



INTERNATIONAL ENTERPRISE PROMOTION CONVENTION

15-17 November 2009 - Harrogate, North Yorkshire, UK

NEWS RELEASE 1 – Issue 4d

1st INTERNATIONAL ENTERPRISE PROMOTION CONVENTION

A major new international convention on enterprise promotion will be staged in the Harrogate International Centre in Yorkshire on 15-17 November 2009. The event will showcase best practice and innovation in the creation and support of small businesses world-wide. This is a unique opportunity for all business advisers, coaches, consultants, counsellors, educators, facilitators, financiers, mentors, networkers, teachers and trainers to promote their own successes and to network with like-minded specialists in enterprise creation and development from all around the world.

The current economic crisis has highlighted the importance of creating many more small businesses with a sound financial foundation, proper management controls and strong support services. This Convention will bring together the many organisations in the UK and internationally that specialise in helping individuals to start their own business and then guiding them through the initial development phase to a secure trading position in their own Country and onward into the global marketplace.

The Convention will be sponsored by the Government's UK Trade & Investment organisation and supported by The Queen's Awards Office and recent recipients of The Queen's Award for Enterprise Promotion. Several of the UK's leading organisations in the small business support sector are expected to take key roles in the presentation of case studies and examples of best practice, including for example:

ACT – the network for enterprise support professionals

Business Link – real help for business – free business advice and support service (TBC)

Customer First UK – the awarding body for the National Standard for Customer Service.

EEUK – Enterprise Educators UK - formerly UKSEC, the national network for enterprise educators

Enterprise Insight – Make your Mark Campaign + Global Entrepreneurship Week launch

IBC – Institute for Business Consulting -- professional body for consultants & business advisers

NFEA – National Federation of Enterprise Agencies – the national enterprise network

SFEDI – setting standards for Business Support and Business Enterprise.

Shell LiveWIRE – encouraging young people to start and develop their own business.

YE – Young Enterprise – inspiring and equipping young people through enterprise

YPEF – Young Peoples Enterprise Forum – enterprising Yorkshire – inspiring young minds

The Convention is being organised by Perlex Associates, headed by its Principal Partner Brian Dunsby, a recipient of The Queen's Award for Enterprise Promotion in 2008. Perlex have been organising national and international Conferences on small business and entrepreneurship since 1991. Their most recent event in Belfast attracted almost 1,000 delegates from over 70 countries for the International Small Business Congress in conjunction with the Institute for Small Business & Entrepreneurship Annual Conference. For further details see www.isbc2008.org and www.isbe2008.org

This new Convention will also be an opportunity for many overseas delegates to exchange views and learn about best practice in enterprise promotion. Leading international figures are expected from enterprise education and training, from business support agencies and from government SME policy-makers.

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- best practice and innovation in the creation and support of small businesses world-wide

NOTES FOR EDITORS:

WHO SHOULD ATTEND?

This Convention is being organised on a low-cost not-for-profit basis so that as many SME specialists and support organisations as possible can attend from both the UK and overseas – for example:–

Business Advisers, Coaches, Consultants and Mentors; Entrepreneurship Educators & Trainers; Facilitators & Networkers, Financiers & Venture Capitalists; Government Policy Makers; Incubation & Innovation Centres; Professional Institutes, SME Organisations; Strategic Analysts; Support Organisations; Trade Associations; Chambers of Trade & Commerce, etc. Over 500 delegates are expected.

Facilities will be made available for each special interest group to have their own Plenary and Workshop Sessions plus appropriate evening social events within the overall programme for the Convention.

There will be also be a large “Enterprise Expo” of publishers of business magazines and books, software and training programmes, professional service providers, trainers, consultancies, franchises, etc.

WHY ATTEND?

- Interact with leading practitioners, policy-makers, entrepreneurs & advisers
- Hear case histories from many successful enterprise promotion programmes
- Share best practice in business creation and support services world-wide
- Exchange experience in entrepreneurship education and training
- Debate new approaches to small business management and development
- Consider applications and policy implications of many innovations
- Develop existing networks and establish new working relationships

MAIN THEMES: in Workshops, Case Studies & Debates – dependent on the interests of participants.

A - Advancing entrepreneurship education and training world-wide

B - Business creation and development - stimulating start-ups

C - Community, ethnic, minority, rural and social enterprises

D - Developing enterprise in emerging and transition economies

E - E-business, e-learning, e-mailing and website marketing

I - Innovation, incubation, networks and knowledge transfer

M - Management, skills, environmental and global growth issues

S - Supporting small business development world-wide

V - Venture capital, business angels, finance, regulation & taxation

W - Women's enterprise and family business development

Y - Youth enterprise support programmes world-wide

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