



# THE GENESIS INITIATIVE

*- the Business Senate for Enterprise*

10 February 2005

## UNITY IS STRENGTH

Author: Alan Cleverly OBE Executive Director of the Genesis Initiative

What applied to the Trade Union Movement in the 20th Century during its formative years is true of what 'The Genesis Initiative' is evolving in the 21st Century.

The SME sector is represented by some 400 Trade Associations, institutions and groupings.

Since our formation, at the suggestion of Barbara Roche, the first Minister for Small Business appointed by Prime Minister Tony Blair we have campaigned for one objective. Namely to act as an 'umbrella' organisation harnessing the collective strength of the representative groups within the SME sector.

Our success to date is to have committed support from 113 groups having over 876,498 members including The National Society of Master Thatcher's with 125 members to the Institute of Certified Book-Keepers with 150,200 members. Lord (Brian) Cotter a former SME spokesperson for the Liberal Democrats has joined our Board with Brian Binley the Conservative Member of Parliament for Northampton South who also runs a Small Business. Indeed we are an All Party Initiative which has brought together influential politicians of all political parties. We work with Government and the Shadow DTI 'teams' in the interest of encouraging the SME sector to flourish to the benefit of the UK economy.

Further we organise three Parliamentary Breakfasts in the House of Commons for the benefit of Senate Members. The guest speakers being senior Members of the Government Front Bench or Opposition Benches responsible for the SME Sector.

For a regular update on progress please email on [info@genesis-initiative.org](mailto:info@genesis-initiative.org)

### The Genesis Initiative Ltd

Tel: 01276 452 020 | Fax: 01276 451 602 | E-mail: [info@genesis-initiative.org](mailto:info@genesis-initiative.org) | Website: [www.genesis-initiative.org](http://www.genesis-initiative.org)  
Curzon House, Church Road, Windlesham, Surrey, GU20 6BH

Company Registered in England Reg. No. 3728244 – A Company Limited by Guarantee