

PETERSFIELD BUSINESS CELEBRATED AT HOUSE OF LORDS BY SMALL BUSINESS SATURDAY

LONDON, 26 NOVEMBER 2018: The UK's top small businesses, including a high tech company from **Petersfield**, received special recognition today at an exclusive House of Lords reception.

InSync Technology, specialists in video processing products for broadcast and media industries, was recognised as one of this year's **Small Biz 100**, for its contribution to both the UK economy and its local community, ahead of this weekend's **Small Business Saturday**, which will be celebrated across the UK on 1 December.

Lord Young of Graffham, former Secretary of State for Trade and Industry and Government Adviser on enterprise and small business hosted the event – supported by card reader start-up Square – and was attended by other special guests including Secretary of State for Business, Energy and Industrial Strategy, Rt Hon Greg Clark MP.

Lord Young of Graffham said:

“Small Business Saturday is a vital campaign to highlight the critical role that small businesses play in fueling the British economy. They are the true backbone of our economy, helping to drive growth across all areas of the country. Hosting the impressive businesses in this year's Small Biz was a huge pleasure, and it is only a small part of the recognition they deserve for their entrepreneurial spirit shown day in, day out.”

The House of Lords reception echoed the support for Small Business Saturday seen across Government, since the campaign came to the UK in 2013. Last year saw the Prime Minister and the Mayor of London come out in support of the day, along with the majority of local councils.

Director of Small Business Saturday UK, Michelle Ovens said:

“The Small Biz 100 represent the very best in British business at the heart of our economy. Day in day out small businesses prove themselves to be innovative, community-minded and capable of thriving in what are undoubtedly challenging times. They are hugely deserving of recognition and we are thrilled to have the honour of hosting this special celebration at The House of Lords.

Small Business Saturday 2018 is open to all businesses to participate in and is currently concluding its regional bus tour roadshow to drum up further support.

- Ends -

Notes to Editors

Media Contacts

Seven Hills (on behalf of Small Business Saturday) smallbusinesssaturday@wearesevenhills.com

About the Small Biz 100

The 'Small Biz 100' is an annual 100-day campaign to champion and profile the UK's top small businesses, in the lead up to Small Business Saturday and its mission to celebrate the UK's 5.6 million small businesses and encourage the nation to 'shop local'.

Featuring 100 unique, independent businesses drawn from every corner of the UK, this year's Small Biz 100 reflects the latest in innovative start-up trends, from ethical shopping through to Artificial Intelligence.

About Small Business Saturday

A grassroots, not-for-profit campaign, Small Business Saturday was originally founded by American Express in the U.S. in 2010. American Express remains the principal supporter of the campaign in the UK, as part of its on-going commitment to encourage consumers to shop small.

In its sixth year Small Business Saturday is the UK's most successful small business campaign, which last year saw an estimated £748m spent with small businesses across the UK on Small Business Saturday. In 2017 the #SmallBizSatUK campaign trended at number one in the UK on Twitter, reaching over 115 million people globally.

On Small Business Saturday, customers across the UK go out and support all types of small businesses, online, in offices and in stores. Many small businesses take part in the day by hosting events and offering discounts.

More information on Small Business Saturday can also be found at:

[Facebook.com/smallbusinesssaturdayuk](https://www.facebook.com/smallbusinesssaturdayuk)

Twitter - @SmallBizSatUK