



Anne White

HEAD OF INTERNATIONAL
TRADE & COMPLIANCE
THAMES VALLEY CHAMBER



Anne has been working in the field of international trade, both for the private & public sector, for over 35 years, she has experience in the fields of trade development, facilitation, compliance, as well as EU funded projects.

She is a qualified trade professional with a broad spectrum of experience but specialising in rules of origin and trade preference. She is a national trainer for the British Chamber of Commerce (BCC) network on FTAs, rules of origin certification and an active member of the national BCC International Trade Strategy Group. She is also a Department for Business & Trade approved BCC assessor and inspector relating to the certificates of origin, rule of origin and preference.

She has extensive experienced in assisting organisations enter new or expanding into overseas markets whether it be with market selection, research, routes to market, placing goods into market, or business opportunities.

As Head of International Trade & Compliance at TVCC Anne is responsible for the strategy development and delivery of Chamber's extensive portfolio of trade services,

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Siddharth Mukne

MANAGING DIRECTOR

ERGO EUROPE LTD



Siddharth's contribution to trade, education, enterprise, and community welfare exemplify the spirit of public service and international collaboration. His work continues to enhance the UK's global footprint and inspire the next generation of entrepreneurs and leaders.

International Trade and Bilateral Relations

Siddharth is promoting bilateral collaboration between the UK and India on various platforms. For over a decade, he has played a pivotal role in delivering strategic advisory services to businesses and academic institutions, with a specific focus on supporting UK-based entities in their international expansion efforts.

His work includes the successful organisation of numerous outreach events across the UK, designed to raise awareness of India's market potential among local businesses. These events provided vital advisory support, helping firms and universities understand India's dynamic business environment and regulatory landscape. He has personally guided over 1,000 UK businesses and universities in formulating effective India market entry strategies.

Over the years, Siddharth has organised several roundtable/panel discussions, business clinics, seminars, large events, and webinars in collaboration with other UK trade organisations to encourage businesses to engage with international market.

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Siddharth has also chaired several UK Government-initiated roundtables on the UK-India Free Trade Agreement (FTA), bringing together industry leaders to voice business expectations prior to formal trade negotiations. His leadership in this space has informed government strategy and strengthened stakeholder confidence in cross-border policy engagement.

Working closely with UK trade organisations, Siddharth has helped design regional development strategies to drive investment promotion and international business engagement. His on-ground support has been instrumental in expanding UK private sector links with emerging markets, thereby contributing to regional economic growth.

In recognition of his achievements, Siddharth was honoured with the **International Power Indians Award 2022** for his contribution to business, charitable work, and cultural relations. He was also nominated for the Institute of **Directors' Director of the Year Award (International) in 2020**.

Business Mentorship and Enterprise Development

Siddharth is a dedicated mentor for start-ups and SMEs, with a strong belief in nurturing entrepreneurship at the grassroots level. Through platforms such as the **India Partnership Forum, the King's Trust, local councils, and UK university incubators**, he has mentored a wide range of early-stage ventures.

His approach combines practical business knowledge, strategic guidance, and access to networks that help entrepreneurs navigate challenges and scale sustainably. His commitment to business mentoring is evident in the long-term success and growth trajectories of many of the start-ups he has supported.

Industry-Academia Collaboration

Siddharth actively collaborates with UK universities such as **Brunel University London, Judge Business School (Cambridge University) and University of Exeter** to build bridges between academia and industry. His initiatives include the co-creation of experiential learning programmes that bring together students, academics, and industry leaders on a shared platform for knowledge exchange.

As part of the 'Leaders in Innovation Fellowships Advance Programme' organised by The Royal Academy of Engineering UK and the University of Bath, Siddharth guided 15 global innovators in the MedTech sector to understand the Indian market in the healthcare sector and medical devices industry.

In recognition of his contributions, Siddharth has been appointed as a **Business Ambassador and Expert-in-Residence at leading UK institutions**, where he continues to advise on curriculum relevance and global business trends.

Philanthropy and Community Service

A passionate advocate for community development, Siddharth devotes significant time to philanthropic work. He serves as a trustee and board member for several UK- and India-based charities involved in healthcare, education, skills development, tribal welfare, environmental conservation, animal protection, and the arts.

Through these roles, He is actively involved in supporting vulnerable populations and making a meaningful impact in the field of healthcare, tribal development, environment and animal welfare.

His involvement in these organisations has not only allowed him to contribute to worthy causes but has also enriched my understanding of community needs.

Siddharth oversees the financial health of the organisations as well as participate in strategic planning and decision-making processes to make wider community impact.

He has initiated and organised diverse fundraising events including concerts, exhibitions, marathons, and charity screenings to raise both awareness and financial support. His efforts have contributed to critical healthcare projects, such as the construction of maternity shelters, peripheral health centres, and the provision of essential medical equipment to remote tribal communities in India

Affiliations:

• Ergo Europe Ltd - Managing Director • India Partnership Forum – Managing Director • iXRLabs – Director, partnership – UK • UK India Business Council - Associate Director (2014-2024) • Zinnia Investment (India & Mauritius) - Member of Advisory Council • Brunel University London - Executive in Residence and Business Ambassador • Judge Business School (University of Cambridge) - Business Ambassador • Our NHS Our Concern Thinktank– Patron • Food & Drink Exporters Association (FDEA) – India Desk Head • Thames Valley Chamber of Commerce – India Desk Head • South Wales Chamber of Commerce – India Desk Head • Hillingdon Chamber of Commerce – Business Mentor • UK Government (Help to Grow Management – SME Support) – Business Mentor • King's Trust (Former Prince's Trust) – Business Mentor (Youth) • T- Hub, Hyderabad, India - Business Mento