

Local Enterprise Partnership Announces Keynote Speakers for BMG's Business Success in Berkshire 2012 Show

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- Senior BT spokesperson and local MP will speak at Berkshire Media Group's upcoming business show

Berkshire, 5th September, 2012, The Thames Valley Berkshire Local Enterprise Partnership (TVB LEP) has today announced the keynote speakers that will address attendees of Berkshire Media Group's (BMG) Business Success In Berkshire 2012 show. Among the carefully selected industry experts is a senior spokesperson from BT, Lisa Ravenscroft, who will discuss the rollout of superfast broadband in the area, as well as Reading West MP Alok Sharma who will explain how local businesses can grow their exports or start to export for the first time. The event will be hosted by Steve Lamb, Chairman of the TVB LEP, key sponsors of the show.

Business Success in Berkshire 2012 will be taking place on 25th September from 8am to 4.30pm at the Royal Berkshire Conference Centre, Madejski Stadium, Reading. The show is designed to offer Berkshire businesses professional advice on a range of issues affecting the region during a number of workshops, seminars and networking opportunities. Over 60 exhibitors will be attending the event which focuses on the growth and development opportunities for all sectors.

For those business interested in finding out more about the Broadband agenda, the roll out plan and what they can do to make a difference, then they should definitely sign up for Lisa Ravenscroft's presentation. Lisa Ravenscroft holds the position of Head of Fibre and Value-Added-Services at BT Business. She will be speaking about how the rollout of superfast internet in Berkshire will level the playing field for SMEs and open up new ways of working. Lisa will give real-life examples of how this has already transformed businesses and what people can do to find out when the improved service will reach them.

Lisa will be joined by Kevin Griffin who is Head of ICT and Corporate Support for West Berkshire Council. He will explain how superfast broadband will utilise public sector and state aid funding to bring the benefits of broadband to areas not previously considered commercially viable for investment. Kevin will inform businesses of what they can do to demand improved broadband in their area.

Steve Lamb, Chairman of the TVB LEP, Senior Director at Oracle, gives his reaction to the attendance of the keynote speakers: "Having influential figures from renowned businesses and local government speaking at Business Success in Berkshire is really important for the event. We want to ensure that expert advice will be offered on a range of pressing business issues which will make a big difference to our economic performance such as Access to Finance, Superfast Broadband and Exporting. We are issuing a call to action for SMEs to take advantage of local initiatives setup to help them."

Reading West MP Alok Sharma is attending the event in the hope of engaging with local businesses that are interested in exporting goods. Over the past few years, he has seen a number of local businesses thrive as a result of exporting goods to growing economies and wants to share information about the common practices that have achieved this success. Alok will be joined by Tony Warwick, International Trade Advisor for UK Trade and Investment. Tony has a number of years experience in successfully exporting from

the local area and will be available for one-to-one advisory sessions in a seminar room after he has delivered his presentation.

Emma Gibson, Partner of law firm Shoosmiths, and member of the TVB LEP leading on Access to Finance will also be speaking at the event to offer her views on how local businesses can be helped in regards to corporate finance. Emma will talk about how the LEP can help businesses find the finance they need to grow. Emma aims to inform attendees about how the LEP is working with several partners to help fill a 'funding gap' and how they will make funding more accessible for SMEs.

Steve Lamb will open the proceedings followed by Emma Gibson at 9am, closely followed by Lisa Ravenscroft and Kevin Griffin at 9.30am. Alok Sharma will then take the stage with Tony Warwick at 10am and some local businesses who have successfully exported to grow their businesses. Following the key note addresses there are a number of briefing sessions being held in adjoining rooms for businesses to find out more on the topics discussed. To sign up to attend any of the keynote speaker presentations please go to www.bmgevents.co.uk and register your interest.

The TVB LEP is a business led body, working to maintain and grow the status of the region as the engine of the UK economy, and to further attract inward investment. For more information about it, and the schemes to help local businesses, please visit: <http://thamesvalleyberkshire.co.uk/>.

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About Thames Valley Berkshire Local Enterprise Partnership

TVB LEP is business led and made up of key leaders across the business, education, the voluntary and community sector and six unitary authority areas of: Bracknell Forest, Reading, Slough, West Berkshire, Windsor, and Maidenhead, and Wokingham. For more details of the membership of TVB LEP please visit the website <http://www.thamesvalleyberkshire.co.uk>. Organisations interested in bidding for funds should contact Deborah Wharton or Richard Tyndall on 01628 796020. You can download a full briefing and FAQs document on Growing Places Fund via the website.

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