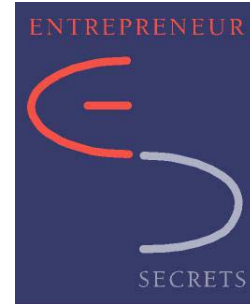


PRESS RELEASE



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ENTREPRENEURS NO LONGER SEEN AS 'MIKE BALDWIN', 'ARTHUR DALEY', OR 'DEL BOY' SAYS BUSINESS LEADER

Business reality shows like *Dragons' Den* and *The Apprentice* are helping entrepreneurial behaviour to become increasingly acceptable within life in the UK.

That's the view of Dr Alan Dowler, director of Entrepreneur Secrets (ES), providers of a unique ideas and information package for entrepreneurs.

Dr Dowler said that today, entrepreneurs are no longer relegated to the caricatures of Mike Baldwin, Arthur Daley and Del-Boy.

"In enterprising Britain, the majority of school children wish to become an owner-manager at some stage of their lives, dream of fortunes to be made from the Internet and name Richard Branson, the UK's premier entrepreneurial personality, as the person to whom they aspire.

"This has been highlighted by three studies from the National Endowment for Science, Technology and the Arts (Nesta), which looked at young people and their future, and which found that the majority of young people surveyed did not anticipate having a job for life and many saw setting up their own business as an end goal.

"However, the research also suggests young people are less aware of how to achieve their end goals and want greater access to the right kinds of advice or experience to build the skills they will need.

"When asked about careers advice, young people felt that a focus on attainment by their schools left teachers little room to offer guidance beyond selecting university degree courses. Many felt that they would benefit from teachers and others offering a broader perspective.

"This is what Entrepreneur Secrets was set up to do, to give would-be entrepreneurs the tools with which to work," he said.

Dr Dowler said that the enterprise climate in Britain was shifting, and that historical biases against entrepreneurs were being overcome by the next generation of business leaders.

"There was, as there always had been, a suspicion of the term 'enterprise', given the long history of exploitation by the entrepreneurs of the slate, iron and coal industries, the legacy of which still lived on in the hearts and minds of many of the population of industrial Britain.

"However, led by the current Government's love affair with entrepreneurs, a number of significant events have occurred that have begun to change the previously hostile

attitudes towards enterprise.

“There was the realisation that we could not continue with the policy of concentrating much of our industrial expenditure on attracting inward investment.

“It has not been the actual policy of inward investment which has been problematic, rather the lack of targeting which meant that new jobs were more important than any other strategic consideration, such as the type of employment created, the sectors attracted, and the future of those industries in a quickly globalising economy.

“While our neighbours in Ireland were busy attracting internationally-traded services in the financial and software sectors, we were begging companies in the maturing (and highly competitive) sectors such as automotive and consumer electronics to bring branch plant jobs, then repeated the same mistakes with call-centres.

“Whilst individuals spinning off from companies such as Microsoft and Intel were creating a vibrant indigenous Irish software sector, assembly workers in the UK continued to, well, assemble.

“All this while highly skilled – and highly paid – workers within the financial and software sectors in Dublin were demanding better restaurants, shops and leisure facilities, creating countless opportunities for local entrepreneurs.

“This is the grand vision for entrepreneurship we need to be looking at, which means that the time is right for an overall national strategy for entrepreneurship. We sincerely hope that *Entrepreneur Secrets* will be at the forefront of this strategy,” he said.

Entrepreneur Secrets is a business information service for success-hungry entrepreneurs wanting to find out which types of businesses will thrive over the coming years.

In addition to helping individuals and companies with practical information to set up and progress their plans, ES also provides regularly updated details on key areas of growth and opportunity. This includes global business opportunities, economic ‘futures,’ and other ideas that look set to take the market by storm.

The latest edition of the *Secrets of the Successful Entrepreneur* handbook is designed as a guide on how to develop individuals into top-notch entrepreneurs, with a unique after-sales package of benefits. Members also gain access to the exclusive Patents Database, which provides information on product ideas past their protection date, offering a goldmine of innovative ideas.

To find out more about: Entrepreneurship, the Futurology Forum, Patents Database, Opportunities in China, Ideas at Work, Secrets for the Successful Entrepreneur, and much more, access: www.entrepreneursecrets.co.uk / Telephone: 01495 227560

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Notes for editors: *Entrepreneur Secrets* is part of *People Solutions International Wales (PSI) Ltd*, which has over 15 years’ experience in entrepreneurship training.

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