



National Women's Enterprise Day (NWED) is an initiative of the Local Enterprise Offices that aims to encourage female entrepreneurship and support women in business across the country.

National Women's Enterprise Day Midlands Region took place on Thursday, October 19, 2023, at the majestic Castle Durrow and gave women from Laois, Longford, Offaly and Westmeath a chance to network, learn and be inspired by other women in business.

The Local Enterprise Office-led initiative aims to celebrate female entrepreneurs and female-led start-ups, while also encouraging others to pursue their own business ideas.

This is the 17th year of National Women's Enterprise Day, which was established to give women in business and budding female entrepreneurs the opportunity to build their network and find out what support is available to help them start and grow their businesses. It comes on the back of a sustained focus on encouraging female entrepreneurs by LEOs, as well as other State agencies like Enterprise Ireland.

Over 200 women attended the event at Castle Durrow and MC for the event was Ann Marie Kelly broadcaster and Communications & Marketing Executive Midlands Ireland.

Orla Martin, Head of Enterprise Offaly said, "As women in business, we can always learn from each other. Education and support are essential for female entrepreneurs, especially in a competitive environment. The Local Enterprise Offices in the Midlands have been providing valuable resources and guidance for the women of the region for many years."

National Women's Enterprise Day is a wonderful opportunity for women to network, learn, and inspire each other in business. By supporting, uplifting, and empowering one another, we can



achieve more than we could alone. It is really important to celebrate and share our experiences, tips, and tricks with other women who want us to succeed.

Keynote speaker for the event was Terry Prone, a successful businesswomen and a founder of The Communications Clinic. Also, on the day we were treated to a cookery demonstration by Darina Allen of Ballymaloe Cookery School showcasing food from all four counties.

Anna May McHugh, National Ploughing Association MD shared some of her experiences in a rapidly evolving world, it is essential to have the qualities of a leader who can envision and enact change.

Kelly Ging, the founder of Kelly Lou Cakes, was the event ambassador. She shared her story of how the Local Enterprise Office helped her business to grow with their support.

National Women's Enterprise Day is more than just a date on the calendar. It is a celebration of female entrepreneurship and a catalyst for more women to pursue their business dreams. By shining a spotlight on the achievements and challenges of women in enterprise, it raises awareness of the opportunities and support available for them. It also fosters a network of connections and collaborations among women entrepreneurs and industry experts, who can share their insights and experiences. National Women's Enterprise Day is not only a day to applaud the success of women in business, but also a day to inspire and empower more women to join them.

