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Veritas up for national award

Swansea business Veritas Language Solutions has been named one of South West and Wales's top young companies in the prestigious HSBC Start-Up Stars Awards. It will now hope to be selected to fly the flag for the region at the national finals, and convince the judges that it has the special X factor to win the top prize of £30,000, and a further £10,000 for the international award.

Entrepreneurs Sharon Stephens and Rachel Bryan started Veritas in June 2009 after spotting a gap in the market. Veritas is a global language services provider with more than 1,500 translators from around the world on its books.

The company has also recently established a unique in-house call centre service offering 11 different languages, the only one of its kind in the UK. It now has 40 overseas employees, as well as their team of translators.

Over the next five years the founders plan to develop Veritas to deliver a range of services, from handling basic translations to receiving international calls and boosting marketing strategies. They will introduce cultural training for exporters and offer language skills to support business travellers overseas while also developing a multilingual search engine optimisation service.

"HSBC Start-Up Stars is about demonstrating by practical example that, with the right help and support, there are still great opportunities out there for people with the dedication and drive to succeed," said Huw Morgan, head of business banking for HSBC.

The HSBC Start-Up Stars Awards, now in their 10th year, recognise the UK's most promising young businesses less than four years old, with more than £50,000 worth of cash and prizes.

There are also two new specialist categories – Green and International – which recognise businesses with a specific focus on environmental issues and those who are applying vision and enterprise to expand into international markets.

Secretary of State for Business, Vince Cable, said: "Celebrating our enterprising and innovative business culture is a wonderful way to highlight the essential role of entrepreneurship and commerce in Britain today."

"These companies demonstrate how British entrepreneurship is driving the Small Medium Enterprise sector forward. They have achieved this despite some of the toughest economic conditions for decades, and are succeeding in sectors across our economy and markets across the world."

Now Veritas Language Solutions is hoping to land a place at the top table on October 18, when more than 300 business leaders come together at London's Dorchester Hotel to hear the names of the national winners.



**"There are still great opportunities out there."
 HUW MORGAN**

