

STAR BUSINESS SOLUTIONS SUPPORTS SME GROWTH IN 2010

National Growth Summit 2010 - February 17th & 18th

Sydney will welcome international business experts to the National Growth Summit '10 (NGS'10) from 17-18 February, where over 350 entrepreneurs and executives from fast-growth enterprises will get their growth strategies in place for the coming economic upturn in 2010.

As a partner of the event, Star Business Solutions is proud to announce that NGS'10 will feature several international speakers for the first time, including lean methodology pioneer Guy Parsons and strategy, marketing and pricing expert Hermann Simon.

"We are very excited to be a part of the National Growth Summit, an event that can't be missed by any business director, manager or owner looking to learn about important global trends and opportunities from world-renowned experts," says Trish Hall, Star Business Solutions Chief Executive Officer. Please feel free to call by our stand to discuss Business & Accounting System needs going forward into 2010 and beyond.

Parsons and Simon will be joined by an impressive line-up of local and international industry experts, including the Growth Guy and NGS'10 MC, Verne Harnish; marketing strategist and author of *The New Rules of Marketing and PR*, David Meerman Scott; and multi award-winning TV personality and entrepreneur, Mike Walsh.

The experts will share their insight on topics as diverse as pricing, engagement marketing, funding and global markets.

Ben Thompson, Managing Director of EI Group, has attended the summit every year since its inception and believes the knowledge he gained through the event has been instrumental in his business's ongoing growth and success.

"What you learn in the two days out of the office you wouldn't learn all year in the office," says Thompson.

Naomi Simson, CEO of RedBalloon Days, is another regular at the executive business event. She claims that the summit saves her from reading a range of business books every year and has an "instant financial impact" on her bottom line.

For more information visit www.growthsummit.com.au or call 1300 721 778.

www.StarBusinessSolutions.com.au 03 8415 8315

FEATURED SPEAKERS

VERNE HARNISH: The Growth Guy

Verne is founder of the world-renowned Young Entrepreneurs' Organisation (YEO) and chair of the YEO premiere CEO program, *The Birthing of Giants*, at MIT. He is founder and CEO of executive leadership coaching organisation, Gazelles, and author of *Mastering the Rockefeller Habits*.

Verne has spent the past 23 years travelling around the world educating entrepreneurs and was named one of the Top 10 Minds in Small Business in *Fortune Small Business*.

GUY PARSONS

Guy is a pioneer of the lean methodology and former program director at the Lean Enterprise Institute. He has been a guest lecturer at Harvard Business School and is an expert on lean implementation, acquisition and investment.

HERMANN SIMON

Hermann is Senior Partner of Simon-Kucher & Partners Strategy and Marketing Consultants and is an authority on strategy, marketing and pricing. He has written over thirty books which have been published in 15 languages, including worldwide bestsellers Hidden Champions and Power Pricing.

ENDS

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