

PRESS RELEASE

PUTTING ON A SHOW TO HELP LOCAL BUSINESSES

Following the completion of a £20m major redevelopment, St Mellion International Resort is set to stage the South West's leading business event and provide a much-needed boost for the local economy.

The Business Needs & Support Exhibition is being held at the resort on Wednesday 1 July between 10am and 5pm. Carleen Kelemen, Director of the Convergence Partnership in Cornwall, will be this year's keynote speaker. She will be joined by other notable members of the regional business community – including Fifteen's Chief Executive David Meneer and HSBC's Senior Economist Mark Berrisford-Smith – who will also be delivering educational seminars throughout the day.

Now in its third year, the free-entry event attracts hundreds of visitors and a large number of businesses and organisations from across the region taking the opportunity to exhibit at the event. This year interest and participation is expected to be even higher with many individuals and companies looking for the advice, guidance and support that will help them through the ongoing credit crunch.

'The exhibition provides a perfect opportunity for the South West's business community to talk to its customers face to face,' said Stephen Towers, Director of St Mellion International Resort. 'Visitors benefit from a wide range of company introductions and exhibitors have the chance to put themselves in the spotlight.'

'We're very proud to be able to host this event – especially at a time when it has never been more important for local businesses to pull together as much as possible. There is a huge amount of talent and expertise in the region and the Business Needs and Support Exhibition at St Mellion on 1 July is just the place to access it.'

The resort's Business Development Manager, Regan Bailey, who is organising the event, said that feedback from the previous two exhibitions suggested that the range of exhibitors was at the heart of its success.

'People come looking for professional advice, fresh marketing ideas and even jobs,' she said. 'Whether someone is a buyer, a key decision maker, an account manager, an administrator or a receptionist they will benefit from all that is on offer.'

'Often, in our daily business lives, we are just too busy to look at new opportunities. Our aim is to provide that opportunity on one day, under one roof – with all the excellent amenities that our newly re-launched St Mellion International Resort can supply.'

The exhibition will also be used to officially launch St Mellion's conference, meetings and event facilities. The Mayor of Saltash, Councillor Sue Hooper, and Carleen Kelemen will officially cut the ribbon at 10am after a special networking breakfast that takes place between 7am and 10am.

For more information and to register, visit www.stmellionbusinessshow.co.uk or call Regan Bailey on 01579 352047.

Ends

28 May 2009

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