



GREAT TIME FOR BUSINESS TO MAKE A DIFFERENCE

Small and medium businesses should be taking advantage of their size to do well during the downturn, Bizzone's Managing Director Sarah Trotman says.

Small and medium enterprises should be positive about the future; they are much more nimble than their larger business counterparts who occupy much of the doom and gloom pages in the business media.

Trotman says while we face challenging times it's also a time for SMEs (small and medium enterprises) who are passionate about business to take a positive stand. Her company, Bizzone, has commissioned 'We ♥ business' billboards around Auckland, Wellington and Christchurch because she believes there has never been a more important time to take a stand.

Trotman urges smaller businesses to look for opportunities to grow market share while their larger competitors have their foot on the brake.

"Small and medium businesses are the lifeblood of the New Zealand

economy making up 96% of the economy," she says. "They should be mindful but not fearful of what's happening in the world right now, enjoy their ability to be flexible, focus on staying on the right track and take advantage of all the fantastic business support offerings out there to keep their companies moving forward.

"It's time to embrace the positives and dismiss the negatives and seek out opportunities that proactively address the changing market we're now facing."

"Without denying it's more challenging out there, with 'smart marketing' our new expo theme this year we are very positive about the possibilities for business in 2009. We expect the SME sector to grow as more people become self employed and all of these business owners will need quality business support – exactly what is provided within the dynamic Bizzone Business Expo environment," Trotman says.



Above: Sarah Trotman Managing Director Bizzone
 Below: NZ Post site at Bizzone





Free help at the Bizzone Business Expo, New Zealand's largest event for business;

- **The National Bank Seminar Series**, with over 40 expert speakers is the ideal place to learn from experts on topics ranging from cash-flow to email marketing, from sustainability to business planning.
- **The Smart Marketing Zone** where you can speak face to face with marketing experts, learn about new marketing opportunities such as texting and online, and find out about courses to help you and your staff GET SMART.
- **Meridian Energy Sustainability Zone** is the place to go to find out what you can do to ensure your business' long-term survival, sustainability is not just a green issue, it is an opportunity to improve your efficiency and cut costs and the experts in this zone will explain how.
- **Statistics NZ Business Information Zone** will offer you valuable information to help with business planning and growth plans.
- **MED Business.govt=Online Services Zone** will demonstrate the fantastic free support from the new online portal www.business.govt.nz
- **Unlimited Business Mentoring** is an opportunity to work 'on' your business with experienced business mentors.
- **Smart Marketing School** will offer you interactive workshops to simplify and clarify your marketing approach. Workshops will be held on all three days of the expo at 11am and 2pm.