



HAMILTON BRADSHAW

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19 November 2010

### **TV Dragon kicks off Google Breakfast**

James Caan, star of TV's Dragons' Den, will be opening the Google Big Business Breakfast on 19 November as part of Global Entrepreneurship Week. His address will set the framework for the line up of other speakers including Boris Johnson, Mark Prisk (Minister for Business and Enterprise) and Google UK representatives.

Global Entrepreneurship Week (15<sup>th</sup>-19<sup>th</sup> November) is designed to inspire thousands of people throughout the world to act on their business ideas and foster an entrepreneurial spirit among young people.

"Global Entrepreneurship Week is a worldwide community of entrepreneurial people," said Mr Caan. "We hope that millions of people can be encouraged to unleash their business aspirations and turn their ideas into reality."

At the Breakfast event Mr Caan will be drawing on his personal experiences to discuss the benefits of online business and how technology has advanced for SMEs. Attendees will also be treated to his expert guidance on investing and new opportunities for small businesses.

This event is part of Google's Getting British Business Online campaign that has given a new free website to 100,000 businesses in the UK that previously had no web presence. Across the World, more than 10 million people are expected to take part in 104 different countries.

A survey of participants on the impact of the scheme showed that it; helped them promote the business more easily and cost effectively (45%) and increase the business profile (43%), increase the number of customers (23%), to providing clients with the right support (17%), keeping up with their business competitors (17%) and to cutting costs and time (14%). 8% of customers experienced an increase in business turnover.

Google are joint-hosting this event to highlight their which aims to combat the fact that British businesses are failing to use the web to its full effect: 41 million people are online in the UK, yet 30% of businesses do not have a website. Enterprise UK, BT and Paypal are supporting the campaign which is offering free design and online training to entrepreneurs, for which over 100,000 businesses have already signed up.

Global Entrepreneurship Week was originally known as Enterprise Week and sprung into life in the UK back in 2004. Enterprise Week was a phenomenal success and the idea spread around the globe. In 2008, Enterprise UK and the Kauffman Foundation (the world's largest entrepreneurship foundation based in the US) founded the first Global Entrepreneurship Week.

Last year, there were over 32,000 events run in 88 countries, attended by more than 7.5 million people. In the UK, over 529,000 people attended 4,812 events.