



**Europe
Business
Assembly**



THE  **TIMES**

Stand up for yourself - stand up for EBA Community!

On 24th of July 2017 **The Times** published highly defamatory and baseless articles accusing **Europe Business Assembly**. This attack is not only against EBA and its partners, but also hundreds of EBA Awards recipients and conference participants.

Unfortunately, during legal correspondence the compromise was not found. As responsible business, EBA will continue defending its reputation and the reputation and achievements of its clients in British court.

We inform EBA community and wider public about facts on both sides.

Europe Business Assembly

The Times

Legitimacy of EBA Awards

- EBA works in accordance with English law and has never had any legal conflicts with British authorities.
- All EBA Awards are officially registered with the Intellectual Property office of the United Kingdom and therefore legitimate.
- EBA Awards have transparent selection procedure published on www.awards.ebaoxford.co.uk
- English law does not forbid foundation or presentation of awards.

Sell 'fake' awards

Our articles stated that your clients sold fake awards on the grounds that the awards were 'something made to look real or valuable in order to deceive' this is a dictionary definition and we say that this is the use we made of the word. Your clients' awards were, both in their actual physical design, extravagant, and in the names given to them (eg The Queen Victoria Commemorative Award) designed to convey a value which they do not have; furthermore we believe that there was no or little merit required to achieve these awards.

Have deliberately and inappropriately sought to use the University of Oxford

- EBA was founded in 2000 and based in Oxford.
- EBA has never claimed affiliation with the University of Oxford
- The University has never had any legal claims against EBA
- EBA uses 'word' Oxford or city images no more than any other Oxford-based institution.
- Examples of Oxford-based institutions within 0,2 mile of EBA headquarters:
- <https://www.oxfordtutorialcollege.com>
- <http://www.cityofoxford.ac.uk>
- <http://www.oxcoll.com>

We believe that we are justified in the view that EBA is exploiting the reputation of Oxford University for a number of reasons.

Your clients use 'Oxford' at every opportunity, and while we accept that your clients have an office in Oxford we do not accept that this would explain or justify the number of occasions on which the name is used, or the situations in which it is used.

It is not usual to cite a city in the web-site name as your clients do www.awards.ebaoxford.co.uk. Their email is ebaoxford@ebaoxford.co.uk. Their skype address is 'ebaoxford1'. PDB@EBAOXFORD.CO.UK is given as the email address for Prime Business Destinations which is one of your clients' investment promotion programmes. We have seen email letters from Club of Rectors of Europe which have been sent to Rectors of universities inviting them to join the Oxford Rectors' Club and the email states it is from 'Oxford Rectors' club'.

Under a graphic of a part of what looks like an Oxford college-building your clients have 'Oxford Summit of Leaders' and underneath state that 'Oxford Summit of Leaders 'Science and Education' is an annual award of investors, academics, university presidents and rectors from around the world'.

Have given out thousands of fake awards and made 'millions of pounds' from doing so

EBA is proud to be an independent self-financed organization that does not rely on grants or governmental support. All of its activities are financed through registration and accreditation fees of its members, partners and participants. Our registration fees start from 250 pounds.

The Times calculations are simply inaccurate and baseless.

In addition, EBA is a socially responsible business that supports a number of charitable projects.

The article states 'the business .has given out thousands of awards since 2000 and is likely to have made millions of pounds'. This is based on the amount charged to recipients, the number of awards made each year and the number of years the business has been operating.

In 2016 for example there were 124 recipients (we have seen a list with these details). We understand that this was for one award ceremony, and that several take place each year, and that your client's business has been operating since 2000.

A simple calculation of the average price charged for attending the awards ceremony, multiplied by the number of recipients, multiplied by the number of years the events have taken place would justify this.

Sought to utilise the services of prominent individuals inappropriately in an attempt to gain credibility for the activities of EBA.

EBA is proud that its events are attended by prominent and famous figure: politicians, city mayors, academics and businessmen.

This shows trust and respect to our events. Despite defamatory articles, inappropriate calls from the journalists of the Times – they stand by EBA and we are extremely grateful for their support.

Our articles include the words 'British politicians and prominent academics have been hired the Europe Business Assembly in an apparent effort to lend credibility to their events'

We would, therefore, not disagree with the meaning of these words you ascribe here to the articles apart from the word 'inappropriate'.

If, however, your meaning, including inappropriate, is correct which we do not accept, we would be able to justify it. We have spoken to several 'prominent' individuals who have spoken at one of your clients' events or been seen to be connected with your clients' organization and they have told us that had they been aware of the modus operandi of your clients' business they would not have associated with the business or the event and indeed you will be aware from the articles that there are individuals who have been invited to participate or have participated in EBA events and who now have a poor opinion of your clients' business.

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