

## Entrepreneur to give talk to Highland businesses

A BOSTON entrepreneurship advisor is to talk to Highland companies about how to grow and improve their performance.

Ken Morse, managing director of the entrepreneurship centre of the Massachusetts Institute of Technology (MIT) will address around 40 directors and chief executives at a two-day seminar in Fort William tomorrow.

Mr Morse has 30 years experience in global sales and has successfully launched a number of high tech companies during the course of his career.

Delegates to the Highlands and Islands Enterprise (HIE) event will receive insights on how to present themselves in the global marketplace while

learning what it takes to be a successful entrepreneur.

Laura Dingwall, senior development manager at HIE said: "If you ever want to improve your strategic sales skills, two days with Ken Morse will put you right on top."

Three local businessmen were selected last year to represent the region at MIT's Entrepreneurship Development Programme.

As a result, Jamie Smith of the Ice Factor in Lochaber, Peter Kelly of C3 Amulet in Dingwall and Gary Campbell of Environmental Hygiene Products in Tain have set up a new business, Energy Applications. More information about the Fort William event can be found at [www.fusion-linking.co.uk](http://www.fusion-linking.co.uk).

