



BBC reporter to inspire businesswomen at awards ceremony

A familiar voice across the east of England is set to be the guest of honour at an awards ceremony celebrating the crème de la crème of businesswomen in the region.

BBC business correspondent Karen Hoggan will be guest speaker at the East of England Businesswomen Awards ceremony on May 26, the culmination of a three-month search to find the region's best businesswomen.

Karen has enjoyed an illustrious career in the broadcast media, with current roles on Radio 4 and 5 Live as well as BBC Essex. She said she was looking forward to addressing the gathering at Ickworth House near Bury St Edmunds.

"It will be an honour to be in the company of these very impressive businesswomen, who have beaten off competition from around the eastern region to be shortlisted for these awards," she said. "I wish all of them the very best of luck."

Fourteen corporate and independent businesswomen from Bedfordshire, Cambridgeshire, Essex, Hertfordshire, Suffolk and Norfolk have made it through to the finals in the four categories - Businesswoman of the Year, Entrepreneur of the Year, Start-up Business of the Year and the Rising Star of the Year. The winner of the Beatrice Wilkinson Memorial Award has already been chosen by the panel.

The awards are held in association with the Institute of Directors East of England with support from main sponsors Lloyds TSB Commercial and Adnams Plc.

Other award sponsors are Ashridge Business School and Suffolk Business Women. The awards also have support from MedImmune, Itineris, DPS Technology Group and Mosaic Publicity.

Awards Chairperson Jane Cox said the judging process includes scrutiny of all aspects of the entrant's business including sales and marketing activity, her company's financial strength, human resource development and evidence of commitment to corporate social responsibility. There is also an interview stage where the entrants have to prepare a short presentation for the panel of judges and shortlisted entrants will be visited at their business.

She added: "This year, the judges were impressed by the number and diversity of entries – particularly those they received in the Entrepreneur and Start-up categories. It would seem that the East of England economy is still thriving and that women, in particular, are finding new and exciting ways to contribute.

"Businesses covered the whole spectrum of sectors including scientific and technical, manufacturing, hospitality, food and drink, energy brokerage, well-being and even dentistry."

Two of the awards, Entrepreneur of the Year and Start-Up Business of the Year, are sponsored by Lloyds TSB Commercial, whose Area Director Steve Elsom congratulated the category finalists. He said: "Recent research has shown that more and more female entrepreneurs are starting businesses in the UK, which will help lead the country back to a more resilient financial footing.

"We are certainly seeing this come to fruition in the East of England – we had so many worthy entries to the Start-Up award that we were compelled to extend the shortlist this year. If the standard of our entrants is anything to go by, this region looks likely to have a very bright future."

Tickets to the awards ceremony, which include reception drinks, wine and a three course meal, cost £65 each. To buy tickets, please contact EEBW Administrator Caroline Kearney on 07720 073883 or email info@eebw.co.uk.

Ends

Photo shows: The EEBW panel of judges.

The full shortlist:

Businesswoman of the Year

Rosemary Bensley, Pharmarama International Ltd, Borehamwood
Bev Hurley, YTKO Ltd, Cambridge
Claire Sandbrook, Shergroup, Braintree

Entrepreneur Award

Jaqui Fairfax, Commercial Utility Brokers (UK) Ltd, March
Elizabeth Pearce, Omega Ingredients, Ipswich
Naomi Tarry, Best of Suffolk, Woodbridge

Rising Star

Claire Bishop, Nemco Utilities Ltd, Bury St Edmunds
Luisa Grey, Eazipay, Cambridge

Start-Up Award

Christine Brown, Yarn on the Square, Ely
Christine Charters-Young, The Healing House for Health & Well Being, Newmarket
Tina Gibbons, The Mind Sanctuary, Great Barton
Charlotte Green, Greens Café, Peterborough
Shebin Koshy, Olive Dental Care, Newmarket
Claire Martinsen, Breckland Orchard, Watton

For further information please contact Caroline Kearney on the details above, or Claire Owen at Mosaic Publicity on 01206 548100 or email claire@mosaicpublicity.co.uk

East of England Businesswomen Awards, held in association with the Institute of Directors East of England.



Main award sponsors



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