

SWEDISH WOMEN TO TAKE BACK WEST MIDLANDS EXPERTISE

Go-Woman!, a Birmingham based company is getting set to host a group of female Swedish entrepreneurs coming to visit the West Midlands for a week from 20th to 24th September 2010. They are planning to see the support offered for women's enterprise and businesses run by women in the region with a view to a return visit to Sweden in 2011. Go-Woman! are working with their Swedish exchange partners 2Core, under the Leonardo da Vinci project funded by the EU 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.

2Core develops and implements 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.

Participants from Sweden in the 'Women in Enterprise' project will be women running small to micro-sized businesses and those supporting women's enterprise in Sweden. The delegates will include a furniture maker, accountant, restaurateurs, and a car parts stockist, illustrating the diversity of women's enterprises. The participants will learn from best practices here in both business support and business management, which can be implemented back in Sweden and vice versa when a West Midlands delegation visits Sweden in 2011.

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".

Clare Hill, also from Go-Woman! commented, " This is a great opportunity to show the good work that has been done in the West Midlands and the main aim of the visit is to provide

women with an opportunity to meet like-minded individuals to share knowledge, best practice and expertise, then disseminate these ideas and experiences, inspiring other women in Sweden to develop their businesses”.

“We are planning to show them a variety of initiatives in both urban and rural areas, hear from women entrepreneurs and to also show them some of the cultural aspects of our region. The itinerary will include a visit to Birmingham Science Park, Enterprise HQ at Coalport in Shropshire, Sandwell Womens Enterprise Development Agency, The Institute of Directors at Brindley Place, Birmingham and the visitors will also have a chance to explore Birmingham’s culture and diversity too”, commented Yasmin.

With all the proposed changes for enterprise support and the introduction of Local Enterprise Partnerships, the visit is bound to generate some very interesting discussions amongst the participants. Anyone who feels they would like to meet any of the Swedish entrepreneurs should contact Go-Woman! on 0121 270 6133.

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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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