



# Global Initiative Launch for SME'S

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*FARAZAD PRODUCTIONS LTD PRESENT BACK 2 BUSINESS JOINT INTERNATIONAL TRADE NETWORKING*

LONDON, UNITED KINGDOM, July 12, 2017 /EINPresswire.com/ -- The free global networking initiative, launched their international world tour in 2017 kicking off in Dubai on the 22nd March 2017. [BACK 2 BUSINESS](#) provides a unique platform for the SME business community across all continents.

The BACK 2 BUSINESS brand launched by [Farazad Productions](#) is an original concept created by the founder Farah Farazad, she has evolved the brand with many innovative platforms which bring together international businesses cross sector. She stated 'Our objective is to assist SME businesses in the local markets and provide them a free environment to network and promote business opportunities, we are also proud our event is received so positively and contributes to the local economy'. The 2017 / 2018 BACK 2 BUSINESS tour includes host Countries such as China, Columbia, Costa Rica, Cuba, Mexico, Panama, Romania, Sydney, South Korea, Thailand, UK, UAE, Uruguay, to name a few.

BACK 2 BUSINESS ensure that they promote trade and investment opportunities locally and worldwide by organising extraordinary events with substance, hosting Chambers of Commerce, Embassy Trade Teams and Business Groups.

These power networking events have fast grown into an international phenonium, paving the way for the international community to break protocols and connect with one another and provide their members and clients with valuable opportunities in the local market and worldwide.

The start of the 2017 tour was held at the W Hotel, in Dubai, United Arab Emirates, with esteemed sponsors such as Virgin Atlantic, DHL and Pots Pans and Boards a restaurant owned by famous British Chef [Tom Aikens](#). Event partners included the British Business Group Dubai and Northern Emirates, Australian Business Council, Czech Chamber of Commence and Trade Team, French Business Council, GCC Business Council and South African Business Council to name a few.

The event was a huge success and enabled business professionals and Events Partners to engage in meaningful dialogue with unrestricted marketing exposure. A statement released by Tom Aikens stated 'Pots Pans and Boards is delighted to sponsoring the BACK 2 BUSINESS Dubai initiative, Tom Aikens has been a constant supporter of these British backed business initiatives including the GREAT Campaign'. With direct access to numerous business executives and international exposure, BACK 2 BUSINESS has created a unique formula for the businesses to establish relations with similar and global institutions across six continents, most importantly in a vibrant atmosphere.

BACK 2 BUSINESS are pleased to announce they will be launching a new mobile platform which will provide an enhanced networking and business platform for all members.

If you would like more information, please contact the team at [info@farazadproductions.com](mailto:info@farazadproductions.com) or call +44 203 865 4131.

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