

Toby will show you the money



Entrepreneur in a new signpost role

By **RICHARD TRESIDDER**
Business editor

TOBY Reid, the entrepreneur behind lifestyle networking group Heath Reid, has begun a new career.

He has joined Growth Investment Network East Midlands (GINEM) where he will point growing businesses in the direction of money.

Mr Reid said: "My role provides a really exciting opportunity to develop GINEM and put in place the strategies to build on what has already been achieved and to ultimately stimulate more deal activity within the region."

"GINEM acts to raise awareness and provide 'sign-posting' opportunities to bring together companies seeking investment with those organisations able to provide it."

"We exist to champion growth investment and guide entrepreneurs to further support and fund through our network of specialists."

"The awareness of GINEM and its networking activity are already quite high amongst professional organisations in the region."

"The key to stimulating further activity and growth primarily lies in targeting those companies looking to raise money and those looking to invest," he added.

A chartered civil engineer by profession, Mr Reid has first-hand experience of developing a company from start-up through to exit.

He set up Heath Reid with co-director Thomas Heath five years ago.

Mr Reid said: "We achieved a trade sale of the business and faced many of the problems entrepreneurs and companies face in not only attracting investment, but developing their businesses."

Mr Reid said there was "significant operating synergy" between Heath Reid and GINEM. He said: "Heath Reid was set-up to put subscribing members in touch with the best of what was happening in the city."

"Both organisations run websites, have a regular newsletter and need to connect with disparate target audiences. I am very passionate about the business prospects for the East Midlands and the professional expertise which exists here. The potential is immense."

The GINEM membership has been involved in raising over £9m for companies in the region.

CASH POINTS: Reid's role provides 'a really exciting opportunity'

Prof homes in on city

THE charms of Nottingham have seen a tourism expert from Queensland, Australia, make his home here.

Prof Chris Cooper has become director of the Christel deHaan Tourism and Travel Research Institute, based at the University of Nottingham's Jubilee Campus.

Prof Cooper has more than 25 years' experience in the tourism industry, beginning his career in market planning and research with the

UK's largest tour operator, Thomson Travel.

He has since worked as a consultant and researcher in every region of the world.

But the professor says he now calls Nottingham home.

He gained his degrees in geography from University College London, and spent three years researching tourism on Jersey.

Chris works closely with international agencies in tourism includ-

ing the UN World Tourism Organisation, where he held the chair of its education council.

As director of the Christel deHaan Tourism and Travel Research Institute, Prof Cooper will be managing a small group of researchers and teachers to further develop tourism research projects and the current Masters programmes in tourism run by the Nottingham University Business School.

YOUR VIEWS

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