

## BUSINESS NEWS

# Expo extravaganza

## NEXT Wednesday is Expo day!

South Wiltshire Business Expo, Salisbury's annual business-to-business exhibition takes place at the City Hall on Wednesday, September 24, from 9am to 6pm.

It is organised by Salisbury and District Chamber of Commerce & Industry and more than 60 exhibitors will be showcasing their products and services to their fellow exhibitors and scores of people who visit the event every year. Expo is now in its sixth year and is well

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established in the business community's calendar.

This year there are plenty of new faces alongside those who have supported the event since it began.

Solstice Park, the 160-acre business park off the A303 at Amesbury, will be represented as well as hotels, recruitment agencies, accountants,

charities, solicitors, IT experts, local authorities and government organisations and banks.

The main sponsor is Salisbury restaurant Anokaa, and sponsoring the launch event, which took place last night, were Salisbury restaurant Chapter 69 and insolvency practitioners Middleton Partners.

In today's Journal we are publishing a supplement all about Expo.

Here we profile a few more of the businesses and organisations taking part.

# Web-content management systems demo at Expo

SELF-CONFESSED computer and internet fan Richard Parsons is at Expo for the first time with his internet marketing company FirstAlpha.

The internet domain name firstalpha.co.uk was registered in 1999 and, since then, Richard, of West Dean, has been populating the internet with information about himself and his business interests.

He says his main

interest is to create trading identities for clients on the internet. He has been to Expo as a visitor a number of times and decided to exhibit this year.

"It is about investing in the future," he said.

"I am enthusiastic about computers and the internet, domain names, web-hosting and social networking. Online social networking is changing the way customers find goods and services, and I want more people to get

into the mysterious world of internet marketing. I will be attempting to demonstrate why it's worthwhile surfing the internet."

He added that he is also enthusiastic about offline networking and is a supporter of the Wiltshire Rural Business Club, the Federation of Small Business and the Chamber of Commerce.

At Expo he will be giving practical demonstrations of Cosmos, a fully featured

web content management system (CMS) from web development company Rendili, for which he has been appointed a reseller.

"We are looking forward to helping clients take control of their websites," he said.

"Web marketing is key to business success today and the ability to keep your website up to date and to reflect the changing market is important – even more so in tougher trading conditions."