



APRIL NEWSLETTER

ASIA	28 & 29 AUG 2024
LA	9 & 10 OCT 2024
LONDON	13 & 14 NOV 2024
MIAMI	7 & 8 MAY 2025

FREE TICKETS

#TBS50

www.gbbs.co.uk | www.thebusinessshowus.com | www.asiabusinessshow.com

APRIL UPDATES

Hi there!

We've had a fantastic month with the success of [The International Franchise Show](#) just over two weeks ago. The buzz in the room was incredible and the feedback has been truly inspiring! If you missed out - don't worry, the energy is only building as we look ahead to our golden 50th edition of [The Business Show](#) later this year...

In celebration of our 50th edition, we're thrilled to unveil our newest and most impactful feature yet: the **£50k Launchpad**! This is your chance to turn your business idea into reality. We are calling for [submissions of business ideas](#) from aspiring entrepreneurs like you. The most promising concepts will be put forward to compete in a live pitch session at the event to present their ideas to our expert panel of judges, who will ultimately crown the winner of the **£50k Launchpad**.

The winning entrepreneur will receive a comprehensive package valued at **£50,000**, including **£10,000 in cash** and **£40,000 worth of top-range products and services** to kickstart their business journey, as well as a stand at next year's show! This is an opportunity you won't want to miss. Submit your entry [here](#).

Join us at [The Business Show London](#)'s golden 50th edition as we return to the London ExCeL on the **13th & 14th of November 2024**. Get your [FREE ticket](#) now!

We hope to see you all there!

SHOW FEATURE ALERT

To mark our milestone 50th edition, we're thrilled to invite back some of our past keynotes! It's an honour to welcome back the remarkable entrepreneur [Simon Squibb](#)! From humble beginnings to millionaire status, Squibb's journey epitomises resilience and empowerment for aspiring entrepreneurs. Squibb, the founder of HelpBnk.com, is on a mission to prove dreams are attainable, and to help change people's lives forever. Don't miss out on the chance to learn from a true inspiration on how to turn your dreams into reality!



NEWS & ANNOUNCEMENTS

ARTICLE

Why Retraining Your Team is More Efficient Than Recruitment

By Romy Duggal, The Business Show

When faced with skill gaps or evolving industry demands, many businesses instinctively turn to recruitment instead, thinking it to be an easier, cheaper, and faster solution. However, retraining your existing team can often be a more efficient and strategic approach.

[Read more...](#)

ARTICLE

Navigating Cultural Branding: Building Genuine Connections in Global Markets

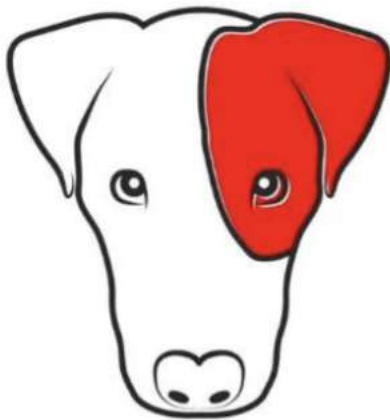
By Romy Duggal, The Business Show

Infusing cultural narratives and values into your brand's identity goes beyond product promotion - it creates genuine connections with consumers.

[Read more...](#)



FEATURED EXHIBITORS



Red Dog PPC

