

We mean business!

Tycoons of the future win our awards ... and a tribute from Gordon Brown



The 'wealth creators' of this country - the Chancellor with, from left, Fraser Doherty, Stefan Demetriou, Simon Stevens, Benjamin Shine, Tom and Annika Bosanquet

By Peter Allen and Matthew Bayley

GORDON BROWN paid a heartfelt tribute yesterday to the talent and expertise of young business people across Britain.

Describing them as 'the tycoons of the future', the Chancellor said they should be backed by everybody.

'You are the future wealth creators of this country and you should be given every opportunity to succeed,' he said. Mr Brown was attending the finals of the Daily Mail Enterprising Young Brits Competition, where he presented awards to winners in five categories - business, community, creative, employee and teen.

The competition was launched in the summer by the Enterprise Insight campaign - set up by influential bodies including the CBI and British Chamber of Commerce - in conjunction with the Mail and Lloyds TSB Business Banking. The search for the tycoons of the future received a fantastic response with more than 1,000 entries. The com-

'A nation of innovators'

petition was open to those aged 30 or under who have launched a business, made a significant contribution to their employer or shown social enterprise in pursuing bright ideas to help a charity or their community.

Mr Brown said: 'All of those involved must be congratulated for the enterprise you have shown, and for the new ideas which are the result of this enterprise. You are all going to be great success stories. We rely on you to make our success in the future. Business is open to anybody. I want us to become a nation of innovators.'

The winners ranged from a brother-and-sister team from Newcastle who set up their own packaging firm to 15-year-old Fraser Doherty, from Edinburgh, who makes jam and sells it over the Internet. The Chancellor said he was particularly delighted that teenagers still at school had entered.

'When I was at school not one business ever came to our school,' he said. 'Now things are changing. Businesses are coming to schools, and things are changing for the better. I want to say

BUSINESS

Annika and Tom Bosanquet, aged 30 and 20

Company: Wrapology - a firm based in Farringdon, central London making and selling colourful packaging for retail products.

Background: Brought up in Newcastle, children of a consultant surgeon and a textile weaver. Working for a sports goods firm, anthropology graduate Annika discovered good packaging was hard to find.

With the help of a private investor, she set up the com-



pany and brought her brother on board to help.

In three years the firm has attracted 2,000 clients and has an expected annual turnover of £300,000.

'We hope our story will help others,' said Annika. 'As long as you've got a good idea, guts, drive and determination you can succeed.'

COMMUNITY

Simon Stevens, aged 30

Company: Enable Enterprises of Coventry - provides services for the disabled.

Background: Brought up in Horsham, West Sussex. Studied manufacturing, management and business studies at Coventry University.

Simon, who has cerebral palsy, set up the company six years ago advising firms how best to cater for the disabled at work.

His firm offers training, advocacy and consultancy.

Simon was praised by the judges of the awards as a truly inspirational entrepreneur.

'There are millions of disabled people in the UK - it's a big market,' he said. 'It's wonderful to get a pat on the back.'

'I've been on my own for six years and at first the business community ignored me. Now I've won a top award.'



CREATIVE

Benjamin Shine, 26

Company: Works of Wonder (WOW) of Aldgate, East London - designs practical clothing.

Background: Brought up in London and Cheltenham, studying fashion at the Surrey Institute of Art and Design in Epsom, before taking an MA in fashion at St Martin's College in central London.

Worked closely with brother Jonathan, 24, in developing products and came up with the Skoody, a unique 3-in-1 garment that can be worn as a scarf, fleece or waterproof jacket. It is available in nine colours and is particularly designed for sports fans. Corporate customers include Arsenal Football Club.

'Gordon Brown said it was a fantastic idea, which made me very proud,' said Benjamin.

'It's not often that you have the Chancellor doing your PR. There are plenty more products in the pipeline and this win has really given me a great incentive to succeed. This is a fantastic day for me.'



EMPLOYEE

Stefan Demetriou, 29

Company: Junior manager at EMI, where he realised the potential of the DVD to increase the success of the world-famous music company.

Background: Brought up in Grays, Essex, and now lives in East London.

Educated at the University of Kent, he started his professional life at a small music firm and moved on to EMI aged 23 as a marketing assistant.

He was given the task of investigating opportunities and delivering a country-wide strategy for the DVD format.

In 2001 EMI had only fifth place in the DVD market, but Stefan's commitment and strategy saw the company reach first place with 29 per cent of the market by 2003.

'I'm absolutely shocked at winning,' he said. 'EMI is a great place to be, and I'm really grateful for all they've done for me.'



TEEN

Fraser Doherty, 15

Company: Doherty's Preserves - makes jams and marmalades at home in Edinburgh, then sells them door-to-door and nationally via the Internet.

Background: A GCSE pupil at the Royal High School in Edinburgh where his favourite subject is business studies.

Fraser has sold more than £1,000-worth of preserves.

Doherty's Kiwi, Lime and Ginger preserve was recently featured on the UKTV Food Channel and was highly commended in the BBC's Good Food Magazine.

He said: 'I've always loved business, and winning this award makes me even more keen to pursue a business career.'

'I'm a bit of a celebrity at school, but I don't let my business activities affect my studies.'

'The Chancellor was very nice to me. He said, "Well Done". It's great to be praised by a fellow Scotsman.'



we will do more to get young people into business.

'I want to twin colleges with business to help young people get finance, and to encourage them to chase business leads. Such enterprise will lead to results.' Mr Brown paid tribute

to the Mail saying: 'It's very difficult for a politician to thank a newspaper but throughout history the Daily Mail has stood up for Great Britain, and highlighted the importance of enterprise in Britain.' And he praised Lloyds TSB for showing the

innovation to support young entrepreneurs by financing the competition.

The judges were John Healey, Economic Secretary to the Treasury; Michelle Mone, founder of MJM International, the company behind the Ultimo bra;

Alex Brummer, City Editor of the Daily Mail; Marc Catchpole, Director of Youth Campaigns, Enterprise Insight; and Stephen Pegge, Head of Communications, Lloyds TSB Business Banking.

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