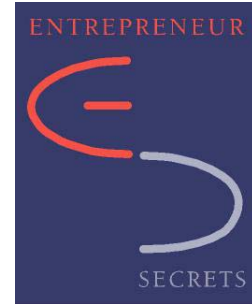


PRESS RELEASE



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ENTREPRENEUR SECRETS URGES GOVERNMENT TO LOOK AT THE MEANING OF 'ENTERPRISE'

A major business information organisation is calling on government decision-makers at all levels to consider entrepreneurship as key to success our economic future.

Entrepreneur Secrets said that the word 'enterprise' was in danger of becoming a political football, with its meaning being changed from simply 'businesses' now to 'high-growth businesses'.

But they said that whatever definition was used, enterprise was crucial to the UK economy and its importance must be recognised by policy makers.

Dr Alan Dowler, Director of *Entrepreneur Secrets*, said: "Entrepreneurship offers a wealth of solutions and as yet untapped potential. We are concerned that too many policies are targeted at niche markets, such as science and innovation, when there are thousands of entrepreneurs across the country who have ideas which do not necessarily fit with the 'enterprise' framework.

"The challenge of becoming the world's most competitive knowledge based economy demands that we stimulate innovation throughout society and not just in existing centres of excellence.

"Would-be entrepreneurs need help identifying and managing innovation, which is what our business is all about. We are acutely aware that innovation does not necessarily mean R&D and should be regarded in its broadest sense. Innovation is the exploitation of new ideas and new ways of working that lead to tangible and beneficial change.

"We strongly support initiatives such as proposals to make entrepreneurship part of the national curriculum. Entrepreneurship must be encouraged in all age groups, and the best way of doing so is creating a low-tax, low-regulatory business environment.

"Starting your own business must be seen as an attractive career option for young people, and innovation at a young age must be encouraged through schools and colleges.

"Innovation is driven by growing market competition and small businesses. Any government policies to encourage greater innovation need to be strongly linked to fostering a greater enterprise culture in the UK in recognition of this," he said.

Entrepreneur Secrets said it is perceived, rightly or wrongly, that government does little to help entrepreneurs protect their Intellectual Property to the same level of that in the United States. As over 60 percent of commercial innovations come to the marketplace from SMEs, this is an area that is very important.

Dr Dowler added: "The main issues are the cost of going through the patent process and the time taken to do so. The process is perceived as being overly complex, with the need for businesses to register in at least three categories in order to receive any level of protection.

"There is a lack of awareness on judging whether IP has been infringed and how redress can be sought. More publicity is required to make people aware of their unregistered rights," 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 'futurology,' 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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