

# FT

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World Business Newspaper

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# WEEKEND

FINANCIAL TIMES | Saturday July 2 / Sunday July 3 2011

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# MONEY

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## Profitable networkers named

A group of 43 company owners in Leeds have been named the most profitable networking group in western Europe after generating more than 4m of business referrals for each other in a year.

They together formed the Network Central Leeds chapter of Business Network International (BNI), a US-based networking club, whose members are encouraged to

regularly pass business leads to one another.

Each local BNI chapter can have only one person from each trade to ensure that prospective new business is given to one person exclusively.

The Network Central Leeds chapter includes a dentist, a personal trainer and a specialist in detecting vehicle accident insurance fraud.