

## Read the article below about the Chief Executive of a shopping centre and exhibition halls.

Since becoming Chief Executive of the Star City shopping centre and exhibition halls, Peter Maurice feels he has done a lot. Now, though, he wants to change the whole feeling of the business. 'Visitors should feel we are looking after them,' he says. 'Very often the public go into a shop and find so much there that they can't decide what to buy, so they don't buy anything. Keep it simple, that's the key to retailing.'

At Star City, staff are encouraged to tell managers, including Maurice himself, what they think of them. 'The things they say about me are what I expect, because I'm fairly self-aware – I know what I'm like and that I can make people a little angry. But I'm very much in favour of change, and everyone knows that a lot needs to be done.'

He learnt his management techniques the hard way. 'At 23 I went into business and lost money. I had to learn fast. Then, at 32, I won an export contract that involved travelling to Hong Kong several times. I admire the strength of character and the ambition of the people there, and brought back two very significant words: "No problem". Then I took a course at Harvard Business School. It was very hard work, but worth it.'

As well as running Star City, Peter Maurice controls Big Events, which organises exhibitions. At the moment, Big Events is working on plans for a boat show to rival the Capital Boat Show, which is moving next year from its traditional site at Star City to a new venue.

For the immediate future, Maurice will continue with the essential work of updating the centre. After that, he plans to look at ways of expanding Star City beyond the present conferences and exhibitions, to include major shows and concerts. 'I want a lively centre full of exciting events, where my well-trained staff are ambassadors for the company.'