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Cambridgeshire business owner at forefront of new enterprise movement



Papworth Everard's Anthias Consulting Ltd. business owner, Diane Turner has become one of the first women to join a pioneering enterprise initiative designed to connect women to multinational corporate contracts.

"I joined WEConnect because it is a great idea and a fantastic opportunity to work with multinational corporations, who can be difficult to access for small companies like myself - with limited manpower to find the correct person to speak to in such large companies through to having the sales staff to find these opportunities!"

Other women-business owners are being urged to realise their growth aspirations by joining WEConnect, the new supplier diversity initiative, which will link them up with corporate and public sector contracts.

Launched at the House of Commons earlier this year, WEConnect has hit the ground running and already boasts leading multinational corporations as members, including; Microsoft, Bank of America and Accenture. It has also received high profile backing from the Government and was named as a critical part of the Governments new Enterprise Strategy *.

Sue Lawton, WEConnect Director of Development says "Diane Turner is one of many women who want to take their business to the next level. WEConnect exists to enable women to increase productivity and profitability by identifying contract opportunities. More and more companies recognise the commercial sense of having diversity in their supply chain and we are urging women business owners to capitalise on this".

"This is not about filling quotas: from a supply chain standpoint the more diverse your supply chain is, the stronger it is," says Joe Hill, Executive Vice-President of Bank of America, one of WEConnect's founding members.

Women business owners wanting to find out more should visit: www.weconnect.org.uk

Notes to Editors:

1. Diane Turner, director of Anthias Consulting Ltd., is available for interview on 01480 831262.
2. Anthias Consulting Ltd. specialises in Gas Chromatography & Mass Spectrometry (GC, GC-MS, GCxGC-ToFMS) our services include training, method development, consulting, instrument demonstrations and applications support for manufacturers, end-users and technology companies. To find out more visit www.anthias.co.uk.
3. WEConnect is the leading UK supplier diversity initiative spearheading the connection of women-owned business and multinational corporations. WEConnect is the only women-owned business certification body in the UK. www.weconnect.org.uk
4. A Women Business Enterprise (WBE) is an independent business that is at least 51% owned and controlled by one or more woman, once certified WEConnect can support businesses to access contracts with UK-based multinational organisations.
5. WEConnect is based on a successful US prototype: The Women's Business Enterprise National Council (WBENC).
6. WEConnect's founding members include: including Pfizer, Microsoft, Bank of America, Accenture, Hewlett Packard and New Technology Steel.
7. Pam Alexander, Co-Chair of the Women's Enterprise Task Force (WETF), which is also behind the scheme, and Chief Executive of the South East England Development Agency (SEEDA) explains what excites her about the new initiative: "SEEDA is delighted to be supporting this scheme which delivers one of the five priorities of the WETF - diversifying supply chains. There are 620,000 majority women-owned businesses in the UK – that's more than ever before but the number of such businesses winning corporate and public sector contracts is still shockingly low"

* Enterprise: Unlocking the UK's talent was launched on March 12 by the department of Business, Enterprise and Regulatory Reform (BERR)