

## **MediaBook**

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# Macroom to showcase fine art textile work

THE Town Hall Gallery in Macroom will host an exhibition from the end of this week showcasing the work of Irish fine art textile practitioners.

All 17 of the artists featuring in the re:View exhibition are part of the Cork Textiles Network.

The exhibition is free to the public and is part of **Cork Craft Month**. It will open on Friday and run until August 23.

Artists whose work features in the exhibition includes quilter Mary Palmer and printer Anne Kiely, both past winners in the National Crafts competition.

The work on display shows the many skilful techniques used in fine art textiles including print, stitch, machine embroidery, tapestry weaving and felting.

The exhibition will be open every Tuesday to Saturday, from 10.30am to 5.30pm.

● See [www.corkcraftand-design.com](http://www.corkcraftand-design.com) and [www.corktextiles.com](http://www.corktextiles.com) for more.

## Success by design - with a little help from LEO

THEY say you build a business, but there's a lot of craft and design in 'Siobhain Steele Ceramics', too.

Add in some key inputs from industry experts and how this business is, still, being built becomes more apparent.

While still pursuing a course in Ceramic Design at the Crawford College of Art and Design, Siobhain enquired with the Local Enterprise Office Cork North & West in Mallow (formerly Cork North & West Enterprise Board) about their Start Your Own Business' courses. Of massive convenience to wife, mother, student, and more, Siobhain, the enterprise board found her a place on a course just up the road in Fermoy.

"To start my own business I really needed to have a heads up on all that was required and the course literally answered all the question that I had; it really ticked all the boxes for me," says Siobhain.

"It helped me figure out how I was going to put my ideas into action, and took me through putting together a business plan, costings, where was I going to get funding, and more."

On the back of her business plan she was able to secure financial support from the enterprise board to help buy a kiln to produce her ceramics.

However, she was also literally able to bring her business plan to the bank and, on the back of it, secure further funding by way of a loan.

A year on and her business is now paying back as Siobhain looks to further build her sales.

Another support she received from the local enterprise office (LEO) was a free starter website; since then she has invested further in her site and it really is her 'window to the world'.

Meanwhile, Siobhain has also benefited from the enterprise board's mentoring programme, whereby the enterprise office arranges for an industry expert to come on board and advise on specific aspects to help a start-up business get off the ground. In Siobhain's case marketing was the top priority.

"What I found great about the mentoring programme is that it was tailor made for my business," says Siobhain. "The woman who helped me gave me advice specifically for my business, which was great."

Then, late last year, Siobhain was among a number of Cork businesses chosen to feature their work at the 'Enterprise Zone' at Showcase Ireland, last January, in the RDS Dublin. Showcase exposed Siobhain's products to literally hundreds of buyers from home and abroad.

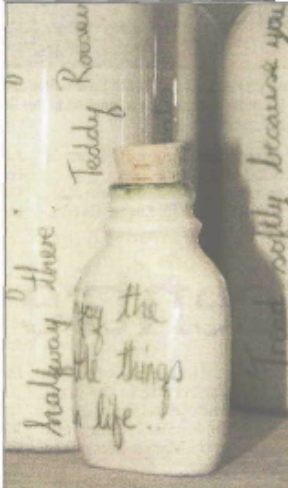
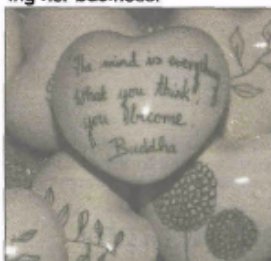
Since August of last year Siobhain has brought her beautiful wares around every market and showcase she could possibly get to, but key inputs from her LEO have proven very telling in getting her business from start-up to very much a going and growing concern. And, you'll now find her

products in shops from Donegal to Mayo to Kinsale, and may more besides.

However, for Siobhain, it's a case of 'lots done, a lot more left to do'.

"Now it's a case of I've got to keep on going," she says. "Right now I very much want to increase the volume of my direct sales."

Looking forward to **Cork Craft Month**, coming up in August, she's also looking to take on an extra pair of hands for the first time - with a view to keeping on growing her business.



## CORK AIMS TO BE IRELAND'S CRAFTIEST COUNTY



Aishling O'Herlihy at the launch of the fifth annual **Cork Craft Month** which runs from August 5 to September 5. More than 50 events will take place, including exhibits, craft fairs, workshops, seminars, demonstrations, and open studio days. See [www.corkcraftanddesign.com](http://www.corkcraftanddesign.com) for more.

Picture: Miki Barlok



At the launch of the Online Trading Voucher Programme were: Ita Murphy, Local Enterprise Office (LEO) Cork City; Ciara McGee LEO South Cork and Joan Kelleher from LEO Cork North and West. The scheme offers vouchers to the value of €2,500, allowing businesses to start and/or improve their online trading. For more information or to apply for the grant visit [www.localenterprise.ie/southcork](http://www.localenterprise.ie/southcork).

Picture: Ger McCarthy



# Jobs created in Irish food start-ups as a result of listings in SuperValu stores

**Sean O'Sullivan, CEO, LEO, South Cork, Minister Simon Coveney, Martin Kelleher, managing director, SuperValu, and Aidan Cotter, CEO, Bord Bia**

Minister for Agriculture, Food and Marine Simon Coveney, at the Cork and Kerry Food Forum, announced that food business start-ups plan to create 300 new jobs within 12 months, after receiving listings with their local SuperValu stores.

The small food businesses secured the listings following their participation in the Food Academy Start programme, a collaboration between Bord Bia, SuperValu and Local Enterprise Offices (LEOs). Despite their size, companies have been able to secure listings with SuperValu.

As stores are independently owned and operated, SuperValu retailers are able to source directly from local suppliers on a one-to-one basis, enabling these start-up food businesses to gain their first retail listings in stores in their community. SuperValu is also working with the companies involved to get their products listed in a cluster of nearby stores in order to set them on a long-term path to supplying their network of 223 stores.

Speaking at the Cork and Kerry Food Forum at City Hall Cork, a showcase of food producers from Cork and Kerry, Minister Coveney said: "These planned 300 jobs are predominantly in enterprises employing fewer than five people, mostly in start-up food businesses in urban and rural areas,

and will further enhance the reputation of our food sector nationally and internationally."

Also speaking at the event, Martin Kelleher, SuperValu managing director, said: "This initiative is a natural fit for SuperValu as our stores are independently owned by retailers who have developed a tailored offer for their community. As a result, they can offer products that are not available in supermarket chains as our retail partners have the freedom to purchase directly from local suppliers."





# Take a walk on the Wildberry side

Wildberry Glutenfree Products has won the inaugural Food Sensory Experience Award.

The award, presented at the Cork and Kerry Food Forum, pushed the boundaries of the food sensory experience and tested products incorporating all five senses: sight, sound, smell, taste and touch.

Yawl Bay Cooked Irish Crab Claws and Harty's Preserves were also presented with certificates for food excellence.

"The Cork and Kerry Food Forum awarded the first ever Food Sensory Experience Award in Ireland to Wildberry Glutenfree Products, which is something that we are very proud of. These awards celebrate the kind of food we all love to eat: interesting, authentic, great quality and value, and above all delicious," said Joe Burke, LEO South Cork.

The Cork and Kerry Food Forum at Cork City Hall — the largest artisan farmers market in the region — was attended by four thousand people. More than 60 artisan producers from across Cork and Kerry showcased their produce.





## FOODIES GATHER FOR CORK & KERRY FOOD FORUM

An exciting event to promote Cork and Kerry food and artisan producers in the region took place in **City Hall Cork** on June 30th last.

Food lovers enjoyed the showcase of artisan produce from all over Cork and Kerry, with tastings and demonstrations of a variety of food from unique cheeses, to farm fresh herbs, confectionary, meat and fish products as well as cookery demonstrations with celebrity chef and **SuperValu ambassador, Kevin Dundon**.

The event also included a conference for food producers where opportunities in food retail, consumer trends and the new Food Academy Start programme were discussed. The programme is a national joint initiative led by **SuperValu, Bord Bia** and the **LEOs**, aimed at supporting and nurturing start-up food businesses. Speakers from Bord Bia and SuperValu were also on hand to share their insights to food businesses and food retail.

"The Cork and Kerry region is renowned nationally and internationally for its high quality food produce, and with the concentration of artisan producers in this area, the Food Forum is an ideal way to showcase the variety of excellent food produced here to consumers, retailers and distributors as well as key industry stakeholders," said Joe Burke, Local Enterprise Office South Cork.

"SuperValu is a major supporter of the Irish food industry, purchasing almost €2bn worth of goods from Irish suppliers annually," said Kenneth O'Connor, local project manager, SuperValu. The Cork and Kerry Food Forum provides an ideal platform for our buyers and retailers to meet with small local producers from the region to further strengthen this partnership."



**Top left:** Bord Bia/Tesco Development Programme Infographic

**Above:** Kenneth O'Connor, SuperValu; Miriam Crowley, Kinsale Gourmet; Michael Reynolds, Kenmare Living Foods; Joe Burke, LEO South Cork

**Right:** Marco Magnetti, director of Magnetti Foods



## Online vouchers worth €2,500 for Cork businesses

**Cork businesses are being urged to take their slice of Ireland's €4 billion online sales market through the launch of the Online Trading Voucher Programme.**

The scheme is being rolled out by the local enterprise offices in Cork City and County and offers small businesses funding to the value of €2,500 up to a maximum of 50% of the total cost to develop and improve their online trading presence.

With the trend ever increasing towards online spending and digital trade in Ireland growing at a rate of 16% per annum, there is an urgent need for more businesses to engage in e-commerce sales. It is believed 70% of online sales purchases made in Ireland are done in overseas markets.

According to Michael Hanley, head of the Local Enterprise Office, Cork North & West, the initiative offers businesses an unmissable opportunity to engage in the hugely powerful market of online sales.

"With the digital economy in Ireland set to grow to €21 billion by 2027, firms can no longer ignore the internet," he stated. "Trading online offers a major opportunity to Cork retailers and SMEs, at a time when growth in these sectors is badly needed."

"Irish consumers currently spend about €4bn per year online, but only a quarter of that goes to Irish businesses, and only 23pc of Irish SMEs are trading online. International research shows that SMEs who adopt online trading grow twice as fast and export twice as much as their offline competitors."

"Our role as Local Enterprise Offices is to assist and support the micro-business community and this scheme is

just one of the many initiatives offered."

To apply for the funding, applicants must attend one of the upcoming Information Seminars to learn how to get the best value and use of the voucher.

The initiative is targeted at businesses that are trading for over 12 months and have a limited online trading presence; less than 10 employees and a turnover less than €2 million.

Information Seminars will be held on Friday, July 25 at Mal-low GAA Complex from 9.30am-1.30pm and on Wednesday, July 30 in the Celtic Ross Hotel, Rosscarbery.

For more information or to apply for the Online Trading Voucher Programme call (023) 8834700 or visit [www.localenterprise.ie/corknorthandwest](http://www.localenterprise.ie/corknorthandwest)

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Pictured at the launch of the Online Trading Voucher Programme are Ita Murphy, Local Enterprise Office (LEO) Cork City, Clara McGee LEO South Cork and Joan Kelleher from LEO Cork North & West. The scheme offers vouchers to the value of €2,500 allowing businesses to start and/or improve their online trading. For more information or to apply for the grant visit [www.localenterprise.ie/southcork](http://www.localenterprise.ie/southcork) (Gerard McCarthy)



## LOCAL ENTERPRISE OFFICES ON THE HUNT FOR CORK'S BEST YOUNG ENTREPRENEURS

### €150k Investment Fund Up For Grabs

Are you under 30? Do you have a business idea or existing business? Do you want to compete for a part of Cork's €150,000 investment fund and be considered in the shake-up for Ireland's Best Young Entrepreneur? If you answered 'yes' to these three questions, then your Local Enterprise Office in Cork wants to hear from you!

The three Local Enterprise Offices (LEOs) in Cork are each running a competition aimed at finding the best young entrepreneurs in three categories, with an overall winner going forward to represent their LEO in regional finals, and if successful, flying the Cork flag at the national finals to find 'Ireland's Best Young Entrepreneur' later this year. With the Cork region being heralded as the entrepreneur's hub of Ireland, the overall winner could well be from Cork.

A campaign to encourage all young entrepreneurs to 'just do it' and enter the competition has been launched, along with an online blog featuring some of Cork's young entrepreneurs. Anyone interested can follow the campaign on twitter using the hashtag that has a hint of Cork in it - #justdoitlike.

The competition, which has a simple online application form, is open to individuals aged 30 and under, will be judged under three distinct categories:

- best new idea
- best start-up business
- best established business with new addition

Each of the three LEOs in Cork has a total fund of €50,000 to invest in the three winning businesses according to criteria including businesses' investment needs and business prospects; with the overall county winners eligible for an investment of up to €20,000. Applications from Cork businesses and start-ups are invited before July 31st, 2014, with successful applicants progressing to 'get fit for business' through a business boot camp and mentoring support in association with the LEOs in Cork.

The Cork competition is part of a national competition launched recently by The Taoiseach and the Minister for Jobs, Enterprise and Innovation to find Ireland's Best Young Entrepreneur, with a total fund of €2million available nationally to invest in winning businesses and entrepreneurs.

The county-based stage of the competition will culminate with the naming

of the three 'Best Young Entrepreneurs' in Cork, followed by regional finals, and ultimately national finals with one business-person being crowned Ireland's Best Young Entrepreneur before the end of the year.

Sean O'Sullivan, Head of Enterprise, Local Enterprise Office South Cork says "The aim of this initiative is to encourage and support a culture of entrepreneurship among young people in Cork, to promote entrepreneurship as a career choice, and to encourage the establishment and development of new innovative businesses by Cork's young entrepreneurs. This is hugely important for job-creation as two thirds of all new jobs are generated by businesses in the first five years of existence – more start-ups and a thriving entrepreneurial culture will lead to more jobs being created."

Sean continued "Whether you are at the idea stage or if you are already trading, all that matters is that you have a good business idea that works. Applying online is simple and there is a €150k investment fund in Cork alone, with targeted business supports on offer to help you turn your business idea into a reality. As we would say in Cork – just do it, like!"

Apply before July 31st to get fit for business and become Cork's Best Young Entrepreneur. For more information or to apply, call (021) 4975281 or visit [www.ibye.ie](http://www.ibye.ie).



Getting fit for business, Ciara Fitzgerald, Training & Supports Coordinator, Local Enterprise Office South Cork, puts young entrepreneurs Stephanie Lynch, OnTheOT.ie and Jack Crotty, The Rocket Man, through their paces on the hunt for 'Cork's Best Young Entrepreneur'. Picture Gerard McCarthy



# Wildberry Products win inaugural Sensory award

**MINISTER for Agriculture, Marine and Food, Simon Coveney, TD, this week presented Wildberry Glutenfree Products with the inaugural Food Sensory Experience Award sponsored by Sensory Research Ltd (SRL).**

their produce.

The award, which was presented at the Cork and Kerry Food Forum and includes a bursary with SRL consultancy, pushed the boundaries of the food sensory experience and tested products incorporating as all five senses of sight, sound, smell, taste and touch.

"At Sensory Research Ltd, we specialise in product understanding through the application of sensory and consumer research, providing industry with business and technical solutions for confident decision-making.

"Our judges have many years' experience in food tasting and have gained a vast store of knowledge assessing food products for both national and international clients," said Margaret Shine, Founder and Managing Director of SRL Research.

"This award will assure consumers that they have found something exceptionally delicious with Wildberry Glutenfree Products, which delivers great quality and value, an overall 'Excellent Food Sensory Experience'," she added.

Yawl Bay Cooked Irish Crab Claws and Harty's Preserves were also presented with certificates for food excellence.

"The Cork and Kerry Food Forum, in partner with SRL Consultancy, this week awarded the first ever Food Sensory Experience Award in Ireland to Wildberry Glutenfree Products, which is something that we are very proud of. These awards celebrate the kind of food we all love to eat: interesting, authentic, great quality and value, and above all delicious.

"I would like to thank SRL for their professional consultation and help in this endeavour," said Joe Burke, LEO South Cork.

"We are delighted to have been awarded the Food Sensory Experience Award and are looking forward to working with SRL to develop our brand further," said Susan Robbins-Fehily, Wildberry Bakery.

The Cork and Kerry Food Forum –the largest artisan farmers market in the region– was attended by four thousand people on June 30 at City Hall, Cork, where more than 60 artisan producers from across Cork and Kerry showcased



# Talking point

## Boost digital sales with voucher plan

Sean O'Sullivan

Small businesses must develop and increase their online presence so they can take a slice of Ireland's €4 billion-worth of annual online sales.

A number of Local Enterprise Offices throughout the country are engaged in a roll-out of an Online Trading Voucher Scheme.

The scheme offers small businesses the opportunity to develop their website or digital marketing strategy by availing of vouchers of up to €2,500 or 50 per cent of eligible expenditure.

The initiative offers individual companies €2,500 in matching funding where they invest in their own online trading presence. The programme will be rolled out nationwide later this summer.

With online spending increasing all the time, it's estimated that just 23 per cent of small Irish businesses are engaged in any meaningful way with e-commerce sales. For businesses employing fewer than 10 people, this percentage could be even lower.

Of the more than €4 billion-worth of online purchases made in Ireland, 70 per cent are believed to go to overseas markets. That's a startling figure, which demonstrates how much revenue there is to be made and how badly Irish businesses are losing out.

There is an urgent need to ensure that businesses recognise this lost opportunity and are encouraged and supported to respond to this

digital reality.

Online trading has increased by about 16 per cent this year, which is exceptional, especially in the context of the economy's two per cent growth rate. It's never been more important for businesses to harness the enormous financial opportunities that the online space offers.

The Local Enterprise Offices in Cork are among those piloting the Online Trading Voucher programme, which has already seen an unprecedented level of interest from small businesses across a range of sectors.

Information seminars have been filled to capacity. Their aim is to inform and demonstrate to attendees how best to use and get value from the vouchers.

The online sales market in Ireland is predicted to grow to €21 billion by 2017. Businesses need to focus sharply on catering for the digital consumer as well as the traditional customer.

Businesses that fail to engage in e-commerce will not only fall behind – they'll get left behind.

Customers – both paying and potential – are not just those who come into your business, but are also those people who use their smartphones and laptops to find products and services.

You may see your business as a traditional nine-to-five operation, but a comprehensive digital strategy will present an opportunity to engage with customers 24/7 – and a company website should not only sell your products

and services, but "who you are" as a company.

On this basis, the National Digital Strategy aims to get an additional 2,000 businesses trading online by the end of 2015.

The Department of Communications, Energy & Natural Resources has teamed up with the Local Enterprise Offices to deliver this Online Trading Voucher Scheme at a local level.

### How it works

The trading voucher scheme offers small businesses the opportunity to develop their website or digital marketing strategy by availing of vouchers of up to €2,500 or 50 per cent of eligible expenditure.

### Eligibility

- \* vouchers will be available to a maximum value of €2,500 or 50 per cent of eligible expenditure (Net of VAT), whichever is the lesser;
- \* voucher approval must be gained prior to incurring any expense;
- \* own labour is not an eligible expense;
- \* third party costs only will be considered;
- \* all third party/supplier invoices must contain proper business details (e.g. tax and business registration details);
- \* limited online trading presence;
- \* fewer than 10 employees;
- \* turnover of less than €2 million;
- \* applicant business must be registered and trading for at least 12 months;

\* business must be located in one of the pilot areas under this phase of the scheme.

### Ineligible projects

- \* companies with charitable status, commercial semi-state companies, "not for profit" organisations, trade associations and company representation bodies such as Chambers of Commerce;
- \* professional services specialising in IT-type services which are already capable of trading online using existing in-house systems;
- \* conferences and seminars;
- \* projects which are contrary to public policy;
- \* duplication of support for projects which would be eligible for assistance from other state agencies or EU-funded operational programmes;
- \* projects with employees in excess of 10 people;
- \* projects deemed to be capable of proceeding in any event without scheme assistance;
- \* projects essentially comprising importation and distribution.

### Vouchers can be used for:

- \* IT consultation;
- \* development or upgrade of an e-commerce website;
- \* implementing online payments or booking systems;
- \* purchase of internet-related software;
- \* purchase of online advertising (this purchase cannot make up any more than 30 per cent of approved voucher costs and can only be drawn down in one payment phase);
- \* developing an app (or multiplatform webpages);
- \* implementing a digital marketing strategy i.e. social media marketing;
- \* consultation with ICT experts for early stage adopters of online strategy;
- \* training/skills development specifically to establish

lish and manage an online trading activity.

**Vouchers cannot be used for:**

- development of brochure websites;
- purchase of non-internet related software;
- anything other than online trading related activity.

*Sean O'Sullivan is chief executive of South Cork Local Enterprise Office. For more information on the Online Trading Voucher programme, log on to [localenterprise.ie](http://localenterprise.ie)*





## €150k investment fund up for grabs

Cork's three Local Enterprise Offices are running a competition aimed at finding the county's best young entrepreneurs in three categories, with an overall winner going forward to represent their LEO in regional finals. If the finalists are successful, they will fly the Cork flag at the national finals to find 'Ireland's Best Young Entrepreneur' later this year.

This year's campaign has a distinctly Cork flair, including the hashtag #justdoitlike on Twitter and a dedicated blog which will follow the young businesspeople as they strive for their share of a €150,000 investment fund.

Applicants must be under 30 years old and have an existing business or a well-developed business idea. The competition, which has a simple online application form, will be judged under three distinct categories: best new idea; best start-up business and best-established business with a new add-on.

Each of the three LEOs in Cork has a total fund of €50,000 to invest according to criteria including businesses' investment needs and business prospects; with the overall county winners eligible for an investment of up to €20,000.

Applications from Cork businesses and start-ups are invited before July 31st, 2014, with successful applicants progressing through a business boot camp and mentoring support in association with the LEOs in Cork.

Sean O'Sullivan, Head of

Enterprise, Local Enterprise Office South Cork says: "The aim of this initiative is to encourage and support a culture of entrepreneurship among young people in Cork, to promote entrepreneurship as a career choice, and to encourage the establishment and development of new innovative businesses by Cork's young entrepreneurs. This is hugely important for job-creation as two thirds of all new jobs are generated by businesses in the first five years of existence – more start-ups and a thriving entrepreneurial culture will lead to more jobs being created."

For more information or to apply, call **021 4975281** or visit **ibye.ie**.



## Getting fit for business



Ciara Fitzgerald, Training & Supports Coordinator, Local Enterprise Office South Cork puts young entrepreneurs Jack Crotty, The Rocket Man, and Stephanie Lynch, **OnTheQT.ie**, through their paces on the hunt for 'Cork's Best Young Entrepreneur'. The Local Enterprise Offices in Cork are running a competition to find the best young entrepreneurs in the region with with €150k investment fund up for grabs. Apply by July 31st at **ibye.ie**. Picture: Gerard McCarthy



## Online vouchers worth €2,500 for Cork businesses

Cork businesses are being urged to take their slice of Ireland's €4 billion online sales market through the launch of the Online Trading Voucher Programme. The scheme is being rolled out by the local enterprise offices in Cork City and County and offers small businesses funding to the value of €2,500 up to a maximum of 50 per cent of the total cost to develop and improve their online trading presence.

With the trend ever increasing towards online spending and digital trade in Ireland growing at a rate of 16 per cent per annum, there is an urgent need for more businesses to engage in e-commerce sales. It is believed 70 per cent of online sales purchases made in Ireland are done in overseas markets.

According to Michael Hanley, Head of the Local Enterprise Office, Cork North and West, the initiative offers businesses an unmissable opportunity to engage in the hugely powerful market of online sales. "With the digital economy in Ireland set to grow to €21 billion by 2017, firms can no longer ignore the internet," he stated. "Trading online offers a major opportunity to Cork retailers and SMEs, at a time when growth in these sectors is badly needed.

"Irish consumers currently spend about €4bn per year online, but only a quarter of that goes to Irish businesses, and only 23pc of Irish SMEs are trading online.

International research shows that SMEs who adopt online trading grow twice as fast and export twice as much as their offline competitors.

"Our role as Local

Enterprise Offices is to assist and support the micro-business community and this scheme is just one of the many initiatives offered."

To apply for the funding, applicants must attend one of the upcoming Information Seminars to learn how to get the best value and use of the voucher.

The Online Trading Voucher Programme is supported by the Department of Communications, Energy and Natural Resources through the National Digital Strategy which aims to get a further 2,000 businesses trading online by the end of 2015. The initiative is targeted at businesses that are trading for over 12 months and have a limited online trading presence; less than 10 employees and a turnover less than €2 million.

The voucher can be used for the development or upgrade of an e-commerce website such as implementing online payments or booking systems. Other usage includes: purchase of Internet related software, online advertising, development of an app, implementation of a digital marketing strategy, training/skills development to establish and manage an online trading activity.

Information Seminars will be held on Friday, July, 25, 9.30am - 1.30pm, Mallow GAA Complex, Mallow; Wednesday, July 30, 9.30am - 1.30pm, Celtic Ross Hotel, Rosscarbery.

For more information or to apply for the Online Trading Voucher Programme call (023) 8834700 or visit [www.localenterprise.ie/corknorthandwest](http://www.localenterprise.ie/corknorthandwest).



*Pictured at the launch of the Online Trading Voucher Programme are Ita Murphy, Local Enterprise Office (LEO) Cork City, Ciara McGee LEO South Cork and Joan Kelleher from LEO Cork North & West. Pics: Gerard McCarthy*



## Cork's young entrepreneurs told to #justdoitlike

**Cork's three new Local Enterprise Offices (LEOs) have launched a search to find some of Cork's best young entrepreneurs, who will go forward to represent the county in 'Ireland's Best Young Entrepreneur' competition later this year.**

Entrants have to be under 30 and have a business idea or existing business. Cork has been assigned a €150,000 investment fund. The competition will be judged under three distinct categories: Best new idea, best start-up business and best established business with new add-on.

The three LEOs in Cork are each running a competition aimed at finding the best young entrepreneurs in three categories, with an overall winner going forward to represent their LEO in regional finals and, if successful, flying the Cork flag at the national finals later this year.

Sean O'Sullivan, head of Enterprise, Local Enterprise Office South Cork says: "The aim of this initiative is to encourage and support a culture of entrepreneurship among young people in Cork, to promote entrepreneurship as a career choice and to encourage the establishment and development of new innovative businesses by Cork's young entrepreneurs."

"This is hugely important for job-creation as two thirds of all new jobs are generated by businesses in the first five years of existence – more start-ups and a thriving entrepreneurial culture will lead to more jobs being created."

He added: "Whether you are at the idea stage, or if you are already trading, all that matters is that you have a good business idea that works."

Applying online is

simple and there is a €150k investment fund in Cork alone, with targeted business supports on offer to help you turn your business idea into a reality. As we would say in Cork – just do it, like!"

A campaign to encourage all young entrepreneurs to 'just do it' and enter the competition has been launched, along with an online blog featuring some of Cork's young entrepreneurs. Anyone interested can follow the campaign on twitter using the hashtag that has a hint of Cork in it - #justdoitlike.

Each of the three LEOs in Cork has a fund of €50,000 to invest in the three winning businesses, according to criteria including investment needs and business prospects, with the overall county winners eligible for an investment of up to €20,000.

Applications from Cork businesses and start-ups are invited before 31 July 2014, with successful applicants progressing to 'get fit for business' through a business boot camp and mentoring support in association with the LEOs in Cork.

The Cork competition is part of a national competition launched recently by An Taoiseach and the Minister for Jobs, Enterprise and Innovation to find Ireland's Best Young Entrepreneur.

Apply before 31 July. For more information call 021-4975281 or visit [www.ibye.ie](http://www.ibye.ie).



Ciara Fitzgerald, training and supports co-ordinator, Local Enterprise Office South Cork, puts young entrepreneurs Stephanie Lynch, OnTheQT.ie and Jack Crotty, The Rocket Man, through their paces on the hunt for Cork's Best Young Entrepreneur. **Photo: Gerard McCarthy**



# Delight as 560 jobs confirmed for Cork

**Louise Cashell**

lcashell@corkindependent.com

**There was a huge boost for the Cork economy this week when over 500 new jobs were announced.**

The 560 jobs were created in two different areas, 300 were announced in the food sector; while 260 jobs are to be created at customer relations, outsourcing and HR company, SouthWestern. Minister for Agriculture, Food and Marine Simon Coveney was on hand to make the announcement of the jobs boost for Cork.

More than 300 jobs will be created in food business startups as a result of the Food Academy Start programme, a collaborative initiative between the Local Enterprise Offices, Bord Bia and SuperValu.

As stores are independently owned and operated, SuperValu retailers are able to source directly from local suppliers on a one-to-one basis, enabling these start-up food businesses to gain their first retail listings in stores in their community. SuperValu is also working with the companies involved to get their products listed in a cluster of nearby stores, in order to set them on a long term path to supplying their network of 223 stores.

Mr Coveney said: "Ireland's artisan and specialty food industry is playing a unique and important role in our economic recovery. This is evidenced by the dynamic growth in food startups and food production companies. These planned 300 jobs are predominantly in enterprises employing fewer than

five people, mostly in start-up food businesses in urban and rural areas, and will further enhance the reputation of our food sector nationally and internationally."

The announcement was made at the largest artisan food market, the Cork and Kerry Food Forum, which hosted a trade conference attended by over 400 food industry representatives.

Speaking at the event, Martin Kelleher, SuperValu Managing Director, said: "At SuperValu, we are delighted to announce, that through our partnership with Bord Bia and the Local Enterprise Offices on the Food Academy Start programme, more than 200 small food businesses will work with their local SuperValu retailers, resulting in sales worth €5 million in the next year and leading to the creation of 300 jobs."

"This initiative is a natural fit for SuperValu as our stores are independently owned by retailers who have developed a tailored offer for their community. As a result, they can offer products that are not available in supermarket chains, as our retail partners have the freedom to purchase directly from local suppliers."

As well as this, 260 positions will be created at SouthWestern, 100 of which will be created immediately with an additional 160 to follow over the next two years.

Founded in 1957, SouthWestern is a business process outsourcing partner with focus on areas including finance and accounting, HR and payroll and multi-lingual customer relationship management.

The company handles over €6 billion per year in transactions for its clients, with 500 people employed at the Clonakilty offices - along with further operations in Poland and the UK.



Pictured at the launch were Sean O'Sullivan, CEO LEO, South Cork, Minister Coveney, Martin Kelleher, Managing Director, SuperValu, and Aidan Cotter, CEO, Bord Bia. Photo: Diane Cassady



# #JUSTDOITLIKE

## Local Enterprise Offices on the hunt for Cork's Best Young Entrepreneurs, with €150K INVESTMENT FUND up for grabs

ARE YOU under 30? Do you have a business idea or existing business? Do you want to compete for a part of Cork's €150,000 investment fund and be considered in the shake-up for Ireland's Best Young Entrepreneur? If you answered 'Yes' to these three questions, then your Local Enterprise Office in Cork wants to hear from you!

The three Local Enterprise Offices (LEOs) in Cork are each running a competition aimed at finding the best young entrepreneurs in three categories, with an overall winner going forward to represent their LEO in regional finals, and if successful, flying the Cork flag at the national finals to find 'Ireland's Best Young Entrepreneur' later this year. With the Cork region being heralded as the entrepreneur's hub of Ireland, the overall winner could well be from Cork.

A campaign to encourage all young entrepreneurs to 'just do it' and enter the competition has been launched, along with an online blog featuring some of Cork's young entrepreneurs. Anyone interested can follow the campaign on twitter using the hashtag that has a hint of Cork in it - #justdoitlike.

The competition, which has a simple online application form, is open to individuals aged 30 and under, will be judged under three distinct categories:

- best new idea
- best start-up business
- best established business with new

add-on

Each of the three LEOs in Cork has a total fund of €50,000 to invest in the three winning businesses according to criteria including businesses' investment needs and business prospects; with the overall county winners eligible for an investment of up to €20,000. Applications from Cork businesses and start-ups are invited before July 31<sup>st</sup>, 2014, with successful applicants progressing to 'get fit for business' through a business boot camp and mentoring support in association with the LEOs in Cork.

The Cork competition is part of a national competition launched recently by The Taoiseach and the Minister for Jobs, Enterprise and Innovation to find Ireland's Best Young Entrepreneur, with a total fund of €2million available nationally to invest in winning businesses and entrepreneurs.

The county-based stage of the competition will culminate with the naming of the three 'Best Young Entrepreneurs' in Cork, followed by regional finals, and ultimately national finals with one business-person being crowned Ireland's Best Young Entrepreneur before the end of the year.

Sean O'Sullivan, Head of Enterprise, Local Enterprise Office South Cork says, "The aim of this initiative is to encourage and support a culture of entrepreneurship among young people in Cork, to promote entrepreneur-

ship as a career choice, and to encourage the establishment and development of new innovative businesses by Cork's young entrepreneurs. This is hugely important for job-creation as two thirds of all new jobs are generated by businesses in the first five years of existence – more start-ups and a thriving entrepreneurial culture will lead to more jobs being created."

Sean continued "Whether you are at the idea stage or if you are already trading, all that matters is that you have a good business idea that works. Applying online is simple and there is a €150k investment fund in Cork alone, with targeted business supports on offer to help you turn your business idea into a reality. As we would say in Cork – just do it, like!"



Getting fit for business:  
Ciara Fitzgerald, Training &  
Supports Coordinator, Local  
Enterprise Office South Cork, puts  
young entrepreneurs Stephanie  
Lynch, OnTheQT.ie and Jack Crotty,  
The Rocket Man, through their  
paces on the hunt for  
'Cork's Best Young Entrepreneur'.  
(Photo: Gerard McCarthy)



# John Paul enjoys taste of success

By ANN MURPHY

**A MAN who lost his job in construction and who is now planning to employ 10 people in a food business was among more than 60 businesses displaying their goods at a food forum in City Hall yesterday.**

John Paul O'Connor from Cromane in Kerry was exhibiting Sásta Sausages at the Cork and Kerry Food Forum.

He set up Sásta Sausages with his wife Joan two and a half years ago and they are now planning to expand and will be employing 10 people over the next three months.

Dick Willems of Coolea Farmhouse Cheese was also exhibiting. His company produces three quarters of a tonne of cheese a week.

He said: "It is exported to London and from there it goes all over the world. We get emails from Saudi Arabia, from America, from Australia, from everywhere."

As reported yesterday, some 300 new jobs by more than 200 start-up businesses were announced at the event.

Minister for Agriculture, Food and the Marine, Simon Coveney, said: "Ireland's artisan and speciality food industry is playing a unique and important role in our economic recovery."

He added: "The planned 300 jobs are predominantly in enterprises employing fewer than five people, mostly in start-up food businesses and will further enhance the reputation of our food sector nationally and internationally."

The forum hosted a trade conference, a showcase and food market with tastings and cookery demonstrations for more than 1,000 members of the public who turned up to support local producers.



Minister for Agriculture, Food and Marine Simon Coveney, TD, second left, at the Cork and Kerry Food Forum where he announced that food business startups plan to create 300 new jobs within 12 months. Also included are: Seán O'Sullivan, Chief Executive LEO, South Cork; Martin Kelleher, Managing Director, SuperValu, and Aidan Cotter, Chief Executive, Bord Bia. Picture: Diane Cusack



# Compete for €150k fund for young entrepreneurs

**ARE you under 30? Do you have a business idea or existing business? Do you want to compete for a part of Cork's €150,000 investment fund and be considered in the shake-up for Ireland's Best Young Entrepreneur?**

If you answered 'yes' to these three questions, then your Local Enterprise Office in Cork wants to hear from you.

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For more information or to apply, call (021) 4975281 or visit [www.ibye.ie](http://www.ibye.ie).



Ciara Fitzgerald, Training and Supports Coordinator, Local Enterprise Office South Cork, puts young entrepreneurs Stephanie Lynch, OnTheQT.ie and Jack Crotty, The Rocket Man, through their paces on the hunt for Cork's Best Young Entrepreneur with a €150k investment fund up for grabs.

Picture: Ger McCarthy