

# CREME CONFERENCE AND RESEARCH LAUNCH

## CREME Conference and Research Launch



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On the 3rd October, the Centre for Research in Ethnic Minority Entrepreneurship (CREME) held their 21st Ethnic Minority Business Conference at the Nishkam Centre in Birmingham which is located on Soho road, just minutes away from ACH Birmingham's first house.

Leading up to this event, Ashley Community Housing have been working with CREME on a collaborative research piece: 'Facilitating New Migrant Business Development'. The research was conducted due to there being little examination into migrant's experiences of business in the West Midlands. The research focuses on migrant entrepreneurs in Birmingham, their aspirations and also challenges they face to set up their own businesses in the city.

You can read the full or summary report [here](#).



### **FACILITATING NEW MIGRANT BUSINESS DEVELOPMENT: A COLLABORATIVE APPROACH**

Ashley Community Housing (ACH) and the Centre for Research in Ethnic Minority Entrepreneurship (CREME), University of Birmingham



Research review by Maria Villares-Varela\*,  
Monder Ram\*\*, Trevor Jones\*\*, Sabina Doldor\*\*  
\*University of Southampton \*\*University of Birmingham

Alongside the launch of the new research project, the conference itself was important to Ashley Community Housing as topics to be discussed included;

- Setting an agenda for minority enterprise research and practice
- Building an inclusive business support system
- Rethinking refugees: the role of entrepreneurship
- Valuing enterprise in diverse communities

These are topics we work closely on within our business and because of this, Fuad Mahamed (CEO of Ashley Community Housing) was invited to talk on the Rethinking Refugees session. He told his story about how Ashley Community Housing began, which received an inspiring response in the room and on social media. Talking about our #rethinkingrefugee campaign and the future of the company fitted well with the other speakers on the panel – Dr Maria Villares (University of Southampton and CREME associate) and Charlie Fraser (Director of The Entrepreneurial Refugee Network) – who have overlapping views and approaches to refugee integration and employment.

The event itself was well attended and after each session there were many questions and debates about the topics discussed. It was great to be amongst people with such strong and viable opinions on diversity.

If you would like to find out more about our business development, please contact [richard.thickpenny@ashleyhousing.com](mailto:richard.thickpenny@ashleyhousing.com)

