

# Ethnic Enterprise

UNLOCKING BUSINESS POTENTIAL AMONG WALES' ETHNIC COMMUNITIES

Ethnic Enterprise is produced by EBSP as part of the Potentia Project

THE LATEST NEWS AND EVENTS

EBSP have launched a new improved website. If you want to find out more about the organisation or would like to see previous editions of the newsletter log on to [www.ebsp.org](http://www.ebsp.org)

If you are organising an event which could be included here please call Michaela Underdown on: 029 2045 5334



## Bangladeshi Community Celebrate Success



Anwar Chowdhury praising entrepreneurs at City Hall, Cardiff.

**The British High Commissioner for Bangladesh praised the successful entrepreneurs from the Bangladeshi community that have contributed to Welsh life during an illustrious event at City Hall, Cardiff.**

Anwar Chowdhury, who himself moved to the UK from Bangladesh 34 years ago, thanked members of the community for the overwhelming support they have given him in his new role.

The event was organised by EBSP and the Bangladeshi community to help increase trade between the two countries and encourage more people from the community to start

businesses. Delegates also took the opportunity to network with other businesses and political leaders who attended the event.

Mr Chowdhury, the youngest person to be appointed a British High Commissioner, encouraged members of the community to play a full time role in a new multicultural Britain.

"I want to work with you to create a new mood, help people from all ethnic backgrounds aspire to succeed in all walks of life. It's about aiming higher. It will of course take time but remember how far we've come already."

Also speaking at the event were Bangladeshi born businessmen Shelim Hussein of Eurofoods and Ana Miah of the Juboraj chain of restaurants.

More than 300 people attended, including representatives from mainstream support organisations, the Deputy Chief Constable of South Wales Police, John Wood, MPs Julie Morgan and Paul Flynn and AMs from all parties.

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## FROM THE CHAIR



Welcome to Ethnic Enterprise. The celebration of the Bangladeshi

community's contribution to the Welsh economy (page 1) was a great success. More than 300 people attended the event that encouraged trade between the two countries.

Another event urged African-Caribbean communities to start new enterprises (page 4). Derrick Izilein and the Presto Solutions' story shows that these communities have untapped potential and EBSP is inspiring more entrepreneurs from within these communities.

The Newsletter also begins, in this issue, to introduce the mainstream organisations that we work closely with. Philip Cooper explains how Venture Wales can help with business advice and guidance (page 3). Broadband Wales also reveals the benefits of a broadband Internet connection and there will be more in future issues.

Finally I would like to thank the directors, Aziz Tharani and Muhammed Akteruzzaman, who have recently announced their intentions to retire. We wish them well for the future and thank them for the contribution they have made to EBSP.

Clement Benedict

# High Flying Ethnic Magic



Alka Bhardwaj conjuring up success with Ethnic Magic.

**A former shop manager at Heathrow Airport is waiting for her new business to take off after receiving help from EBSP to set up an online import and export company.**

Moving to Wales last year to broaden her horizons Mrs Alka Bhardwaj, 34, set up shop in the busy High Street Arcade, Swansea, selling a range of Indian products and accessories to the local community.

The mother of three opened her shop, 'Ethnic Magic', in June offering products imported from India including handicrafts, home furnishings, costume

jewellery, accessories and body art.

The business has been so successful that Mrs Bhardwaj now uses broadband to take her business worldwide through the Internet and has plans to expand and introduce other lines such as clothes and furniture.

Mrs Bhardwaj, said: "EBSP and support officer Amina Ali have been a great at helping us network, meet good contacts and exhibit at good venues and trade shows. They have also helped us with crucial information regarding import and export regulations."

In this new section, repeated in future newsletters, we will give you an opportunity to find out more about mainstream support organisations that work with EBSP.

## Venture Wales

Venture Wales is one of the biggest mainstream business support organisations in Wales and is the next step for many of the businesses helped by EBSP.

As a private company Venture Wales provides a range of services for businesses. These include advice and guidance for new business starts, property services and consultancy for existing businesses. It is a not for profit organisation that re-invests any capital into expanding and improving its services.

Phil Cooper, Chief Executive of Venture Wales, said: "EBSP offers something different, which is becoming more and more essential, by bringing entrepreneurs from ethnic backgrounds into the mainstream business support organisations.

"EBSP Business Support Officers spend the time that we can't providing linguistic, cultural and educational support to help clients develop a business idea into a viable commercial prospect and prepare them to speak to

start-up experts."

When referred to Venture Wales each start-up company is appointed a business advisor to lead them through the stages of development needed to start a business.

With expertise in finance, marketing and business strategy the experienced advisors will make sure that a team of people with complementary skills are assembled and put to work on turning the idea into a business reality.

"EBSP bring their expertise and experience to the business at a pre-startup stage and then Venture Wales takes over. Venture Wales makes sure the company is successful in the start-up stage, right through to when it begins trading," said Mr Cooper.

"Without the support and specialist knowledge of EBSP there would be fewer successful ethnic businesses reaching this stage and going on to be a success," he added.



Phil Cooper

## Broadband Brings Benefits to Small Businesses

Broadband has become a buzzword of late, but many remain unclear on what all the fuss is about. What's so great about broadband and what difference can it make to your small business?

In simple terms, broadband provides a permanent link to the Internet that is up to 40 times faster than a regular 'dial up' connection. It is also more cost-effective as you pay a flat monthly fee for unlimited access - for small businesses where cash flow is always a pressing issue this is particularly good news.

Broadband can benefit businesses in many ways: improving your competitive edge and customer service; increasing productivity; providing quicker access and attracting new markets online.



For further information, please go to [www.broadband.wales.gov.uk](http://www.broadband.wales.gov.uk)

# African-Caribbean Event

A drive to create a new generation of entrepreneurs from African and Caribbean backgrounds in Wales was launched at a special awareness event organised by the African-Caribbean Community in Wales and EBSP.

More than 250 people, drawn mainly from Swansea, Cardiff and Newport, gathered at the Coal Exchange in Cardiff Bay to "start breaking down the barriers" which prevent people from these communities from setting up their own businesses.

South African born Clement Benedict, an economics lecturer at the Swansea



*Clement Benedict with community leaders making music in Cardiff Bay.*

Institute of Higher Education and a director of EBSP, told the gathering that, with the right advice, these communities can fulfil their potential. He said:

"There is nothing inherently un-enterprising about African and African-Caribbean people and the huge achievements they have made in sport and the arts can be repeated in the world of business."

## Profiling Welsh Successes

### Rising high above the competition

A former professional Basketball player has revealed how he would like to see more African-Caribbean entrepreneurs in Wales starting new ventures and following his example.

Derrick Izilein, 37, was born in the UK to Nigerian parents and moved to the US as a child. He played

basketball throughout High School and signed for the Sacramento Kings before having a successful sports career in Europe.

His Internet company, Presto Solutions, based in Abercynon GTI, Coleg Morgannwg, has been a huge success and he now wants to demonstrate to others from his community that they can also do it.

"My advice is to find out exactly what funds and grants are available and what organisations have the

expertise to help. EBSP and the WDA were the first people I spoke to.

"Remember, don't give up if your first attempts do not produce results; there will be someone that specialises in your field. My most valued support came from the Aspire Programme."

Derrick, is convinced it is a problem of culture. "The entrepreneurial culture that you see in other ethnic families is not present in the same scale in African-Caribbean communities."



*(Clockwise from top left) Lord Adrian Webb and Lady Webb with ?? and Paul Flynn MP; African-Caribbean delegates at the Coal Exchange, Cardiff; David Melding AM, Shelim Hussain (Eurofoods), Anna Miah (Juboraj Restaurant chain), The British High Commissioner for Bangladesh Anwar Chowdhury and Dilaboour Hussein (Masala Bazaar); Julie Morgan MP and Saleem Kidwai; John Owen Jones MP, ??; Barry Morgan the Archbishop of Wales; Performers entertaining delegates at the Newport Centre event; Mike Davies (RBJ), ??; Paula Manley (WDA Cyfenter), Sian Gale (WDA), Nicola Bridges (BBC), Yasmin Huslain (Equality Opportunity Division); Phil Cooper (Venture Wales), ?? and Dai Lloyd AM.*

# Entrepreneur Bowled Over by North Wales

A former first-class cricketer from Papua New Guinea has given up the tropical lifestyle and brought his financial and business expertise to the North Wales tourism industry.

Ram Ananthraman has worked for a host of leading companies around the world but chose to locate his first business in North Wales.

He is now running the successful Bryn Mor Beach hotel in Caernarfon with his wife Sandhya, an Indian cuisine specialist

who has also established an Indian Restaurant at the hotel.

Over the last twenty-four years Ram has worked for companies based in India, Botswana, Papua New Guinea and Australia.

Mr Ananthraman said: "It may be a little colder in Caernarfon than in the tropics but I fell in love with the place straight away. The Hotel is great, in a beautiful location and has a lot of potential," he added.



Ram and Sandhya Ananthraman at their North Wales Hotel.

EBSP Business Advisor, Sha Siddiqi, put him in touch with Venture Wales and the WDA. He is hoping to bring the same success to his company that he so often brought to his employers.

# Serving up a Treat

An entrepreneur from Swansea is tasting sweet success after setting up a unique shop and catering business that sells authentic vegetarian Gujarati confectionaries.

Nainesh Patel, 40, opened the shop based in St Helens Road, Swansea, calling it 'Khushi Khana' meaning 'Happy Food,' that specialises in a variety of Indian delicacies including cakes, confectionaries, snacks and 40 varieties of sweets.

After being open for only seven months Nainesh has already fulfilled his business ambitions catering for as many as 500 guests at important events all over South Wales.

Father of four daughters Nainesh said: "EBSP gave me the support I needed to set up my own business, they introduced me to Business Connect who helped me with planning and forecasting, cash flow projection and accounts, and helped me access a



Nainesh and Lisa Patel with a small selection of Khushi Khana.

loan from HSBC." The food, which is freshly prepared by Nainesh's Welsh wife, Lisa, has been so popular with the local community that the Patel family plan to expand the business and turn the basement into an exclusive restaurant.



(l-r) Mahbub Noor and Dilaboor Hussain of Masala Bazaar with Seleem Kidwai and Akmal Hanuk of EBSP

# Masala Bazaar

A former EBSP business advisor is showing that he too can practice what he preached after setting up a successful new cash and carry business in Newport.

Mahbub Noor helped tens of companies with start-up advice as an EBSP Business Support Officer. Now, as the Managing director of his own company, he will use his experience, and that of his former colleagues, to give his business the best possible start.

Masala Bazaar, of Granville Lane, Newport, recently welcomed dignitaries from EBSP and Newport Council for an informal tour of the operation.

Mr Noor set up the business with Dilaboor Hussain, a former client of EBSP who received advice from Mr Noor when setting up his own money transfer business.

The company, which will open another outlet in Birmingham in the next few weeks, will eventually service both the commercial and the consumer sectors. For now it will provide a range of products sourced from around the world to caterers, hotels, restaurants and any business customers.

To contact Masala Bazaar call 07773 784944

# Newport Businessman in Top 50 Rich List



A successful entrepreneur from Bangladesh who moved to Wales and started trading with only £20 and a box of prawns has become one of the richest Asians in the UK.

Shelim Hussain, Head of the £40million Eurofoods Group, based in Newport, was named as the 45th richest Asian in the UK in a recent rich list survey.

Speaking at an event in Cardiff he said: "There was nothing like EBSP when I was starting out ten years ago. I would certainly have used such help and I would encourage others to do so."

# Business Clinic

Q: My business has been trading for the past three years but lately the business has been experiencing difficult times. Can EBSP help existing businesses get back on track?

A: EBSP helps entrepreneurs from ethnic communities reach a stage where they can benefit the most from mainstream organisations. Once a business is in operation, or beyond the pre-start up stage. For free and impartial advice contact Business Eye on 08457 969798 and you will be directed to the most appropriate organisation for advice.

If you would like to put a question to our business experts please e-mail [info@ebsp.ltd.uk](mailto:info@ebsp.ltd.uk) or call 08000 288211.



*In the last issue Tony Seguí planned to open a paintball and business training facility on Anglesey. Now he is developing a more extensive and potentially a more viable enterprise by mixing...*

# Business and Pleasure



*Tony Seguí targeting success.*

**In recent weeks North Wales entrepreneur Tony Seguí has been developing his business ideas further and persuading more people and businesses to back him.**

He has completed the first stage of an application for an Assembly Investment

Grant and his paintball arena at the Anglesey showground will be the future home for the new Welsh National Paintball Team.

With the location secure and a new arena designed, Tony has been developing the business plan with help from EBSP, Venture Wales, Design Wales, Opportunity Wales, Anglesey County Council, the WDA and the WTB.

North Wales' first all-weather paintball centre has even been re-branded as PaintballWales.com.

Tony said: "Market research always suggested that paintball would be in demand but the management

development element introduces added value for corporate customers. "Re-branding was crucial to provide the right balance between leisure and business customers. Paintballwales.com now combines business and pleasure and will be part of an umbrella company called Management and Leisure Strategies.

"The training courses will look at subjects including leadership, teambuilding, entrepreneurship, environmental awareness and problem solving."

Tony is now creating the special development programmes for the second phase. Find out what happens in the next issue of Ethnic Enterprise.

## EBSP - First Stop for Business Advice

### Key Contacts

- Visit our office at: Suite 4, 8th Floor, Eastgate House, 35-43 Newport Road, Cardiff CF24 0AB - Direct line 029 2045 5334, Fax 029 2045 5339
- For North Wales contact EBSP's North Wales Office at PO Box 2166, Wrexham LL13 8XR - Direct Line 01978 265512, Fax 01978 265512

### Business Support Officers

Sha Siddiqi, Ali Raza Khan, Jayesh Patel, Amina Ali and Adama Sesay, Abul Hassan, Helga Uckermann, Abdul Barazi, Sam Gandiya, Munsoor Chaudhry, Ateeq U Rehman

### Support Staff

Saba Khan and Zelia De Sousa, Khayyam Akhtar, Michaela Underwood.

For help or advice call free on 08000 288 211, Fax 029 2045 5339, e-mail [info@ebsp.org](mailto:info@ebsp.org) or visit our Website [www.ebsp.org](http://www.ebsp.org)