



## Press Release

2 October 2012

### **JAMES CAAN TO PRESENT NEW SMALL BUSINESS SERIES ON CNBC**

CNBC has announced that James Caan is to host a new series on CNBC, designed to help small and medium sized businesses grow and prosper.

*The Business Class* is a new seven-part series that will see entrepreneur and investor James Caan, joined by experts from a cross section of industries, looking at the challenges and opportunities faced by six UK businesses. The featured businesses are at different stages in their lifecycle, from start-up to those looking to raise finance, expand internationally and considering flotation or selling their business.

*The Business Class* will discuss the key issues facing today's SMEs, the resources available to them and what is needed to become successful. Each 30 minute episode will feature an innovative business which is seeking guidance to help it grow in today's market place. With James Caan's impressive track record of creating and managing successful companies, he uses his first-hand experience to discuss the challenges and offer advice with the guest experts, each providing their own candid insight and growth strategy. The series will be filmed on location and in the studio, where CNBC will track how the CEO's react to the advice.

"Lots of people think about becoming an entrepreneur and starting their own business," says James Caan. "This series will take a look at real businesses and help them navigate their way to greater success. I'm delighted to be part of a fresh new series which will not only look at the real issues facing small businesses today, but will give sound and relevant advice for all business – whatever their life stage."

*The Business Class* debuts on **17 October at 10.00pm** and will repeat at the weekend at 9.30pm (UK time). CNBC can be seen on Sky channel 505, Virgin 613 and Freesat 210.

John Casey, Vice President, News & Programming, CNBC International said, "Small businesses are the life blood of the economy and key to growth in the UK. *The Business Class* will help SMEs chart their way through the challenges of starting and growing a business and provide practical advice to help them achieve success."

The first episode will feature LUX FIX, a members-only online fashion boutique. Founded in 2011, it offers customers exclusive discounts on a selection of current-season collections from the most exciting young and established British designers. The company is run by ex-

Goldman Sachs analyst Alice Hastings-Bass and her childhood friend, digital marketing professional Rebecca Glenapp.

Companies featured in other episodes will include:

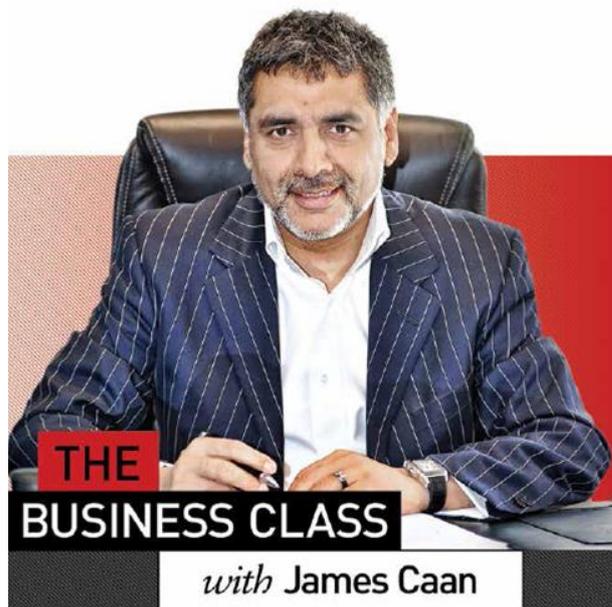
- Kwickscreen – the manufacturer of portable, retractable, room dividers, based in in Battersea and with a factory in Corby
- Imagematch Social Enterprise – based in Shrewsbury, an innovative training company working with young unemployed people to support them in the transition to permanent employment
- Shutl – a branded web service company based in Shoreditch, enabling immediate and convenient delivery of online shopping
- BrewDog – a craft brewer based in Fraserburgh, Aberdeenshire
- Ovo Energy – a gas and electricity supplier based in Kemble, near Cirencester.

Visit the series' dedicated website at [businessclass.cnbc.com](http://businessclass.cnbc.com) (which launches at the beginning of October) or follow the show on Twitter at #CNBCBizClass.

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**For more information, or photography, please contact:**

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#### **SME UK Facts & Figures 2012**

- There are **4.5 million** SME's in the UK
- SME's employ **13 million** UK people
- SME's make up **60%** of all private sector jobs & **50%** of all private sector output and turnover
- **75%** of SME's have no employees
- SME's create the majority of employment; **34%** in small existing firms and **30%** in start-ups
- Start-up rates are strong; **400,000** new SME's between July 2010 – June 2011
- This year banks have lent SME's **£157bn**
- SME's provided **442,000** apprenticeships in 2010/2011
- For every **£1** invested by the Government in apprenticeships in SME's, a return of **£40** will be seen by the wider economy.

Source: Department for Business Innovation and Skills, 2012

**About CNBC**

CNBC is the leading global broadcaster of live business and financial news and information, reporting directly from the major financial markets around the globe with three regional networks including CNBC in Asia, CNBC in EMEA and CNBC in the US. CNBC.com is the preeminent financial news source on the web, featuring an unprecedented amount of video, real-time market analysis, web-exclusive live video and analytical financial tools. CNBC is dedicated to CEOs, senior corporate executives; the financial services industry and private investors. The channel is available in more than 390 million homes worldwide. CNBC is a division of NBCUniversal. [www.cnbc.com](http://www.cnbc.com)

**About James Caan**

James Caan is one of the UK's most successful and dynamic entrepreneurs. He made his fortune in the recruitment industry, bringing about the global success of his companies, Alexander Mann Group and Humana International, and has been building and selling businesses ever since. In 2004 he founded private equity firm Hamilton Bradshaw based in London's Mayfair. The company specialises in buyouts, venture capital, real estate and now manages a portfolio of over 30 companies. James is best known for joining the panel of the hit BBC2 TV show, *Dragons' Den* where he invested in 14 companies and committed over £1m of investment, over four series. James supports a variety of government initiatives and has recently been appointed Chairman of the £82 million Start Up Loans initiative to help 18-24 year olds start a business. James has written three best selling books, *The Real Deal*, an autobiography and *Get the Job You Really Want*, and more recently *Start Your Business in 7 Days*, as well as a highly acclaimed free app, *James Caan Business Secrets*.