



Leverhulme Centre
for Research on Globalisation and Economic Policy

GEP lecture leads to tea with Sugar

Four students who found themselves invited to the House of Lords when they attended a GEP lecture have met with government “enterprise champion” Lord Sugar.

They travelled to London to have tea with the Apprentice businessman and discuss the growing appeal of entrepreneurship among young people in the UK.

Their trip was one of the most remarkable illustrations yet of GEP’s ability to offer students genuine interaction with major figures from the world of economics.

The four were in the audience for a Leverhulme Globalisation Lecture by Lord Davies, Minister for Trade, Investment and Small Business, when he visited GEP in November.

In his address Lord Davies extolled the UK’s talent for innovation and stressed its likely importance to the nation’s economic recovery in the coming years.

In a surprise twist, he then concluded his speech by asking if any students regarded themselves as would-be entrepreneurs – and invited four of them to London.

Both he and Lord Sugar met with the group at the House of Lords when they journeyed to the capital earlier this month.

One of the students, David Freedman, said: “As someone interested in entrepreneurship, I found it really interesting to learn why and how Alan Sugar became an entrepreneur.

“I also asked him why he went into politics. He said he doesn’t see his role as a political one – he just has a passion for helping businesses and young people.”

Another student, Holly Pyman, added: “It was fascinating to find out how both Lord Sugar and Lord Davies got into business.

“Having met them, it seems to me that one thing they had in common was a firm belief that they would be successful.

Press release

“It made me realise that to succeed as an entrepreneur it’s important to believe in yourself and your business, even when you’re going through difficult times.”

Professor Alan Duncan, Head of the Nottingham School of Economics, said the event highlighted GEP’s commitment to expanding the student experience beyond mere course work and research.

“Offering students the chance to interact with key figures from the business, policymaking and media communities is one of the things that help set us apart,” he said.

“Lord Davies’ invitation certainly provided one of the more surprising examples of how that philosophy can present immensely valuable opportunities.

“I’m pleased that our students took full advantage of the chance by listening to what Lord Sugar had to say and even presenting him with a few ideas of their own.”



Holly Pyman and David Freedman prepare to set off on their trip to the House of Lords

About GEP

GEP is based at the University of Nottingham and is substantially funded by grants from the Leverhulme Trust.

In January 2008 it opened GEP in Malaysia at the University of Nottingham's purpose-built Semenyih campus, 30km from Kuala Lumpur.

In November 2008 it launched GEP in China at the University of Nottingham, Ningbo, China.

GEP is keen to promote its research work and is committed to communicating its expertise through the media and to assisting journalists whenever able.

Website: www.gep.org.uk

GEP lectures

GEP hosts a number of public lecture series.

The Nottingham Lectures in International Economics represent a 'masterclass' series and attract leading academics from around the world.

The World Economy Annual Lecture, The World Economy Annual Asia Lecture and The World Economy Annual China Lecture are all sponsored by Wiley-Blackwell, publisher of The World Economy.

The Leverhulme Globalisation Lecture Series attracts speakers from the policymaking, business and media communities.

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