

Ideal Business Show

Wales



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IMMEDIATE RELEASE

Big Names on Show!

The organisers of Ideal Business Show have announced that big brands Yahoo! and Lenovo have confirmed their participation at the show on 3 and 4 September at the National Indoor Athletic Centre in Cardiff.

They will be joining other big brand names such as BT Trade Space, 118 118, Welsh Assembly Government, Tom Tom Work, and Jelf Group together with over 100 exhibitors offering new products and solutions to business. The theme of the show is to provide information to organizations so they can survive the current downturn, understand how they can make their businesses profitable and then make sure they have put measures in place to grow their business.

"There is a school of thought that recessions are optional if you think that you are going to suffer from the downturn then you probably will! At the Ideal Business Show Wales we understand how difficult it is to run a business, especially when times are hard." Said Mark James, organiser of Ideal Business Show.

He continues: "There is no doubt that the housing market is dropping and for the first time since the dotcom crash over five years ago the UK economy is looking vulnerable to downturn. The credit crunch has restricted access to finance and economists are divided about what will happen over the next 12 months. Therefore at this year's event we are looking to provide expert advice from seasoned professionals, advice that visitors can take home and implement in their own businesses. No key-notes – Just Practical Advice on what you can do to make sure that your business can Survive, Profit and Grow."

The show will host a series of Free to attend masterclasses, provided by industry experts, based on using the internet to market your business and a focused feature on practical financial advice on how to survive the down turn. Representatives from organisations such as Weboptimiser, Big Mouth Media and pay point e commerce will present masterclasses on

how to grow business through trading on the web and representatives from FDUK, Institute of Credit Management and Young & Beer will advise business on how to survive the down turn.

There will also be networking breakfast sessions on both days, with former Dragon's Den Panelist Rachel Elnaugh on Day 1 and on Day 2 Imram Hakim who appeared on Dragon's Dean with his invention the i teddy which successfully received backing from Peter Jones and Theo Paphitis.

Delegates can also attend sessions on Leadership development presented within the UWIC Business Theatre and can also learn from other industry experts such as local software developer Diamond Discover Software and HR professionals Nortgate Arinso who will be making presentations in the Experts Theatre. There is also a feature area focusing on Franchising where delegates can learn more about what is franchising, how to choose a franchise and how to franchise your business.

"We have taken the normal format of the event and given it a root and branch review to ensure the aims and objectives of the show match the needs of the Welsh Business community. We know how hard it can be to survive in these difficult times, businesses will grow and become prosperous again, in order to make this happen it is important that networks are established and in many cases maintained. An event like this provides business with an opportunity to learn, become inspired and build contacts so businesses can truly survive, profit and grow." Mark James, Ideal Business Show.

This business event is the largest of its kind in Wales and is sponsored by UWIC, Yahoo!, Diamond Discovery Software and Press to Print. It is also supported by The Federation of Small Businesses, Association of Certified Chartered Accountants, British Computer Society, Chartered Management Institute, SEO World, Total Franchise UK and the Chartered Institute of Marketing.

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