



Mr Enam Ali FIH FRSA

Place of Residence: **Surrey**

Sector: **Catering and Community Relations**

Enam Ali is one of the most prominent Asian personalities in the United Kingdom. Known for his leadership and passionate concern for the interests of the Hospitality industry and British Asian, he is frequently to be seen and heard in the UK's print and TV media acting as a spokesman for the Asian business sector and as an unofficial ambassador for the country of his birth.

He has been in the business of public relations protecting and promoting the Spice industry for over twenty years. He has become a celebrity figure. His views and comments in this sector are sought on a regular basis and he appears on TV and radio to comment on different business issues.

He serves on the UK Home Office Hospitality advisory panel and he has been lobbying at the House of Lords to ensure fairness in the UK government's treatment of legitimate migrant workers. His Corporate Membership of the Portcullis Club also gives him social contact with many of the Members of Parliament who initiate and shape the laws of the land.

He has been involved in the property and restaurant business since 1979. He also owns a very famous and highly reputable restaurant, Le Raj, in Epsom Surrey, one of the finest restaurants in the country for sophisticated cuisine holding Michelin rated for the last 19 years. His restaurant has been the winner of numerous awards and is the only Asian restaurant in the country to get an award from La Confrérie de la Chaine des Rotisseurs (international gastronomic society dedicated to bringing together professional members from around the world who appreciate wine, cuisine and fine dining).

Taking a step further in this direction seemed logical to Enam and, in 1999 he launched 'Spice Business' magazine featuring articles in English, combining information on the restaurant sector and community news. Today it boasts readership of over 100,000 and, as Enam points out, "Spice Business magazine has succeeded in opening new channels of communica-



tion for the Asian community to give our needs the authority they deserve."

In 2005, his creative marketing ability was applied to the launch of the British Curry Awards with the intention of generating positive image for UK south Asian restaurant throughout the world. Undisputedly the most spectacular Awards Ceremony on the British restaurants calendar and gives the opportunity to networking with suppliers and distributors. Much hard work was finally rewarded at the world renown 'Great Room' Grosvenor House Hotel in Central London and the winners were announced Oscars style. Its gained much publicity and the event helped raise the profile of everyone of this sector on a national, and international scale.

Despite the heavy demands on his time, Enam manages to balance work, community and family life. He is married, with two sons and a daughter, and they are a constant source of support and pleasure. The many participants in the business he leads are also treated like family members, and this extended family appreciates and benefits from the leadership he gives them. As an exemplary leader in his field, Enam Ali has been instrumental in giving British Bangladeshis a much stronger identity and far greater respect within the United Kingdom.