



MEMBER CASE STUDY

Ashley Pigott

Founder and Managing Director – AJ Power

AJ Power is a growing MSB that specialises in diesel energy generation equipment. Exports make up a huge proportion of our work with over 98% exported outside Northern Ireland and a further 80% leaving the UK altogether to arrive in over 60 different countries.

We are still relatively new to the CBI, joining in 2012 but in that short space of time have managed to gain a lot from the relationship. The main reason for joining was the consistency of the CBI's voice. It represents all companies and gives a balanced view. Business issues can be overlooked in Northern Ireland, the CBI works to change that with clear messages on what environment businesses need to grow – they are a strong voice for the private sector.

For AJ Power specifically the CBI gives unparalleled access to ministers. The CBI has hosted a number of events including private dinners that have given me the opportunity to meet with both business and political contacts, allowing us to discuss the issues that affect our business.

The CBI works hard to de-politicise issues and make them relevant to business. AJ Power is subscribed to a number of the CBI's updates and we work closely with the CBI on issues that arise around finance, education and energy, amongst others. The papers that CBI puts together are useful and informative to allow us to understand and prepare for change in the way that's best for our business.

Aside from the access to ministers and the political insider information the CBI membership offers the opportunity to meet other likeminded industrial

contacts, at a similar level, and therefore the opportunity to network and hear different business opinions is a key benefit.

CBI listens to business, at all levels and continues to pressure politicians to see the business side and understand the implications of policy change. They call politicians back to the issues and back to the business community.

THE BENEFITS OF MEMBERSHIP:

1. Being part of and contributing to the CBI's voice on issues that really affect business
2. The unparalleled access to ministers that allows me to represent my industry at the highest levels
3. Meeting likeminded industrial contacts, networking and benefitting from other businesses experiences

WE'RE YOUR VOICE

A COMMUNITY FOR YOUR BUSINESS

membership@cbi.org.uk

ABOUT CBI MEMBERSHIP

Membership of the CBI means you are part of the UK's premier business community giving you access to a network of 190,000 ambitious businesses across all sectors and sizes. Bringing you together with likeminded individuals to ensure that the UK is the best place in which to invest and do business from.

The CBI represents all business, regardless of size or sector

The CBI is the leading business organisation for all sizes and all sectors of business across the UK. Whether you're an ambitious start-up, are an established local business, or are multi-national, CBI membership can benefit your business.

No two memberships are the same

We know that you are busy running your business and there is no 'correct' model of engagement, we look to make our opportunities as flexible as they can be. Whether you want to receive our information virtually, dial into the occasional webinar and attend the odd event or would prefer to get fully involved in our consultations, forums and events – your membership is tailored to you.

The CBI is an organisation for business funded by business

We're a not-for-profit organisation financed by our member contributions and participation in commercial events.

The CBI is unique amongst membership organisations

The seniority of our network and our access into government is what sets us apart from other business organisations. It is CEOs steering our agenda, and the top levels of government want the CBI and our members round the table when making policy decisions. The fact we represent all sectors and have offices throughout the UK and internationally also means we have a diversity of views no other organisation can compete with.

We want your whole organisation to benefit from your membership

There are a variety of opportunities at the CBI for everyone across your business. Many of these are at board level and we will work with you to manage the relationship, and meet your business needs.

The benefits are tailored to you

CBI members use their membership in different ways depending on what they are looking to get from the relationship usually members are looking for a combination of: access to government, influence over policy, good practice sharing, B2B networking opportunities to grow their business, insight & intelligence to help their business planning.