

# Small Business Saturday Launches in Edinburgh



The Scottish launch of the event called Small Business Saturday was held in the European Room at the City Chambers this evening. Our photograph shows Deputy First Minister John Swinney with Michelle Ovens the Campaign Director for Small Business Saturday and Councillor Frank Ross who is the Economy Convener for the City of Edinburgh Council.

The importance of these smaller companies was emphasised by the attendance of Deputy First Minister John Swinney MSP who addressed the assembled audience made up of councillors, MSPs, business owners and representatives of business organisations.





Small Business Saturday on 5 December 2015 aims to support and inspire these enterprises and give them a lift not only at this time of year but also throughout the year. A bus tour of Britain will start in November and will travel the country from John O’Groats to Land’s End calling at 27 towns en route. The bus tour is a promotional campaign and will deliver workshops and seminars for the business owners.

This evening six of the businesses in the Small Biz 100 showcased what they have to offer. The Small Biz 100 allows the organisation to highlight one business per day for 100 days leading up to 5 December 2015.

We spoke to the Deputy First Minister after the networking event.

[The Edinburgh Reporter NEWS](#) from [Phyllis Stephen](#) on [Vimeo](#).

Small Business Saturday was founded by American Express in

2010 in the US and the company is a founding supporter in the UK.

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