

FOR IMMEDIATE RELEASE....

St Mellion International Business Needs & Support Exhibition 2009

Business Show Success!

‘Encore! Encore!’ was the lasting echo from our first ever business exhibition at St Mellion International last year. And this year we had over 85 exhibitors and hundreds of visitors flooding through the doors for the second ever St Mellion Business Needs & Support Exhibition!

The exhibition, in its second year, proved to be a more exciting and productive event than ever anticipated! With major sponsors including Ocean BMW, Coor Brewers and Allied Drinks Devon & Cornwall joining the line up we cannot have failed to produce what has been said to have been ‘an absolutely fantastic event, the best business show the Westcountry has seen’. The show offered the perfect stage for local businesses to showcase their products and services in one great venue to potential customers from all corners of the Westcountry! Exhibitors included businesses from all over the region from local universities to banks and web designers to corporate event organisers!

Guest Speaker, Sue Windley, Marketing Director of Pragmatic Performance Management Ltd & Vice-Chair, Chartered Institute of Marketing South West Regional Board comments “It was tremendous to see the level of buzz, networking and getting on with business that I experienced at the event. Even more important, this was maintained throughout the day, as I know the CIM stand was busy all day with lots of people enquiring about general marketing support and knowledge. I was really impressed by the geographic coverage of businesses visiting the show - from across Cornwall, Devon and further a field. I believe this will be a vital event to be in the business calendar and know that the CIM will certainly continue to support this vibrant venture.”

The event was officially opened at 9.30am by the Mayor of Saltash, Mr Bob Austin and Carleen Kelemen, Director of the Objective One Partnership. Carleen was kind enough to be the Keynote Speaker for the event, inspiring the crowds of business people that visited St Mellion during the day. “This inaugural business conference at St Mellion attracted a wide range and number of businesses. What was heartening from my point of view was the fact that more than 70% of these success stories have received Objective One support either directly or via gateway funds such as **actnow** and Business Link. I was delighted as the keynote speaker to be able to showcase the value of doing business with renewed confidence in Cornwall and look forward to attending this important event in years to come.”

A raffle was also held on the day for the nominated local charity ‘Jeremiah’s Journey’, prizes included a MINI Cooper for the weekend, kindly donated by Ocean BMW, the Bridal Suite for a night kindly donated by Astor Hotels and believe it or not won by Bride to be Denise Jarman of SSG Training. We raised a fantastic £401 for the charity, Sarah Wilson from Jeremiah’s Journey said ‘I am delighted that St Mellion chose to support Jeremiahs Journey, we rely solely on funding from the local community to enable us to provide support to bereaved children and their families’

Following the huge success of the Exhibition, it is now set to be an annual event in the St Mellion calendar. Many of the exhibitors have already signed up to join the cast of next years show!

For more details on next years event or St Mellion International please contact Regan Bailey on 01579 352034 or email stmellion-bdm@crown-golf.co.uk