



THE GENESIS INITIATIVE

- the Business Senate for Enterprise

Christian Lister appointed to the Board of Directors of Genesis

Date: July 3rd 2008

Christian Lister has been appointed to the Board of Directors of the Genesis Initiative.

Alan Cleverly OBE, Executive Director of the Genesis Initiative said: "This is an important and exciting time for Genesis. We have gained good momentum and Christian's appointment reflects the future strategy for Genesis. Small business is the backbone of the British economy and when it does well the whole country does well and we are delighted Christian has accepted the position."

Alan continued "The role of Genesis is to act as an umbrella organisation, working on behalf of SMEs to optimise potential growth in the SME sector by fostering a "can do" culture. We aim to participate fully in achieving the economic and structural reforms that will enable business to flourish. We work closely with opinion formers within the UK and Europe in pressing for change where change is necessary. By galvanising the SME community we can ensure that the voice of the sector will be heard loud and clear."

Christian Lister, Operations Director of Cheshire-based X-Press Legal Services Ltd., the highly regarded specialist provider of support to professionals concerned in the sale of all kinds of residential and commercial property was very surprised by the invitation to join the Board and said: "This appointment is a great honour. Genesis has a powerful position within the UK being an all party initiative with active supporters in both the House of Commons and House of Lords. Being able to speak directly to those who can facilitate change is important and not many small businesses have the ability to do so, but Genesis makes it very possible."

Christian is a Genesis Senate Representative at the Bank of England and the youngest member of the HRH Prince Michael of Kent Genesis Patrons Senate.

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About the Genesis Initiative:

Since our formation, at the suggestion of Barbara Roche, the first Minister for Small Business appointed by Prime Minister Tony Blair we have campaigned for one objective. Namely to act as an 'umbrella' organisation harnessing the collective strength of the representative groups within the SME sector.

Our success to date is to have committed support from 102 groups having over 814,009 members including The National Society of Master Thatcher's with 125 members to the Institute of Certified Book-Keepers with 150,200 members. Indeed we are an All Party Initiative which has brought together influential politicians of all political parties. We work with Government and the Shadow DTI 'teams' in the interest of encouraging the SME sector to flourish to the benefit of the UK economy.