



11 April 2006

The Rise and Rise of the Black British Entrepreneurs

Succeeding in the private sector.

Four of the UK's leading black business role models will reveal the secrets of their success at 'The Rise and Rise of the Black British Entrepreneurs' discussion panel and networking reception at The British Library on Monday 15 May.

The panel comprises Tim Campbell, the winner of BBC2's *The Apprentice* in 2005, Wilfred Emmanuel-Jones, also known as the "Black Farmer" with his own range of sausages available in all good Supermarkets. Charles Ejogo the founder of Umbrolly and Yana Johnson founder of Yana Cosmetics. The discussion will be chaired by radio presenter Dotun Adebayo (Radio Five Live and BBC London).

The black business community forms a vital part of London's economy. Today there are more than 10,000 black-owned private sector businesses in London. Black businesses no longer simply specialise in serving niche markets, but cover many different mainstream sectors'. Their combined annual turnover exceeds £4.5 billion*, and they provide over 70,000 jobs to London's economy.

In celebration of this success, the British Library is holding a panel discussion with four inspirational entrepreneurs from the black community, allowing audience members the opportunity to learn from their experience and to be inspired by their example.

The discussion will also focus on the particular challenges facing black businesses – getting access to finance, both private and public, finding suitable and affordable business premises, and finding the right kind of business support.

'The Rise and Rise of the Black British Entrepreneurs' is latest of a hugely successful series of networking events staged by the British Library's Business & IP Centre.

Isabel Oswell, Head of Business Marketing said: "For anyone who is thinking of starting their own business, the British Library's Business & IP Centre is a must. It's a fantastic, free resource with market research, news, company and financial databases, mailing lists and intellectual property information. Teams of information experts are on hand to help users find the information they need"

Support for the event has come from cross party politicians, including Tottenham MP & Minister for Culture David Lammy, who commented, "I am delighted that the British Library is hosting such an important discussion. Black-owned businesses are vital to the capital's economy; this event not only celebrates that fact, but also promises to be a great opportunity for aspiring entrepreneurs to hear first-hand about how to succeed in the private sector."

'The Rise & Rise of Black British Entrepreneurs' role model discussion panel runs from 6.30pm to 8.00pm on Monday 15 May 2006 at The British Library Conference Centre and is followed by a drinks reception until 9.00pm. Tickets, priced £10 (£7.50 concessions) are limited to 255 and are available by phone +44 (0) 20 7412 7222, email boxoffice@bl.uk or in person at the Information Desk at The British Library.

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The Rise and Rise of Black British Entrepreneurs Panel

MODERATOR

Dotun Adebayo, Radio Five Live and BBC London Presenter, will chair the discussion. Dotun currently hosts his own show, *Up All Night* on national BBC Radio Five Live as well as BBC Radio London. As a child he appeared on stage and in films. He was Music Editor at the *Voice* newspaper, has written and presented documentaries for Channel 4, and founded the *X Press*, which publishes black fiction. He is currently working on his first novel, *Promised Land*, charting 50 years in the lives of Britain's richest black family.

PANEL

Yana Johnson

Yana Johnson is the founder of Yana Cosmetics, delivering solutions that capture the ethnic and European market alike. Prior to launching her own line of cosmetics for women of colour, Yana had a successful career in music. She wrote songs with Shola Ama, Roachford, Massive Attack, and Ritchie Rich. Yana has won a number of awards including, Black Enterprise, European federation of Black Women Business Owners, Global Women Inventors Innovators award and Mahogany Brides. She is now focused on expanding her Yana cosmetics brand into new markets.

Tim Campbell

Tim Campbell, 28, of Jamaican origin was born in East London, Plaistow where he still lives with his family. Tim achieved instant celebrity status when he secured a £100,000 a year job with Sir Alan Sugar after winning BBC2's *The Apprentice* in 2005. No doubt his psychology degree from Middlesex University helped him to win the series. Tim's current role is as Project Director of *Integra*, a face care system for Amstrad's health and beauty division.

Charles Ejogo

Charles Ejogo is founder of Umbrolly. Charles began his career in the City but it was being made redundant as a 25-year old that spurred him on to set up his own business. The idea for umbrella vending machines came to him while stuck on the London Underground on a rainy day. It took a lot of persistent negotiation to secure the rights to install vending machines at tube stations. Despite failing to close a deal on BBC2's *Dragons Den*, Charles has secured business angel funding and has ambitious plans for overseas expansion.

Wilfred Emmanuel-Jones,

Also known as "The Black Farmer", Wilfred has been a success in various fields. He produced and directed food and drink programmes for BBC TV before founding his own food and drink marketing company, working with brands such as Lloyd Grossman and Kettle Chips. Finally, he realised his ambition of having his own food brand when he bought a farm on the Devon/ Cornwall border marketing The Black Farmer range of sausages and sauces. In January 2005 Wilfred set up The Black Farmer Rural Scholarship to give inner-city teenagers a taste of rural life under his personal mentoring.

Notes to Editors:

1. The British Library - is the national library of the United Kingdom. It provides world-class information services to the academic, business, research and scientific communities and offers unparalleled access to the world's largest and most comprehensive research collection. Further information is available on the Library's website at www.bl.uk, which currently records almost 2 million 'hits' or visits per month.

2. Access to the British Library's Business & IP Centre is free. Users need a Reader's Pass, for more information visit: www.bl.uk/bipc

3. The enhanced Business & IP Centre's refit launched on 9 March 2006 offers:
 - Impartial library information experts trained in the needs of SMEs and entrepreneurs to guide users to the full range of resources
 - Workshops run by British Library and its business partners on subjects including: using intellectual property resources to check if ideas are novel, capitalising on market research resources, financing, marketing and selling skills, and pinpointing customers. These will also include creative workshops and legal updates. Some of these workshops will have a specific focus on supporting the needs of women, black and minority ethnic groups, and entrepreneurs with disabilities.
 - Large-scale role model events – featuring successful entrepreneurs – to inspire entertain and guide aspiring entrepreneurs on setting up and running a successful business and for SMEs to network. Previous examples include the sell-out 'Mothers of Invention', the 'Silk Road to Success' Asian Business events and the Creative Entrepreneurs events.
 - Glen Yearwood Group is a business-to-business division of Soul Marketing Limited. GYG provides strategic advice for private sector Black & Minority Ethnic SME's who need to develop and expand their consumer base through the implementation of communication strategies that move towards Mainstream. GYG also provides communication strategies for Mainstream *Private* and *Public Sector* organisation's wishing to engage and create long-term dialogue with new consumers who might come from Black & Minority Ethnic and hard to reach communities. For more information visit www.glenyearwoodgroup.com
 - Strategic partner for the event is (UK) Black Enterprise Awards whose annual award recognises the 'best' entrepreneurs in the UK who are from the British Black Community. Black enterprise's mission is to facilitate the development, growth and long-term sustainability of business enterprise through encouragement, education, training and finance. For more information and how to vote 2006 candidates visit; www.blackenterprise.co.uk

* Source: Redefining London's BME owned businesses, March 2005 LDA