

## MEBC to highlight good news at AGM

MEBC will take the first step to the formation of a new regional competition for businesses at its AGM to be held on December 9<sup>th</sup> at Birmingham Council House where the annual meeting will be combined with a Gala Dinner

Councillor Ken Hardeman, Birmingham City Council Cabinet Member for Regeneration, will be the key guest speaker at an event that is supported by Advantage West Midlands and Sustainability West Midlands.

“We hope to announce a new competition for 2005”, says MEBC CEO David Middleton. “The plan is to create a competition in the region to find businesses with exceptional performance in the environmental sector. I know of regional businesses working in China, the Americas, India, and across Europe yet there is no appreciation of this within the region or by the outside world. We are striving to make the West Midlands a centre of excellence for sustainable development and the truth is that a large amount of organisations are already highly active. But nobody really appreciates this. We hope the competition will put a spotlight on the best that is happening in the region, to link it to the UK competition run by DEFRA, and from there lead regional businesses to the European Business Awards for the Environment”.

To start the ball rolling, MEBC hopes by December to have established a list of case studies from businesses that are active in the region so the AGM can gain some appreciation of the existing high level of activity. Any businesses wishing to submit items to the list (a 100 word summary) can do so to [jenniem@ebc-info.co.uk](mailto:jenniem@ebc-info.co.uk)