Scotland on show

Lord Mayor Gifford has personal and professional connections with Scotland. Look out for two floats from north of the border in today's procession

The unmistakeable sound of bagpipes will ring through the City today, marking a strong Scottish presence in the Lord Mayor's Show this year. University of St Andrews' students past and present will parade in their distinctive red gowns led by the Chancellor's piper.

As it celebrates its 600th anniversary, the institution is Scotland's oldest university and of great personal importance to Lord Mayor Roger Gifford. His father Douglas was Professor of Spanish at the university and he grew up in the town.

Look out also for the Scottish Development International (SDI) float which harnesses iconic Scottish imagery along with compelling trade and investment messages to illustrate the many reasons to invest in Scotland. As its international economic development agency, SDI is keen to showcase the best of Scotland.

"There have always been strong ties between the City and Scotland," says SDI's Northern Europe regional manager, Erik Jewell.

"Historically, a number of important bankers have come from Scotland – including the group chairman of HSBC, Douglas Flint – but also, next to London, Edinburgh is the largest financial centre in the UK and is a key focus for banking. The new Tesco Bank chose to have its headquarters in Edinburgh, while Virgin Money located its main UK offices there. If you look at the big entities in the City, most will also have representation in Scotland."

As well as promoting the City of London on his trips abroad, the Lord Mayor is tasked with publicising the UK's financial services industry as a whole. It is fitting then that he is flying the flag for Scotland today in preparation for promoting its many assets in the coming year.