



8 November 2005

Have an eBusiness workout at Expo workshop

The East Midlands Development Agency (*emda*) is signing up experts from all aspects of eCommerce to lead workshops at the Technology and eBusiness Expo being held at the end of this month. (Wednesday 30th November)

Along with seminars, over 40 exhibitor stands and one-to-one consultations, 25, 30 minute workshops will be running throughout the day and in order to avoid disappointment, *emda* is encouraging visitors to book places online before the event.

Workshop themes include developing an effective website, email on the move, creating a reliable IT platform and running a successful business online. Each will be delivered by spokespeople from ICT companies of regional, national and global acclaim.

Software giant Microsoft is one of the big names in the line up and will deliver a workshop on server technology aimed at small businesses. Yahoo, one of the world's most successful search engine providers, will offer advice on 'New Age Marketing for Sales and Profits'. Similar ground will also be covered in *emda*'s eBusiness Club workshop, 'Search Engine Secrets', which will look at techniques that can be used to ensure a good reference location when listing an organisation on the internet.

Further big names include Hewlett Packard, a leading manufacturer of computer hardware, which will show off its latest ideas and products for mobile working and outline developments in data security. Finally, Expo sponsor BT will be available to explain the benefits of voice over internet protocol, using the internet to make phone calls, a new technological advance which can substantially cut phone bills.

Tapping into expertise closer to home, some of the most enterprising and well respected organisations from the East Midlands will be on hand to offer useful advice for any small company looking to expand onto the internet. Freeth Cartwright, the high profile Nottinghamshire law firm, will take two workshops covering legal issues

raised by eCommerce and a web design enterprise, Internova, will offer online trading advice.

Alex Newson, a solicitor in Freeth Cartwright's Technology and Intellectual Property Team, who will be speaking at the event, believes that eCommerce provides small businesses with the means to compete with larger more established rivals. Mr Newson, said: "The real value of an enterprise is increasingly tied up in its intellectual property and this has become more of an issue with the growing importance of eBusiness. Intellectual property can be protected by simply taking the right steps at the right time and that will be the focus of my workshop."

The exhibition, the first of its kind to be held in the UK, is being organised by *emda* and funded by the European Regional Development Fund. *emda* is hoping this event will go some way to tackling the lack of interest expressed by regional businesses in using ICT and to communicate how local enterprises could maximise profits by spreading their marketing to a wider audience through the use of technology.

The Expo is being held at the East Midlands Conference Centre in Nottingham on Wednesday 30th November. It's free to attend and further information is available by logging on to www.ebusinessclub.biz/expo or by calling Business Links on 0845 600 9 006.

- 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: l/emda/ebusiness/expo/Workshops 08.11.05 (final).doc