

Wednesday, March 31, 2010

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Guest of honour role for Carry

A MULTI award winning Ashbourne business woman will be the guest of honour at the Women in Rural Enterprise (WiRE) National Conference.

Carry Somers will be addressing rural business women from across the country at the conference being held at Harper Adams University College, on Thursday, April 22.

Ms Somers is a pioneer in Fair Trade in the UK and the creator of the fashion and accessories brand Pachacuti. She began selling Andean knitwear at festivals in 1992, and now has products sold in 300 shops around the world.

The entrepreneur first attended a WiRE Conference four years ago, and has been a member ever since.

She said: "I have always found the national conferences very inspiring and a chance to spend a day working on, rather than in, my business. It's so easy to get caught up with day to day business and the conference always provides an opportunity to focus more on the vision and the bigger picture."

Ms Somers also attends the Derbyshire Dales and Staffordshire Borders WiRE networking group.

She said: "I generally tend to avoid networking

groups, but WiRE is very different. The local group provides a very supportive environment for getting feedback on business ideas and encouragement from fellow rural businesswomen".

This year's national conference will have a diverse range of speakers and workshops.

WiRE Director, Fiona Davies, said: "It's packed with opportunities to meet fellow rural businesswomen, network, learn new skills, pick up new ideas and be inspired."

The workshops cover topics ranging from next generation marketing, ethical business strategies to creating profitable product portfolios.

Dr Stuart Burgess, chairman of the commission for rural communities and the Government's rural advocate will be opening the 2010 conference.

He said: "I am delighted to be opening this year's WiRE national conference. One of the enduring strengths of our rural economies is the high numbers of businesses started or run by women. I continue to be impressed by the enterprising nature of these businesses and their ability to harness new technology

"Anyone who has worked with WiRE would understand the great work they do to ensure rural businesses run by women gain the respect and support they deserve and need."



For more information about the conference, contact WiRE on info@wireuk.org or call 01952 815338.