

# Lemon . Connect

*where start-ups meet their Future.....*

**Lemon . Connect FinTech Conference**

23<sup>rd</sup> April 2019    26<sup>th</sup> April 2019, London



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# Lemon.Connect to attract overseas FinTech companies to do business in the UK

Avril Braganza Monday 08th April 2019 20:11 EDT

Are you a budding entrepreneur, looking to start a FinTech business in London? Who better to guide you than Subhash R Ghosh, the man who began his career with Vodafone India (formerly known as Usha Martin Telecom). Founder and owner of Lemon Group — a set of boutique technology consulting firms in the UK, Singapore and India that offers Tech Transfer, Knowledge Transfer, and Business Transformation, in over 30 countries along with his innovation, Lemon Audit Services — Ghosh is organising a four-day FinTech conference called Lemon.Connect from April 23–26, in London.

With over 18 years of corporate experience, followed by eight successful years as an entrepreneur, Ghosh is a veteran in the telecom, media and converged technology space. He was the person who launched Reliance Broadnet services (from Reliance Communications) across 129 cities in India, was the first to launch Asia's first mobile combo tariff plan on CDMA network, and the first to launch the mobile app business in India, Malaysia and Singapore.

After almost two decades of professional experience in the digital transformation, product innovation and telecom sector, Ghosh went on to establish Lemon Group. The company focuses on four sectors: Technology, Media and Telecommunications(TMT); FinTech; HealthTech; and Aviation & Defense.

Born in Kolkata, Ghosh spent many of his formative years across India. During his entrepreneurial days, he travelled extensively between Mumbai and other parts of the globe between 2011–2018. He finally settled down in the United Kingdom in May 2018, after being a recipient of the Tech Nations Tier-1 Exceptional Talent Visa for Digital Innovation. Ghosh feels that this probably was the best thing that could have happened to him, since he believes that UK is ‘the’ place to be for entrepreneurship and digital innovation.

The Tier-1 Exceptional Talent Visa requires a fair amount of credibility and the person applying for it has to demonstrate his capabilities, his innovations, and put forth his plans of how he can contribute to the UK’s technology scene. “I applied for a Tech Nation visa, as I believed I had the attributes and relevant knowledge that would help me contribute to the UK tech scene in the digital and innovations space,” said Ghosh. He then shifted base to the UK, where he has established his global headquarters. At the same time, given his presence in Asia, and with his wide reach and contacts across the globe, he lives up to his commitment of giving back to the start-up community.

In keeping with this commitment, he set up a platform called Lemon.Connect and one of its first initiatives is organising the Lemon.Connect FinTech Conference. They have received a huge support from both the UK Government (DIT, London & Partners, techUK, Tech Nation) and private sectors (Techstars, Barclays, NatWest).

“We are attempting to get at least 100 early stage FinTech companies from various parts of the world to this event in London, which is considered to be one of the FinTech capitals of the world,” said Ghosh, who is also a certified STEM Ambassador in the UK and a mentor with London Mayor, Level39, Techstars, NatWest and many more.

The conference promises plenty of networking and fund-raising opportunities; workshops, speaker sessions and panel discussions focusing on several topics, including the application process for Tech Nation visas, and the benefits extended by the UK government to tech entrepreneurs who are looking at setting up their global headquarters in the UK. The event will also have members from the Department of International Trade (DIT), UK talking about the Global Entrepreneurship Programme.

“We have a huge network in the FinTech sector in more than 30 countries. Through the Lemon.Connect FinTech Conference 2019, we are hoping to get many overseas FinTech companies to do business in the UK,” Ghosh added.

For more information see: <https://www.eventbrite.co.uk/e/lemonconnect-fintech-conference-tickets-53538815037>  
(<https://www.eventbrite.co.uk/e/lemonconnect-fintech-conference-tickets-53538815037>)

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