

SEEDA has launched the sixth DTI/ InterForum E-Commerce Awards in the South East.

The Awards recognise and reward innovation in the use of information and communication technologies (ICT) to improve the business performance of small and medium sized enterprises in the UK. They are open to any UK organisation with up to 250 employees.

The E-Commerce Awards consist of regional heats with five categories; E-Business Start-up, E-Business, E-Trading, Best use of Broadband and, for the first time, Best use of Teleworking. Category winners from each region will receive £2,000 and will progress to the national finals to compete with other category winners for an £8,000 prize.

The five National Category winners then go head to head

E-commerce champions stand to win £40,000

for the overall title of National E-Commerce Awards Winner and receiving a £30,000 prize.

Details of entry criteria, judging guidelines and dates can be found at www.ecommerce-awards.co.uk.

The Fuller CV, a professional CV writing and career consulting services based in Weybridge, Surrey was the E-Business Start Up winner for the South East last year. Managing director Rebecca Fuller said; "Reinvesting the prize money in ICT systems has enabled us to launch an automated CV Builder, generating a new revenue stream and

helping us to maintain our competitive edge. The real benefit of our E-Commerce Awards success was the publicity, which helped raise our profile, strengthening the brand and creating new business opportunities."

The E-Commerce Awards are the only government-backed technology awards and are sponsored nationally by the Royal Bank of Scotland group for the fourth consecutive year.

The closing date for entries is July 30. Applications can be made through the website www.ecommerce-awards.co.uk.