

Vodafone backs entrepreneurs

Vodafone - the Berkshire-based telecoms company is to support young entrepreneurs by sponsoring awards ceremony celebrating their achievements.

The Daily Mail reports that the company will be sponsoring the Enterprising Young Brit Awards, which has an impending deadline.

Many different categories will reward entrepreneurs younger than 30 years old and chancellor Alistair Darling will also attend the event.

Kyle Whitehill, director of enterprise at Vodafone UK, commented that those with entrepreneurial brains are good for the economy and the business world.

“If young people are more confident about fulfilling their ideas, whether with their own businesses or as part of a big business like Vodafone, then it’s good for the UK economy as a whole,” he said to the publication.

Vodafone has also recently announced a new agreement with the Carphone Warehouse in a move that the firm claims will mean improved deals for customers.



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