



# Yorkshire Business Market 2011

## News Release – Another success!

### **YORKSHIRE BUSINESS MARKET 2011 – another success!**

The seventh Business Market organised by Harrogate Chamber of Trade & Commerce at Pavilions of Harrogate was another sell-out event. Harrogate Chamber President Simon Cotton said that the Chamber has had a fantastically busy year and he was particularly proud of this event which promotes business not only for Harrogate but for the whole of Yorkshire. Simon said *“we are not resting on our laurels but we are looking at possible new venues to grow the event, possibly adding a lunch or dinner, plus additional speakers in Seminars and Workshops. We could even put on an Autumn Business Market as well”*, he added, asking Exhibitors to give feedback on what they would like to see in future.

The Mayor of Harrogate Councillor Bill Hoult then welcomed visitors on behalf of Harrogate Borough Council and said that the Council is very pleased to be associated with this successful event which goes from strength to strength. He added *“a lot of people might ask why we need events like this when we can do things on the Internet. The Internet is a very powerful tool but it is no substitute for businesses meeting their clients and potential clients for face to face networking and discussions, whilst being able to look around the displays to see what products and services are available within the Yorkshire Region.”* The Mayor then complimented the Chamber leadership on creating this successful event with a lot of voluntary effort.

Andrew Jones MP for Harrogate & Knaresborough was then invited to speak and formally open the Business Market. He said *this is one of the major business events in Yorkshire and it is going from strength to strength. We know it is not an easy time for business but this area is proving more resilient than many for a number of reasons. There are a number of reasons for this. Our economy is more diverse; we are not dependent on any individual sectors; we have quality companies winning business by adding real value for their customers; we have a very vibrant community of small and medium sized enterprises and these are often where the real growth in our economy takes place; and we have the skills to deliver – but more work needs to be done to create more links between business and education. But above all we have the attitude, the will to win, and the entrepreneurial zeal to make things happen. It is that ambition which led the Chamber to start this event 7 years ago.*

Andrew also complimented the Chamber on leading the team that achieved the new direct train services from London to Harrogate starting on 22<sup>nd</sup> May which is an important new connection for businesses. He then highlighted the securing of investment in high speed broadband across North Yorkshire which he said *“helps to ensure Yorkshire is open for business, which is vital to grow our economy and that is at the heart of Government policy for this Parliament – to make the UK a better place to do business.”*

Harrogate Chamber's Chief Executive Brian Dunsby, who first conceived and organised the Business Markets reports that this seventh event was again rated a great success by the overwhelming majority of the 156 businesses exhibiting at Pavilions of Harrogate last Monday. Well over half of them have already returned Feedback Forms from which it is clear that they found the event very worthwhile and that it met or exceeded their expectations whilst only four were disappointed. Likewise the feedback confirmed that most Exhibitors made plenty of useful business contacts with only 5 negative responses out of 87 forms returned to date. There was also substantial support for a second Business Market in the Autumn.

Although the actual number of exhibitors was 10% down on last year, many took more space and so the four exhibition rooms in the Pavilions complex were all full. Likewise the final number of business owners and managers looking around the displays was down slightly this year to an estimated 1,500, and there was a steady flow of visitors networking in the aisles throughout the day. **PTO**



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## News Release – Notes for Editors

### ORGANISATION

Now in its seventh year the Yorkshire Business Market, organised by Perlex Associates for Harrogate Chamber, has proved to be a highly successful and cost-effective formula for promoting local businesses. It is a low cost one-day business-to-business networking opportunity, supported by simple displays of a wide range of products and services to meet the needs of local businesses of all types. There were also free Business Seminars, free Ask the Experts Clinic, free refreshments all day, free car parking – with free entry for all Yorkshire business owners and managers looking for new ideas, new customers and new suppliers.

### SPONSOR

The Yorkshire Business Market this year was sponsored by Lloyds TSB Commercial and Malcolm Hall, senior manager for Lloyds TSB Commercial in Leeds and Harrogate, said: *“To give themselves the best chance of success, local businesses should take full advantage of networking events such as the Yorkshire Business Market, no matter which sector they operate in.*

*“For exhibitors, it offers the chance to build on their customer base and visitors can gain examples of best practice, add to their supply chains and extend their knowledge of key business issues.*

*“The success of events such as this one emphasises the importance of a good support network, incorporating both organisations such as the local Chamber of Trade and Commerce and fellow members of the business community.”*

Harrogate Chamber's Chief Executive Brian Dunsby says they had a rush of late bookings as details of the Yorkshire Business Market were recently mailed out to the unique Perlex database of almost 9,000 businesses across North and West Yorkshire and adjoining areas. In addition in order to attract the maximum number of visitors, FREE Visitor Entry tickets were inserted in three well established Yorkshire Business Magazine. The Visitor Entry ticket was also published in an 8 page illustrated supplement featuring all Exhibitors published in all editions of the Ackrill Media Group Newspapers across the Harrogate District and the adjoining towns of Wetherby and Tadcaster. The tickets were also included in a double page spread featuring the Business Market in the Yorkshire Post on Tuesday 3<sup>rd</sup> May.

The four Exhibition Rooms in the Pavilions were very busy with visitors and exhibitors networking right from the opening at 11am until well past 5 pm. Many of them expressed appreciation for such a wide ranging display of local business products and services which was unmatched in the whole region.

### BEST STAND AWARDS

Jean MacQuarrie, Editor of Ackrill Media Group's Harrogate Advertiser series, again judged the best stands in two size categories with the following results:

**Smaller Stands:** *Winner:* Mrs Energy Ltd;

*Commended:* Ashdale Hotels; CCF Accounting; Martin House; Max Design & Print; Steve Pepper Training.

**Larger Stands:** *Winner:* Berwins Solicitors;

*Commended:* Cedar Court Hotel; Harrogate International Festival; Kettlewell Fuels.

Photographs are available of the two winning companies with their Prize Cakes – made by Betty's & Taylors.

**THE NEXT YORKSHIRE BUSINESS MARKET WILL BE ON MONDAY 30<sup>th</sup> APRIL 2012.  
(VENUE TO BE ADVISED)**

### FURTHER DETAILS FROM:

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