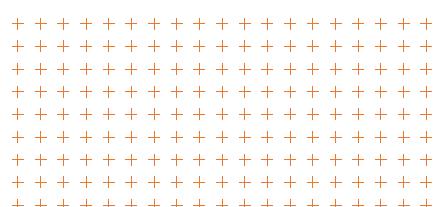
The 2021 MSDUK Virtual Conference and Awards brought together 984 ethnic minority founders, supplier diversity experts, angel investors, industry partners, universities and the corporate world to collaborate and unlock innovation through diversity. During the day we had 97 exhibitor booths and 747 attendees.

BENCHMARKING TOOL

MSDUK, in partnership with Accenture and Teque, has created a benchmarking tool that gives insight into an organisation's supplier diversity programme. The data collected is analysed to produce an annual report on supplier diversity best practices across UK. This year, 41% of corporate members completed the survey and for many this will shape their 2022 strategy.

MONTHLY MEMBERS FORUMS

Twelve monthly meetings were held with our members during 2021, a monthly get together that saw a growing number of members attending month-on-month. The meeting's agendas were set to ensure the meetings used the time to share MSDUK updates as well as give members a chance to engage in varied discussions focussed on sharing best practice.



2021 ACHIEVEMENTS

6 BUSINESS
OPPORTUNITY
DAYS

360
CORPORATE
BUYERS ATTENDED

811
EMB
SUPPLIERS
ATTENDED

204
ONE-TO-ONE
MEETINGS
TOOK PLACE

CORPORATE OPPORTUNITIES

PROFESSIONAL SERVICES | LEGAL | INSURANCE

48

PHARMA HEALTHCARE | MEDICAL DEVICES

19

REAL ESTATE | FM | POWER | LOGISTICS | OIL & ENERGY

21

TECHNOLOGY | TELECOMS | MASS MEDIA | ENTERTAINMENT

50

FINANCIAL SERVICES | INVESTMENT BANKING

14

RETAIL | CONSUMER GOODS | FOOD RETAIL & MFG.

54

OUR GROWING CORPORATE NETWORK

MSDUK REACHES 92 CORPORATE MEMBERS ON 31ST DEC 2021

CASE STUDY

SONY AND BROCKS COMPASS



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 suppliers.

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

MSDUK launched its COVID-19 marketplace as a response to the pandemic to spotlight ethnic minority business (EMB) suppliers who were being overlooked. The MSDUK team introduced Sony Pictures and Brocks Compass, which is where this incredible relationship 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 for different filming locations across the UK.

Sony Pictures demonstrated its ability to be agile and highlighted its commitment to supplier diversity by integrating Brocks Compass in its procurement systems to work more effectively.

WHY IT WORKS

"Sony Pictures wants to send a message that small, diverse companies can add value to the baseline. Not only did they deliver, but they have been competitive, offering the flexibility we need to keep our latest productions, from Cinderella to Venom: Let There Be Carnage, and many other movies on track safely. Dee Patel at Brocks Compass has been quite phenomenal because he doesn't let me down and always goes the extra mile."

Andrew Edgeley

Director of Procurement

Corporate Services

Sony Pictures Entertainment

"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 COVID-19 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. We look forward to developing our relationship to supply a wider portfolio of products and services to Sony Pictures."

Dee Patel

Commercial Director

Brocks Compass

MSDUK REACHES 92 CORPORATE MEMBERS AS OF 31ST DECEMBER 2021

AB InBev UK	Estee Lauder	Orbit Group
Accenture	EY	Overbury
AgileOne	Fidelity International	PepsiCo
AIG	Goldman Sachs	Pinsent Masons LLP
American Express	Google	Pladis Group
Apple	GSK	RELX
Aramark	Herbert Smith Freehills	Roche
AstraZeneca	HSBC	Royal Bank of Canada
Barclays	IBM	Salesforce
Barilla	Intel	Shell
BP	Iron Mountain	Sky
Bristol Myers Squibb	ISG	Sodexo
BT	ISS	Sony Pictures
Business Moves Group	Jacobs	Entertainment
CBRE	Johnson & Johnson	Standard Chartered
Citi	Johnson Matthey	State Street
City of London Corp.	JP Morgan	The Lego Group
Co-op	L'Oréal	TIAA
Coupa	Marsh McLennan & Co	TK Maxx
Cummins	Meta	Unilever
Deutsche Bank	McKinsey & Co	UniSpace
Diageo	Metropolitan Police	Unite UK
Digital Catapult	Microsoft	UPS
Discovery	Mitie	Walgreen Boots Alliance
Disney	Mondelēz	WarnerMedia
Dow Chemicals	Morgan Stanley	Wolverine
Eaton	Motorola Solutions	WPP
Ecolab	MSD	WSP
EDF	Nestlé	WWT
Enterprise Rent-A-Car	Nike	Zones UK
Equifax	Notting Hill Genesis	Zurich Insurance

MSDUK SUPPLIER DIVERSITY BENCHMARKING TOOL

The report identifies gaps within a company's policies, processes, and procedures which can be used to create a structured strategy to grow their supplier diversity programme.

Available EXCLUSIVELY to all MSDUK corporate members as of 1st October 2021. This benchmarking survey measures the performance of your supplier diversity programme in the UK.

The MSDUK Benchmarking Tool measures the performance of a company's supplier diversity programme in ten key areas.

Each of the below areas is assessed by answering a set of questions within each section of the benchmarking survey.

A company's performance is tracked using the following programme lifecycle:

BENCHMARKING



BUSINESS CASE

A clearly articulated and established business case is the foundation of a successful Supplier Diversity Programme.



LEADERSHIP COMMITMENT

Leadership endorsement and active engagement of senior leadership within the organisation determine the overall success of the programme.



INFRASTRUCTURE

Financial, operational, departmental, and organisational support are critical pillars of a successful programme.



POLICY AND PROCESS

Policies, frameworks and processes to achieve results and consistency.



TOOLS AND TRAINING

Leveraging internal and external tools and technology to educate, train, and promote diverse supplier inclusion.



MEASUREMENT

Tools, KPIs, and data employed to measure programme growth.



TIER 2

Inclusion through subcontracting programmes offers significant expansion opportunities for supplier diversity goals.



MARKETING AND COMMUNICATIONS

Awareness and promotion of efforts within and outside of the organisation.



ADVOCACY AND ENGAGEMENT

Deriving value through membership, and engagement with advocacy councils



SUPPLIER DEVELOPMENT

Investing in the development of existing and future diverse suppliers.

3

STRONGEST
AREAS

BUSINESS CASE

78%

INFRASTRUCTURE

73%

LEADERSHIP
COMMITMENT

70%

2021

MEMBER BENCHMARKING
RESULTS

3

DEVELOPMENT
AREAS

SUPPLIER
DEVELOPMENT

24%

TIER 2

32%

MARKETING AND
COMMUNICATIONS

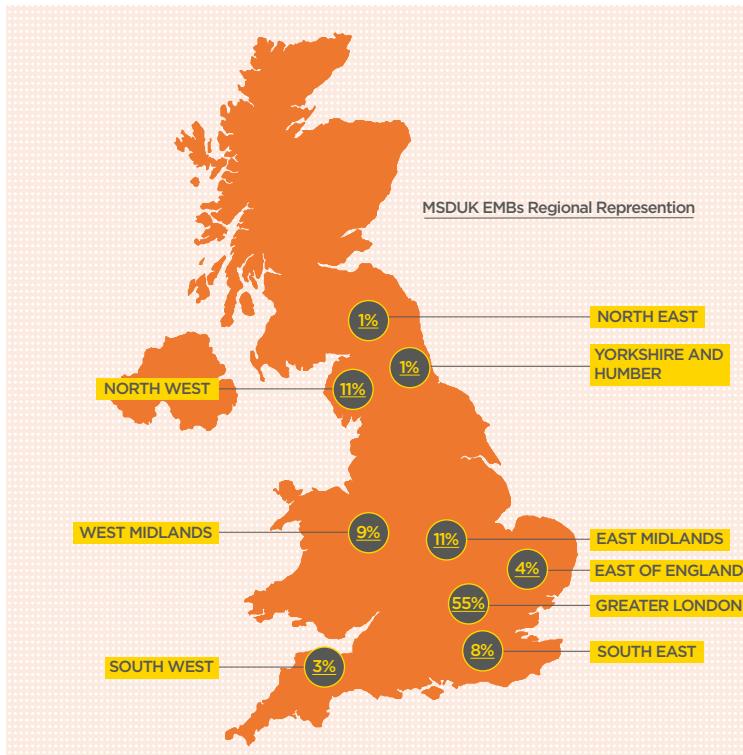
32%

MSDUK EMB NETWORK

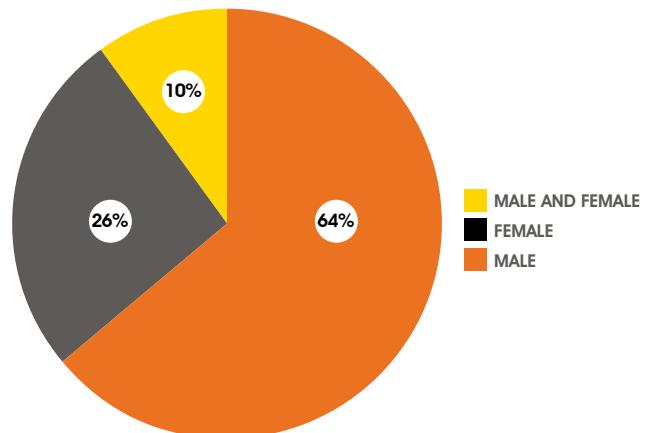
REPRESENTING THE BEST OF UK'S ETHNIC MINORITY BUSINESSES

More than 95% of UK businesses are small and medium-sized enterprises with fewer than 250 employees. They account for around 45% of total revenues and around 60% of private sector employment. They make a large contribution to the UK economy.

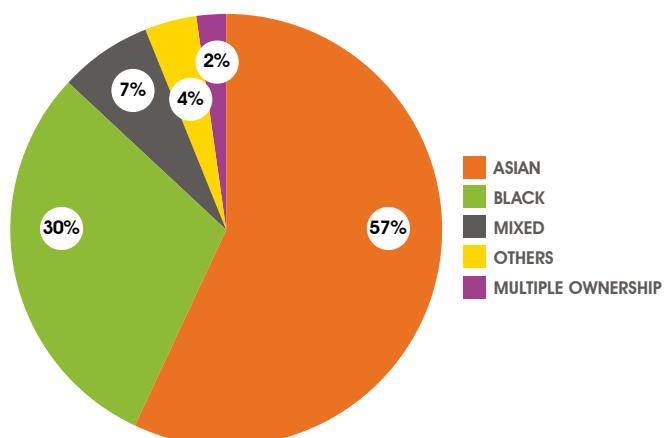
Our EMBs join us at various stages of their business development. Our role is to ensure that we partner with key institutions to provide timely, market-leading training and development. Our strategic alliances with members afford us the insights to know the skills and new technologies required for our EMBs to effectively work with corporates and continue business growth.



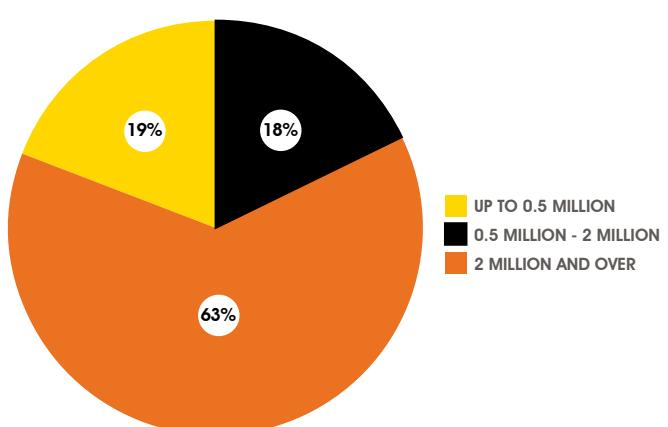
MSDUK Gender Ownership Overall



MSDUK Overall EMB Network Ownership Breakdown by



MSDUK Overall EMB Network Businesses Turnover



EMBS INDUSTRY CATEGORIES

- + ADVERTISING, PR, SALES AND MARKETING
- + AGRICULTURE & FARMING
- + APPAREL & CLOTHING
- + ARCHITECTURE, DESIGN & CONSTRUCTION
- + BUSINESS SERVICES / CONSULTANCY
- + CONSUMER GOODS
- + EDUCATION & TRAINING
- + EVENT MANAGEMENT
- + FACILITIES MANAGEMENT
- + FINANCIAL SERVICES
- + HEALTHCARE, PHARMACEUTICAL & MEDICAL
- + HOSPITALITY AND CATERING
- + INFORMATION TECHNOLOGY & TELECOMMUNICATIONS
- + INSURANCE
- + LEISURE, TRAVEL & TOURISM
- + MANUFACTURING, INDUSTRIAL & ENGINEERING
- + OFFICE SUPPLIES AND PROMOTIONAL GOODS
- + PRINT, DESIGN AND GRAPHICS
- + RAW MATERIALS & CHEMICALS
- + REAL-ESTATE
- + RECRUITMENT
- + SUSTAINABILITY & ENVIRONMENT
- + TRAVEL AND ACCOMMODATION SERVICES

SPONSOR:  

MSDUK 2021 EVENTS

BUSINESS OPPORTUNITY DAYS

From February to July 2021, MSDUK hosted six successful cluster-based Business Opportunity Days. Each event featured an array of insights from corporate members such as Accenture, EY, RBC and Standard Chartered.

These Corporate Insight sessions gave participating corporate members the chance to showcase their supplier diversity achievements to other corporate members as well as EMBs. In addition, select EMBs were given a platform to deliver elevator pitches to a corporate member-only audience.

The Business Opportunity Days also featured 1-2-1 meetings between category buyers and EMBs they had selected from the MSDUK EMB supplier database. Many of these meetings have resulted in contracts being awarded to EMBs and long-term relationships being forged between them. Many corporate members joined networking rooms at the events to engage with EMBs attending with a view to learn more about their business propositions.

The most valuable aspect of the events has been the coming together of category buyers with ethnic minority businesses to work together towards driving inclusive supply chains.

SPONSORS:   
 
    

ANNUAL CONFERENCE 2021

The 2021 MSDUK Virtual Conference and Awards brought together ethnic minority founders, supplier diversity experts, angel investors, industry partners, universities and the corporate world to collaborate and unlock innovation through diversity.

The MSDUK 2021 Conference debated, discussed, and found solutions to embed supplier diversity, sustainability and economic inclusion into corporate strategy and purpose, with over 900 registrations.

Delegates were able to share knowledge and business intelligence, make connections, and pitch for opportunities and investment through live studio broadcast virtual workshops, booths, networking rooms, c-suite panels and keynotes.

The Business showcase exhibited around 100 virtual booths with over 3,000 virtual booth visits and interactions.

The Awards evening, started with an exclusive cocktail-making masterclass drinks reception, followed by a glamourous presentation of eight prestigious awards, hosted by Denise Nurse.

MSDUK 2021 CONFERENCE HIGHLIGHTS



➤MSDUK®

ACCELERATOR

MSDUK Accelerator has been created to support under-represented ethnic minority founders with a focus on business- to-business (B2B). We have created a 3-month cost and equity-free programme that combines active learning modules to interactive sprints with experienced entrepreneurs and guidance from corporate leaders.

We have plugged the business ventures into a community of fellow ethnic minority

entrepreneurs, experts and mentors to develop their entrepreneurial mindset and thinking, focus on their target customers and validate their assumptions.

At the end of the programme, businesses have the opportunity to pitch a corporate pilot proposal to the MSDUK corporate network at the Accelerator Demo Day.



I really enjoyed the programme. The involvement of corporate sponsors such as WPP to deliver some of the sessions added a lot of value. I've been through a few Accelerators but this one stands out in its individualised support approach - it's practical, useful, and relevant.



Facilitators on the programme have been extremely supportive; they worked with me on a one-to-one basis to refine my customer validation strategy. As a result, I asked more relevant questions and felt more confident with the customer interviews which meant the company may pay for a pilot with us.



I am very proud to lead this initiative at Unilever, which is part of our new Supplier Development Programme, aiming to provide access to skills and networking opportunities to under-represented racial and ethnic groups, in alignment with our commitment to spend €2 billion of our annual supplier spend with diverse suppliers by 2025.

Drishdey Caullychurn

TEXpert AI

MSDUK Accelerator 21 Cohort

Pinky Ghadiali

netwomen.co

MSDUK Accelerator 21 Cohort

Alexandra Tarmo

Head of Partnerships

and Social Procurement

Unilever

5 EXPERIENTIAL LEARNING MODULES COVERING CUSTOMER DISCOVERY, CUSTOMER VALIDATION, PRODUCT MANAGEMENT, GROWTH & B2B INSIGHTS AND COMMUNICATIONS

25

ETHNIC MINORITY BUSINESSES ON THE INAUGURAL COHORT

53
MENTORS, EXPERTS IN RESIDENCE, FACILITATORS AND INDUSTRY LEADERS AS PART OF THE MSDUK ACCELERATOR ECOSYSTEM

1175
HOURS OF INTERACTIVE SESSIONS, GUEST WORKSHOPS AND MASTERCLASSES

284
HOURS OF MENTORING AND 121 SUPPORT OFFERED



PROPELLING BETTER SOCIETIES



From accessible healthcare solutions to big data for good, we want to leverage innovations that will truly impact society.

Examples include: Healthtech, IoT, edtech, Social innovations

AMPLIFYING SUSTAINABLE SOLUTIONS



Whether it is zero carbon, circular economies, or green technologies, we want to discover your solutions to the world's climate problems.

Examples include: Green technology, Sustainable packaging/Fashion, Clean energy

BUILDING CITIES OF THE FUTURE



From internal systems and processes to external commercial innovations, we are looking for the EMBs of tomorrow's cities.

Examples include: Employability and HR, Infrastructure, Logistics, Materials

EMPOWERING WITH CREATIVE AND DIGITAL



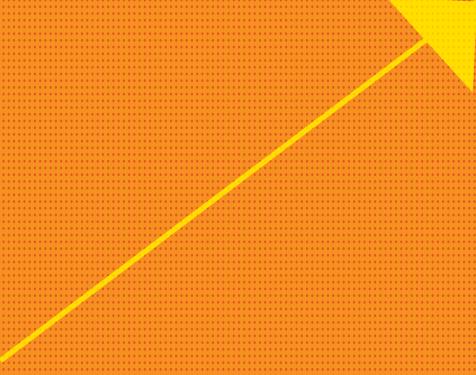
Whether it is revolutionizing advertising or reinventing creative communications, we want creativity to power our future economies.

Examples include: Immersive technology, Adtech, Artstech

FUTURE INITIATIVES

**We welcome 2022 with renewed
optimism and hope:**

Everyone at MSDUK is super-excited with what we achieved in 2021 and the impact we were able to make, and it gives us renewed optimism and hope as we plan for 2022.



MSDUK forays into Europe:

We are proud to announce that in January 2022, we will be launching a 2-year pilot project across Europe: the European Supplier Diversity Project will focus on six EU countries: France, Germany, Belgium, Sweden, Netherlands and Ireland, and aim to start raising awareness about Supplier Diversity within European corporate organisations, public sector and policy makers.

The project will also build a network of ethnic minority/migrant entrepreneurs and develop an ecosystem of partner organisation across these countries. We are thankful to all our founding members: Unilever, Bristol Myers Squibb, EY, Meta, CBRE, Enterprise Rent-A-Car, IBM, Accenture, AstraZeneca and Johnson & Johnson for their support to ESDP.

Launch of the certification of freelance ethnic minority self-employed professionals: MSDUK, in partnership with Supplier Gateway, will be launching the first ever directory of certified freelance ethnic minority professionals across the UK and Europe. This will allow our corporate members to measure spend with freelance

EMBs and open doors to these exceptionally talented groups to access corporate opportunities.

Minority Business Matter-Europe: Following on the success of Minority Business Matter-UK, MSDUK has commissioned the same research team to do the largest analytical research on ethnic minority businesses across Europe. The report is sponsored by Unilever as the lead sponsor and further funded by Meta, and will be launched at the MSDUK 2022 Conference in London in September 2022.

MSDUK Supplier Diversity Centre of Excellence: Another highlight of 2022 will be the launch of much-awaited MSDUK Centre of Excellence, offering all supplier diversities professional access to world class tools, playbooks, peer-to-peer learning, masterclasses and training programmes to help corporations establish sustainable and impactful supplier diversity programme.

There is so much to come in 2022 and if you wish to discuss any of the opportunities above, please get in touch with the MSDUK team.



European Supplier Diversity Project

THANKS TO OUR SPONSORS



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