



21 September 2005

Technology & eBusiness Expo to set benchmark for the future of business in the East Midlands

East Midlands' companies are being invited up to take part in a brand new Technology & eBusiness Expo to discover how Information and Communication Technology (ICT) can improve the future prospects of their business.

The first Technology & eBusiness Expo is being held on Wednesday 30 November at the East Midlands Conference Centre, Nottingham, is free to attend and is part of the East Midlands Development Agency's (*emda*) eBusiness Club initiative.

www.ebusinessclub.biz launched as a web portal this summer to provide a place for the region's businesses to access information from ICT experts, suppliers and public sector services and over 3,000 businesses have accessed services to date.

Following this launch, the Technology & eBusiness Expo is aimed at those businesses requiring ongoing support to exploit the opportunities available through the implementation of technology and ebusiness.

Coordinated through the region's Business Links, the Expo will bring together ICT experts and suppliers through demonstrations, seminars and presentations to provide a fully interactive experience, for an anticipated 500 visitors, to find the right ICT strategy for their organisation.

A day at the Expo will provide an opportunity to attend one of two key note showcase seminars on the subjects of eMarketing Evolution or Emerging Technology Solutions with presentations from industry leaders such as Google, Cisco and Hewlett Packard. Businesses can take part in a series of 30 minute workshops, led by industry experts and arrange 1-2-1 consultancy appointments with independent advisors. In addition there will be ongoing technology demonstrations within the main Expo arena, grouped into five key areas: Hardware & Networking; Connectivity & Communication Technology; Software & Security; Mobile & Wireless and eBusiness Solutions.

A support area will also be set up where visitors can find out about how they can access a range of public sector support services available to businesses.

The Technology and eBusiness Expo and the eBusiness Club are funded by *emda* under its European Regional Development Fund (ERDF) Innovative Actions Programme. This aims to address the issues surrounding the limited levels of eadoption in the region, highlighted in a recent *emda* survey, and help businesses make the most of the opportunities and resources available to them.

Bryan Carr, *emda* board member, said: "The East Midlands is really starting to take off as an eRegion. Since the findings of the region's eAdoption Survey were published in June we've seen a high standard of entries into the eCommerce Awards, the launch of the eBusiness Club website and now, the first Technology and eBusiness Expo.

"This Expo is the perfect opportunity for encouraging businesses to realise the benefits of ebusiness and communicate the crucial role this plays in achieving our goal of making the East Midlands a top 20 European region by 2010."

For further information or to register for the Expo visit www.ebusinessclub.biz/expo

ends

For further information please contact Catherine Keep at Willoughby PR on 0115 924 7132/ 07791 027 070 or email catherinek@willoughby-pr.co.uk

Note to editors

The East Midlands Development Agency was set up in 1999 to bring more jobs and skills to the region and to make the East Midlands a better place to live and work. By 2010 *emda* wants the East Midlands to be one of the top 20 regions in Europe. The latest figures from Eurostat show the East Midlands is already well on its way, moving from 35th to 28th place out of 71 European regions.

Ref: I:WPR/emda/eBusiness/Press releases/Expo 13.09.05 final.doc