



humanity in motion

PRESS RELEASE

13 December 2007

rotary in London/district 1130
district governor Colin Mathews

"Asian Who's Who" held its 20th annual book launch and awards ceremony at a glittering gala dinner in London's Hilton Hotel, Park Lane, on Monday, 29th October, attended by more than 400 guests, including Asian business tycoons, politicians, peers and celebrities.

BBC News 24 had exclusive live coverage of the event, including live broadcasts and interviews with Award winners and guests. Presenters Matthew Amroliwala and Riz Lateef hosted the event.

The "Asian Charity of the Year Award" was presented to this year's recipient Roko Cancer Campaign by Cherie Booth QC, who received the Award last year as President of the Loomba Trust, which helps educate children of poor widows in India (and was founded by Rotarian Raj Loomba from the Rotary Club of London). Roko Cancer Campaign was started by Rotarian Ajinder Pal Singh Chawla, a member of the Rotary Club of London, who lost his first wife to breast cancer at an early age. He is linking up with Rotarian Omer Aftab in Pakistan with the aim of taking a Roko mobile breast screening unit from India to Pakistan. The award was accepted by Roko Patron Sandra Howard.



Asian Who's Who International Managing Editor and Founder and Redbridge Rotarian Jasbir S. Sachar, who lives in Barkingside, Essex, brought out the first edition of "Asian Who's Who" in 1975. His aim was to counter the negative press associated with the perceived high levels of immigration at

t: 0207486 0632 f: 020 7935 2587 e: secretary@rotaryinlondon.org
a: 6 york gate, london NW14QG w: www.rotaryinlondon.org



humanity in motion

the time and show the contribution that the Asian community was making to British society. He recounted the trials and tribulations the community had gone through during the last three decades and said "today the community has made a mark in all walks of life through its contribution to the economic prosperity of the country".

ASIAN WHO'S WHO AWARDS – AWARD RECIPIENTS

Asian of the Year Award 2007

Lord Hameed (Dr Khalid Hameed)

Lord Hameed (Dr Khalid Hameed) worked for three London teaching hospitals. Following this he developed a successful practice in Central London and was appointed Chief Executive Officer & Executive Director of the Cromwell Hospital, London. He is currently Chairman of the Alpha Hospital Group and also Chairman & Chief Executive Officer of the London International Hospital, which is a new Centre of Excellence being created for cancer, heart and the brain.

Lord Hameed is Chairman of the Commonwealth Youth Exchange Council and is a trustee of many charities. He is involved in Interfaith work and dialogue for which he undertakes public speaking. In 2005 he was awarded the Sternberg Award for his work in interfaith matters. He was also awarded the Ambassador of Peace Award in 2007 by the International Federation for World Peace.

He has national honours from five countries, including the United Kingdom which awarded him the CBE.

Lord Hameed was appointed High Sheriff of Greater London for 2006-2007 by HM The Queen, an office which is 1,000 years' old.

This year he was appointed Deputy Lieutenant of Greater London and also elevated to Life Peerage as a Member of the House of Lords.

ASIAN CHARITY AWARD

ROKO CANCER CAMPAIGN.

Roko Cancer Campaign was started by Rotarian Ajinder Pal Singh Chawla in memory of his first wife Mrs. Manjit Kaur Chawla, who lost her life to Breast Cancer at a very early age. The movement gained momentum on 16th December 2005 when the Trust launched the First Fully Equipped Mobile Breast Cancer Detection Unit for the semi urban and rural areas of Punjab and as volunteers and cause driven partners joined hands globally, Roko Cancer's clarion call started reaching out its buzzword of "awareness" to the far flung rural and semi urban areas of India, at a fast and furious pace. A first ever Fully Equipped Mobile Breast Cancer Detection Unit that takes a journey for a



humanity in motion

cause through the tough terrains of Punjab, Delhi and shortly in Madhya Pradesh, West Bengal, Gujrat and Maharashtra has in a short span of 12 months touched a figure of over 3000 mammograms and 74 positive cases that is nothing less than remarkable.

Roko Cancer Campaign now has two mobile units and a third one in the pipeline.

The campaign is linking up with the Pakistan Pink Ribbon Breast Cancer Campaign for a mobile screening unit to travel there.

ASIAN LEADERSHIP IN EUROPE

Tony Deep Wouhra MBE

Kuldip Wouhra also known as Tony Deep Wouhra came to Britain in 1961. Like many economic immigrants he worked hard and attended college at the same time for three years before he started a small business selling eggs door to door in Wolverhampton.

East End Foods, now a multimillion-pound family business deals in importing, processing and distributing Indian food and is now a household name in Britain. The annual turnover of the business is in excess of £110m with a loyal workforce of nearly 300 people in Birmingham.

The company's backbone is a strong professional team comprising of family and a robust senior staff. After gaining strength at home Tony concentrated on Europe through his younger brother Jasbir who achieved a wide distribution by exporting rice, lentils spices to 23 EU countries. The company believes in investing on innovation and sound technical know-how to improve the quality of their products.

Now the company has plans to launch Organic foods in the entire the European Union where they have already made a substantial customer base. With Indian food gaining popularity in the EU, it is Tony's dream to make his brand East End available in Organic Foods in the entire EU.

"We have worked diligently on quality and purity of food and the housewife has recognised this. East End should be on consumers' mind when they think of lentils and spices and condiments" says Tony Deep.

Besides Indian food East End Foods has two cash and carry outlets open to the trade. The company won a prestigious award of Best Cash and Carry depot in Britain in 2004. They also have a heavy presence in the major multiples.



humanity in motion

ASIAN LEADERSHIP IN DIVERSITY

Dr Ashraf Chohan

Born in Pakistan, Orthopaedic Surgeon, Dr. Ashraf Chohan studied for his medical degree in Lahore.

Graduating in 1982, he left Pakistan for the UK in 1990 where he became a Fellow of the Royal College of Surgeons and worked as a consultant for the NHS until 2000. He now has a medical practice in Harley Street and also owns three nursing homes and five investment properties.

His main directorship is the Guildford based Pakistan UK Club.

Well known for his charitable work he is chairman of "Human Care Trust" a British Registered Charity which has donated more than £200,000 to earthquake victims.

Ashraf has also enjoyed a busy political career commencing as a Student Leader in the 70's in Lahore then becoming General Secretary of the Students union from 1977 till 1980.

During his Political Career Ashraf has held the following positions: Vice Chairman British Pakistan Asian Conservative Link, General secretary India Pakistan UK friendship Forum, Member Pakistan UK Chamber of Commerce, leading to him now being an Approved Parliamentary candidate for the Conservative Party.

HARMONY AWARD – ONE OFF AWARD TO MARK 60TH ANNIVERSARY OF INDEPENDENCE OF PAKISTAN AND INDIA

Dr Avtar Lit

Avtar is the pioneer of Asian Broadcasting in the UK, launching Sunrise Radio in 1989. Under Avtar's leadership Sunrise Radio has maintained its position as the leading Asian broadcaster. As chairman and CEO Avtar heads the group with the business being run by sets of Managing Directors and Station Managers. Travelling between Sri Lanka, Mauritius, Dubai and London he continues to expand his media interests and also getting involved in breweries and hotels.

Background:

Asian Who's Who International was established in 1975 as a direct result of the negative press associated with the perceived high levels of immigration at the time. Its mission was simply to highlight the contribution made by Asians to the fabric of UK society. It is a true labour of love by the founding members and today it is a celebration of achievement, talent and merit.



humanity in motion

Rotarian Jasbir Singh Sachar joined Redbridge Rotary Club shortly after it was chartered in 1981. The Club meets each Tuesday evening at Luigi's Restaurant in Beehive Lane, Gants Hill, Ilford, Essex, at 7pm for 7.30pm.

Rotary International is a voluntary organization of about 1.2 million business and professional men and women in 200 countries and geographical regions worldwide who carry out voluntary and humanitarian work for the local, national and international community and work towards world peace and understanding. For more information about Rotary, please go to website www.rotaryinlondon.org.

PHOTOS OF ASIAN WHOS WHO AWARDS 2007 AT HILTON HOTEL, PARK LANE AVAILABLE.

FOR MORE INFORMATION PLEASE CONTACT:

Rotarian JASBIR SINGH SACHAR: FOUNDER, ASIAN WHO'S WHO INTERNATIONAL :020 8550 3745 (M) 07985 141796

Rotarian EVE CONWAY, COMMUNICATIONS CHAIRMAN, ROTARY IN LONDON: 07850 357842.