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University of Birmingham professors promoting ethnic minority entrepreneurship

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Innovative new ways to support ethnic minority businesses will be high on the agenda on this week at a special conference to promote ethnic entrepreneurship.

The 17th annual ethnic minority business conference is a two day event. The conference is being hosted by the British Bankers' Association in London on Wednesday 9th October 2013. This will be followed by a lunch for Business Networks will be held at The Banqueting Suite, Birmingham Council House, Birmingham on Thursday 10th October 2013. The lunch is supported by Lloyds Banking Group.

Professor Monder Ram OBE, Director of the Centre for Research in Ethnic Minority Entrepreneurship (CREME) at the University of Birmingham and also Co-Director of the Enterprise and Diversity Alliance said: "This year's conference marks a new and exciting chapter in the development of the Centre for Research in Ethnic Minority Enterprise (CREME) and its 'impact' work delivered through the Enterprise and Diversity Alliance (EDA). The Centre has a new home, Birmingham Business School; it has pioneered innovative approaches to supporting minority businesses through its strategic relationships with bodies like the British Bankers' Association; and it is making a real difference to business on the ground. The Conference celebrates these successes, and charts new directions in the promotion of minority entrepreneurship in the UK.'

Professor Kiran Trehan, CREME and also Co-Director of the Enterprise and Diversity Alliance added: "The Conference brings to life the different ways in which the Enterprise and Diversity Alliance (EDA) is changing the research, policy and practitioner agendas for the development of minority enterprise. It is a unique event that embodies the real strength of diversity and the entrepreneurial talent that is to be found in all our communities.'

Headed by Professor Ram, CREME has built up an enviable reputation regionally, nationally and internationally for its pioneering research and business engagement activities, promoting diversity and enterprise. Based in the University of Birmingham Business School, CREME delivers leading-edge expertise on business support for ethnic minority entrepreneurs.

Stephen Pegge of Lloyds Banking Group, said: "Minority ethnic communities are a driving force in our growing enterprise culture and the links we have to international markets as a result are a real strategic asset for the UK.

"However, not all minority ethnic communities are as likely to start businesses or grow their firms significantly and there is untapped potential as a result.

"Lloyds Banking Group is an enthusiastic supporter of entrepreneurs from minority ethnic communities through its role as a partner in the Enterprise Diversity Alliance, which does much to build networks, support and give encouragement to minority ethnic owned and run firms through practical but well researched programmes."

Ends

For more information or to interview Prof Ram or Prof Trehan, please contact the University of Birmingham press office on 0121 414 9041 or email d.s.walker.1@bham.ac.uk (mailto:d.s.walker.1@bham.ac.uk) Out of hours contact 077889 921165 or email pressoffice@contacts.bham.ac.uk (mailto:pressoffice@contacts.bham.ac.uk)

Notes to Editors:

The Enterprise and Diversity Alliance (EDA), a unique collaboration to pioneer new ways of promoting development and growth of diverse SMEs through imaginative and productive relationships with large firms and private and public business service and finance providers. Current members include: the Association of Chartered Certified Accountants the British Bankers' Association, Barclays Bank, Business in the Community, the Chartered Institute of Purchasing and Supply, the Equality and Human Rights Commission and Lloyds Bank.

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