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### **Codicote business owner at forefront of new enterprise movement**

Codicote business owner, Diana Hodgins has become one of the first women to join a pioneering enterprise initiative designed to connect women to multinational corporate contracts.

ETB are a motion sensor system company. They specialise in systems for humans and equine motion. The systems record movement and using specially developed algorithms, the path of the motion can be calculated and presented in a number of novel ways. Users of our systems are equine colleges, and racehorse trainers and owners. The equipment has also been used in clinical studies at two hospitals. ETB joined WEConnect because it allows the company to network with other like minded women. WEConnect gives the company credibility.

Other women-business owners are being urged to realise their growth aspirations by joining WEConnect, the new supplier diversity initiative, which will link them up with corporate and public sector contracts.

Launched at the House of Commons earlier this year, WEConnect has hit the ground running and already boasts leading multinational corporations as members, including; Microsoft, Bank of America and Accenture. It has also received high profile backing from the Government and was named as a critical part of the Governments new Enterprise Strategy \*.

Sue Lawton, WEConnect Director of Development says "Diana Hodgins is one of many women who want to take their business to the next level. WEConnect exists to enable women to increase productivity and profitability by identifying contract opportunities. More and more companies recognise the commercial sense of having diversity in their supply chain and we are urging women business owners to capitalise on this".

“This is not about filling quotas: from a supply chain standpoint the more diverse your supply chain is, the stronger it is,” says Joe Hill, Executive Vice-President of Bank of America, one of WEConnect’s founding members.

Women business owners wanting to find out more should visit:

[www.weconnect.org.uk](http://www.weconnect.org.uk)

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Notes to Editors:

1. Diana Hodgins is available for interview if required. Please contact Doreen Mascall 01438 822822
2. ETB have been based in Codicote since 2000 of which 5 of the 8 employees live in Codicote.
3. ETB, Codicote Innovation Centre, St. Albans Road, Codicote, Herts, SG4 8WH, [www.etb.co.uk](http://www.etb.co.uk),
4. WEConnect is the leading UK supplier diversity initiative spearheading the connection of women-owned business and multinational corporations. WEConnect is the only women-owned business certification body in the UK. [www.weconnect.org.uk](http://www.weconnect.org.uk)
5. A Women Business Enterprise (WBE) is an independent business that is at least 51% owned and controlled by one or more woman, once certified WEConnect can support businesses to access contracts with UK-based multinational organisations.
6. WEConnect is based on a successful US prototype: The Women’s Business Enterprise National Council (WBENC).
7. WEConnect’s founding members include: including Pfizer, Microsoft, Bank of America, Accenture, Hewlett Packard and New Technology Steel.
8. Pam Alexander, Co-Chair of the Women’s Enterprise Task Force (WETF), which is also behind the scheme, and Chief Executive of the South East England Development Agency (SEEDA) explains what excites her about the new initiative: "SEEDA is delighted to be supporting this scheme which delivers one of the five priorities of the WETF - diversifying supply chains. There are 620,000 majority women-owned businesses in the UK – that’s more than ever before but the number of such businesses winning corporate and public sector contracts is still shockingly low”

\* Enterprise: Unlocking the UK’s talent was launched on March 12 by the department of Business, Enterprise and Regulatory Reform (BERR)