

# Expo shows off success of the e-evolution

By GREG ELLIS

CORRIMAL businesswoman Camtu Pham is this week hosting a free expo to showcase the success of 300 small businesses that participated in her e-business training program.

CleverLink Connect 700 in 70 e-Business is a Federal Government-funded initiative launched in June last year under the Small Business Online Program.

Small- to medium-sized enterprises from across the region had made significant improvements to their business practices, both online and offline, as a result of the training, according to Mrs Pham, the program's founder and project manager.

The Small Business Expo being staged at the Wollongong Golf Club tomorrow from 10am brings participants together under one roof to share what they learned from the program.

"The exhibitors are some of the Illawarra region's most exciting small and home-based businesses," Mrs Pham said.

The objective of the CleverLink Connect e-Business program was to assist 700 small and home-based businesses through the delivery of 70 e-Business training courses, across five regions in NSW and the ACT.

The program helped entrepreneurs embrace technology that could advance their business.

"The Small Business Expo is a culmination of the e-Business training program CleverLink designed, addressing some of the real issues small businesses are facing in today's global market place, such as attracting people to their business, engaging prospects and converting them into long-term clients," Mrs Pham said.

The expo is open to all Illawarra businesses, and not just those who participated in the e-Business program.

It will provide a chance for attendees to see what the participants have accomplished and even come on board and experience the benefits themselves.



**Modern leader:** During the past eight months, Camtu Pham and her team at CleverLink have helped bring 300 enterprises up to speed on e-business practices.

"The expo is a unique opportunity for small and home-based business owners to learn, explore and network, all under one roof," Mrs Pham said.

"Attendees have the chance to up-skill in both online and offline marketing strategies."

As well as the business showcase, the expo will feature three business mentors, two motivational presentations and attend-

ees have a chance to win a \$5000 website makeover for their business.

The Hospitality Doctor Max Hitchins will make the keynote address.

CleverLink will continue to roll out free half-day Connect 700 in 70 e-Business courses in March.

For more information about the training program and free expo, phone 4284 3600 or visit the [www.cleverlink.com.au](http://www.cleverlink.com.au) website.

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