

PRESS RELEASE

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WEST MIDLANDS HIGH-FLYERS VISIT SWEDEN

Go-Woman!, a Birmingham based company is getting set to take a group of female entrepreneurs to Sweden for a week long study visit from 8th May to 14th May 2011, under the Leonardo da Vinci project funded by the EU for Lifelong Learning Programme which supports education and training across Europe.

Go-Woman! provides support to women who may be thinking of or who are running their own enterprise. They specialise in projects working with women from underprivileged backgrounds and manage EU funded projects exchanging knowledge and experience between women entrepreneurs and those engaged in women's enterprise support across Europe.

The Swedish hosts, 2Core develop and implement projects in cooperation with local and regional government councils and other private and public organisations in Sweden and as a member of the National Resource Centre for Women in Sweden; they focus on entrepreneurship, leadership and management issues.

Delegates from the West Midlands in the 'Women in Enterprise' project will be women running small to micro-sized businesses and those supporting women's enterprise. The delegates come from a wide range of disciplines including, marketers, horticulturalist, business support providers and auditors.

They will learn from best practices in both business support and business management, which can be implemented in their businesses on their return to the UK.

Yasmin Akhtar from Go-Woman! said "Women starting a small to micro-sized businesses whether here or anywhere else in the EU, may often work in confined areas; often lacking the support to develop their business and gain any personal development. Sweden has a vast range of expertise in entrepreneurship development and whilst people can talk about good ideas and practices, it is seeing them at first hand is what matters. The knowledge and expertise gained will help to enhance the participant's skills and enhance the competitiveness of their business in the UK".

"The visit will provide women with an opportunity to meet like-minded individuals to share knowledge, best practice and expertise, and then disseminate these ideas and experiences, inspiring other women in the UK to develop their businesses. They will visit number of

entrepreneurs, support agencies and get an opportunity to speak to women on one-to-one basis.” commented Yasmin.

ENDS

Notes to editors

Go-Woman! Ltd is a web based company providing support to women who may be thinking of or who are running their own enterprise. We specialise in projects working with women from underprivileged backgrounds who may require distinct support. In addition we manage EU funded projects exchanging knowledge and experience between women entrepreneurs and those engaged in women’s enterprise support across Europe.

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