

MEMBER CASE STUDY

Jonathan Duck
CEO, Amtico International

Amtico is an international manufacturer, operating in the UK but also within the US and EU. We are part of a US parent company called Mannington Mills and are proud to be one of the largest manufacturing businesses in Coventry.

The fact we are such a large manufacturer in the area was a major reason for us joining the CBI nearly ten years ago. We felt we had a responsibility to ensure the voice of manufacturing in the region, was being heard by the right people. The CBI is excellent as an industry lobby group as it represents many companies, sectors, and sizes, while giving individual businesses a platform.

The CBI, as well as putting business in the room with the political decision makers, also brings businesses together. It has allowed me and my colleagues to meet other companies, compare notes and see professionals outside their normal business setting. I personally sit on the West Midlands Regional Council, which forms part of the network of over 600 senior business executives that meet quarterly to discuss and decide the CBI's key policy focus and thereby influence the policy landscape, as well as representing Amtico at regular regional and national dinners, and conferences.

I am the key relationship manager with the CBI and this has helped me welcome both press and politicians into our Coventry factory. This has enabled Amtico to boost its regional and national PR profile, something that has been a crucial benefit of our membership. These political and media meetings mean Amtico has been approached directly by media for our opinion on businesses issues.

We've also had the opportunity to contribute to the CBI's work on the Transatlantic Trade Investment Partnership, with a central corporate feature in the brochure 'A New Era for Transatlantic Trade'. We have had a number of face to face meetings with politicians, including a roundtable with seven European Prime Ministers, where we are able to discuss the benefits that an open trade policy would have for a firm like ours. Without our CBI membership we just wouldn't have had these meetings and wouldn't have had the opportunity to get our views across.

THE BENEFITS OF MEMBERSHIP:

1. The opportunity to meet other companies, especially outside the professional setting of a boardroom
2. Through our membership the chance to boost our regional and national PR profile
3. The chance to sit in on top level political meetings and contribute to the conversations

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.