

## Recognising the best

Ruby Parmar, partner in PwC's Entrepreneurial and Private Client team and editor of *Private Business* magazine, outlines the new Private Business Awards for 2011.



Private businesses are the foundation of the economy but all too often are seen as less exciting than listed companies. We're passionate about private businesses, their owners and their management teams which is why we're launching the Private Business Awards. We want to celebrate your success and we're hoping to do it in style!

Around the UK and beyond, my colleagues and I are dedicated to working with private businesses. For me, it's the opportunity to work with and advise owners, their management teams and their families to plan for the long term: to help grow the business and transfer wealth from one generation to the next.

Every business and every meeting is different. Being surrounded by the energy and optimism of my clients is truly inspiring and we want to make everyone see how great our private businesses are.

The awards will be presented at a gala dinner/reception in London on 8 September 2011.

There will be seven awards and you can nominate your business, or others you admire, next spring. We'll be looking for strong, profitable and well-managed businesses that stand out and have the edge over their competition. People are the heart of all companies and we think this is especially true of private businesses, so we're also looking for top employers, individuals, leaders and rising stars of the future. At PwC we try to do the right thing for our clients, our people and our communities so we also want to recognise businesses that are leading the way as social enterprises, who succeed by hitting financial and social or environmental goals.

Look out for more on the awards and our other Private Business Forum activities at [pwc.co.uk/privatebusiness](http://pwc.co.uk/privatebusiness)

You'll hear more about the Private Business Awards in the coming months so start thinking about why you or your business deserve to win.

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