

# EMEA INNOVATION CENTRE LAUNCH

## Leda Glyptis, Head of EMEA Innovation Centre November 2015

This is Leda Glyptis, Head of BNY Mellon's EMEA Innovation Centre, discussing the Key factors that make London a prime candidate to host an innovation centre.

A combination of factors make London a very good candidate for an innovation centre. One is a lot of our clients, local and global, have either headquarters or big presence here; the clients were hungry for a co-creation capability.

Secondly, the fintech scene within London is unique and very different to that of New York or Silicon Valley or any other EMEA locations, because of the proximity of investment, technical expertise and clients, and I mean both physical and intellectual proximity.

The cycles of conversation are much tighter, the cross pollination with other sides of the industry is much faster, so there is genuinely an eco-system here and we wanted to tap into it.

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