

The Voice Of Asian Business

Asian Trades Link is committed to representing and promoting the Asian Business sector in the Yorkshire region. It works for the economic regeneration and development of the region by actively engaging with a wide range of private and public sector partners.

Business Enterprise

To deliver quality Asian business support services which assist in the creation of successful entrepreneurs, wealth and jobs, producing real benefits to the local business communities.

Community Enterprise

To build capacity in the community by identifying innovative ways of engaging Asian entrepreneurs and professionals in community initiatives to shape harmonious and prosperous neighbourhoods.

Learning Enterprise

ATL is committed to the ethos of educational and life long learning, raising skills levels, educational standards, achievements and expectations in schools, business and individuals by developing aptitudes and abilities of all to create a culture of opportunity and success.

ATL is pioneering the delivery of business support services to Ethnic Minority Business, as the only Business Link themed-concession of its kind in England. It is managing a portfolio of services (e.g. Raising awareness, providing Access and Support, Mentoring, International Trade, Capacity Building, Diversification, and e-commerce to the Asian business community in West Yorkshire.



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Yorkshire & Humber
Regional Development Agency



To find out more about any of our services, please visit our website at www.asiantradeslink.co.uk, alternatively for further information contact us on: 0800 587 5874

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exploring ENTERPRISE



Discover your
Entrepreneurial Potential
and be Supported Through
the Journey....

A Special Programme

Exploring
Empowering
Supporting ▶▶



CONCEPT

The **Exploring Enterprise Programme** is designed to motivate and mobilise you to confidently and proactively *bring your ideas into reality*. The concept behind the programme is to equip participants with knowledge, skills and 'hands on' support. This will empower an individual to develop and nurture a business start up that combines the 'unique' qualities, ideas, cultures and backgrounds of a multicultural base.

PURPOSE AND AIMS

Exploring and understanding the various forms of enterprise
Empowering through the enhancement and establishment of knowledge and skills
Supporting the transformation of ideas into reality

LEADING EDGE

The core components of the programme will be delivered in partnership with the University of Bradford and in the form of two modules:

Enterprise Awareness:

The Enterprise environment
Finance and Enterprise
Resources within Enterprise
Customer Focus
Communications and
Information in Enterprise

Enterprise and the Individual:

Responsibilities and Rights
Problem Solving Skills
Coping Skills
Interpersonal Skills
Options Within Enterprise

Participants

The Exploring Enterprise Programme is designed to assist and support the entrepreneur who has a business idea, or who is about to launch, or has been in business for 12 months and is ready to develop their business.

We intend to run two groups, which will allow us to focus on the specific needs and challenges of these groups of participants.

Women Only Group
General Group

For further information please contact Zainab Yasmeen Tel: 01274 735844 or email zainab.yasmeen@asiantradeslink.co.uk

INNOVATION

Innovative delivery will engage with participants through the following methods:

Workshops - will allow participants to explore each learning outcome and maximise learning
Text-based distance learning, multi-media and On-line learning - to give learners flexibility, information and additional support.
Mentoring - hands on support and advice that enables you to start the journey to creating your enterprise.
A FREE Exploring Enterprise Toolkit will be provided to each support and guide your enterprise experience.
Learndirect On-line Learning to give learners flexibility, information and additional support.
Network - this will provide the opportunity for participants to share ideas, discuss and propose alternatives on specific topics in a flexible and supportive environment.
Bilingual - support and delivery will be available.



Expand your horizons and get connected
Get involved in our Women's forum
Share! Inspire! Connect!

The Forum ultimately aims to provide a flexible, dynamic and harmonious approach to women's professional and social needs. The forum will be supported by events, workshops, regular meetings, e-newsletters, local and national partnerships. Our aims are to:

Connect with a variety of business professionals and women (managers, executives, and business owners)
Share ideas and best practice
Explore enterprise styles, different forms etc
Employ your skills, abilities to mobilise women's individual and collective development
Connect with a future mentor/business partner
Reinvigorate your career and life goals