

# Forum on Female Entrepreneurship



Horse & Jockey Hotel, Thurles  
Wed 22nd April 2015

Time: 9.30am to 2.00pm including lunch  
Admission free: Advance booking essential  
as numbers are limited.

  
Oifig Fiontair Áitiúil  
Local Enterprise Office

# The Event

This event will focus on potential female entrepreneurs as well as existing women in business looking for inspiration, information and supports available to start, develop or scale a business. The objective of the event is to ascertain what state agencies and organisations in the Region could or should be doing to support female entrepreneurship. The open forum discussion will help to inform enterprise agencies, training providers and other stakeholders and assist in shaping future enterprise supports, programmes and interventions across the eco-system for female entrepreneurship. As part of the Action Plan for Jobs process, the Minister for Jobs, Enterprise and Innovation, Richard Bruton, T.D., is leading a new initiative to develop and implement Regional Action Plans for Jobs throughout the country and consultation with women in business and support agencies through this forum will underpin the Action Plan being developed by the 3 LEOs in the region [Clare, Limerick & Tipperary].



## Paula Fitzsimons

The entrepreneurial potential of women has been highlighted for the last ten years by policy makers in Europe and nationally and a range of supports have been introduced to encourage their greater involvement in entrepreneurial activity. With almost 1,000 women setting up a new business in Ireland each month, is the gender gap finally closed? Why are more women being encouraged to become entrepreneurs? Paula Fitzsimons, an expert on entrepreneurship, will draw on the findings of the Global Entrepreneurship Monitor (GEM) to answer these questions and to reveal insights into women and entrepreneurship across a range of countries. The information will be presented in a way that will not only inform but will motivate the listeners.



## Jean O'Sullivan

### Manager Female Entrepreneurship - Enterprise Ireland

Jean O'Sullivan is manager of Female Entrepreneurship at Enterprise Ireland, and is responsible for developing new women in business initiatives to support ambitious women with business proposals that have the potential for high growth and employment. Jean O'Sullivan has worked in numerous roles, most recently with high-potential start-up companies across numerous sectors. Prior to this, she spent 10 years in industrial relations and human resources management roles.



## Rachel Doyle

Rachel Doyle is the Managing Director of Arboretum Home & Garden Heaven in Leighlinbridge, Co. Carlow, Retail Excellence Ireland National Store of the Year 2015. Rachel grew her business from humble beginnings in the late 70's, newly married and recently graduated as a horticulturist; she started selling plants from the garage at the side of her house. Her two sons are also part of this successful family business, as directors and shareholders. Rachel is the President of the International Garden Centre Association, the governing body for garden centres worldwide. Rachel is the first Irish President of the IGCA and the international face of the gardening industry which is worth an estimated €516 million in Ireland annually. Rachel has developed Arboretum as a destination in Ireland and has ensured that Arboretum has become synonymous with great customer service and a unique customer experience. 2015 has already been a very successful year for Arboretum; Rachel is delighted to expand the business even further and looks forward to opening a second centre later this year in Kilquade, Co. Wicklow.



## Moderator

### **Sinead Carr**

**Director of Services, Economic & Community Development and  
Clonmel Borough District, Tipperary County Council.**

The Directorate is involved in actively marketing the County, identifying and supporting inward investment, assisting the establishment of new and the growth of existing businesses in a range of sectors, providing incubation and workspace and ensuring that the enterprise ecosystem is meeting the needs of emerging sectors. Developing a strong enterprise culture in the County is a priority and the Local Enterprise Office, established in the Local Authority in April 2014, delivers on the economic and enterprise development function.

## Case Studies



### **Veronica Molloy, Crossogue Preserves, Ballycahill, Thurles**

Simplicity combined with superiority is the key to success at Crossogue Preserves, a recipient of over 40 awards across 20 years.

The business was set up by Veronica Molloy, who came to Crossogue House in Thurles, County Tipperary when she married Tony in 1966. Finding a garden with an abundance of fruit and vegetables, and a mother-in-law willing to teach her how to make preserves, Veronica discovered new talents and a new business venture.

All her preserves are made using traditional cooking methods using the highest quality ingredients and produced in small batches by hand to maximise control procedures and taste; no artificial colourings, flavourings or preservatives are used. Crossogue Preserves have now entered their 20th year in business and continue to grow across Ireland and Europe along with further expansion into the USA and Middle East.

### **Majella Ryan, Ivowen Limited 3 Anglesea St. Clonmel**



Ivowen Limited provide expert Regulatory Affairs advice and support to the generic pharmaceutical industry and have worked with companies all over the world to obtain EU Marketing Authorisations for a diverse range of products. The company was established by Majella Ryan in 2002 and is part of a pan-European network of consultants, EuDRAcon, and can therefore provide local support and services across the EU and EEA. Ivowen Limited has extensive experience in the areas of Pharmaceutical Regulatory Affairs and Pharmacovigilance and covers all dosage forms including tablets capsules, solutions, suspensions, as well as creams, parenterals and other sterile products with a strong emphasis on regulatory strategy. They provide expert advice in all areas of product development, regulatory strategy, dossier preparation and MA submission through to national phase registration.

# Timetable:

9.30am	Registration and Coffee
10.00am	<b>Welcome Address &amp; Event Objective:</b> Sinead Carr, Director of Services, Economic & Community Development & Clonmel Borough District, Tipperary County Council
10.10am	<b>Paula Fitzsimons:</b> The Global Entrepreneurship Monitor – ‘How Entrepreneurial are Women in Ireland?’
10.50am	<b>Jean O’Sullivan:</b> Enterprise Ireland - Going for Growth, ‘EI interventions and progress to date’
11.20am	Coffee
11.40am	<b>Key Note Address:</b> Rachel Doyle, Arboretum Home and Garden Centre
12.10pm	<b>Case Study 1:</b> Veronica Molloy, Crossogue Preserves Ltd, Thurles
12.20pm	<b>Case Study 2:</b> Majella Ryan, Ivowen Ltd, Clonmel
12.30pm	<b>Open Forum:</b> Supports required to increase the level of female entrepreneurship and to help grow existing women led firms - facilitated by Paula Fitzsimons
1.10pm	<b>Lunch and Networking Opportunity</b>
2.00pm	Close

For further information please contact:

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