



## **NEWS RELEASE**

**Tuesday, August 27<sup>th</sup>, 2019**

### **SPOTLIGHT ON DIGITAL TECHNOLOGY AT GROWBIZ XCHANGE NETWORK EVENT**

**Making the most of digital technology will be the focus of this month's GrowBiz XChange networking meeting, which takes place at the Auchingarrich Wildlife Centre on the outskirts of Comrie this Thursday, August 29<sup>th</sup>.**

Attendees at the event will hear from a number of speakers who will look at some of the ways in which digital technology can enhance enterprise.

Caryn Gibson from social enterprise Elevator will talk about Business Gateway's Digital Boost programme, while Jackie Brierton and Finlay Kerr, both from GrowBiz, will talk about the enterprise support organisation's new Making Rural Business Digital project and Smart Village Scotland initiative.

Making Rural Business Digital, which is supported by LEADER, aims to provide the support rural businesses need to sustain and grow, focussing on areas such as digital routes to market, developing enterprise hotspots and providing training and support to anyone starting or growing a small or micro enterprise and who wishes to improve their digital skills.

The Smart Village Scotland initiative is a key element of the Making Rural Business Digital project and aims to support 10 Smart Villages – or digital platforms – in Perth and Kinross. These digital communities will incorporate local information, directories and sign-posting with e-commerce facilities for local businesses.

The XChange will also see the launch of an online programme, GrowOnline, which has been developed by GrowBiz and which aims to encourage participants to make the most of their business digitally.

Jackie Brierton, CEO of GrowBiz, is looking forward to the event.

She said: "Digital technology and connectivity provide so many opportunities for rural enterprises to enhance their business offering.

"The GrowBiz model, which is unique in Scotland, fosters a resilient, collaborative and supportive approach to rural enterprise and working towards improving rural development results.

“One way to achieve this is by embracing digital technology and using it to best effect, and this applies to whatever field you work in - from commerce to the creative industries and everything in between.

“Our XChange this month offers an opportunity to find out what ‘digital’ really means for businesses, and for attendees to tell us what kind of training and support they’d like to see delivered over the next year.

“Whether it’s support with social media, finding out about ‘cloud accounting’ packages, creating effective websites – or any digital application which is going to make your life easier, and your business more effective – we’ll aim to provide learning opportunities and one to one sessions with experts.”

The GrowBiz XChange events take place every month at various locations throughout Perthshire and provide an opportunity for local entrepreneurs to get together, network and exchange business cards and hear from inspirational speakers in an informal setting.

The XChange takes place on Thursday, August 29<sup>th</sup>, at the Auchingarrich Wildlife Centre on the outskirts of Comrie. The evening will get under way at 6pm sharp with a tour of the centre followed by a light buffet and is expected to finish at 8.30pm.

As well as hearing from the inspirational guest speakers there will also be a chance for participants to network and ask questions.

To book a place at this event, or for further information on GrowBiz, see the website at [www.growbiz.co.uk](http://www.growbiz.co.uk)

For media enquiries, contact Clare McMicking on telephone 07514 343042 or email [clare@growbiz.co.uk](mailto:clare@growbiz.co.uk)

## Notes to Editors

- GrowBiz is an independent, community-based organisation providing support to anyone starting or growing a business in rural Perthshire
- GrowBiz Scotland (known as GrowBiz) is a company limited by guarantee number SC341655, and a Scottish Charity number SC043278, with registered office at Bank of Scotland House, Union Street, Coupar Angus
- GrowBiz is funded by Perth and Kinross Council, Scottish Enterprise, the Scottish Government, and the Making Rural Business Digital project is supported by the Rural Perth and Kinross LEADER Programme 2014-2020: The European Agricultural Fund for Rural Development: Europe investing in rural areas. For more on LEADER go to [www.pkleader.org](http://www.pkleader.org)
- Since October 2016, GrowBiz has supported more than 900 clients across all business sectors
- GrowBiz runs an award-winning business mentoring programme, which currently has over 70 participants and which is the first in Scotland to achieve the Scottish Mentoring Network Quality Standard
- GrowBiz offers one-to-one meetings with clients as well as peer support and peer learning sessions
- Follow GrowBiz on Facebook, Instagram, Twitter by searching for GrowBiz Perthshire