

# Small Food Business Mentoring Seminar



- **DATE:** Friday 15 June 2018, 09:30 - 14:00
- **VENUE:** Castleknock Hotel, Porterstown Road, Castleknock, Dublin 15

**safefood** in partnership with Dublin's Local Enterprise Offices / Dublin Food Chain are hosting a special SME seminar in Dublin aimed at food business in a pre-start up phase or those that have been operating for less than 36 months. This workshop is targeted at Food Producers, or those with an idea for a food product and the workshop will cover topics such as business support options, allergens training and will feature group mentoring sessions focused on HACCP, finance and marketing/branding.

TIME		TIME	
09:30	Registration (Tea/Coffee/Networking)	12:15	<b>Learning from my Journey</b> Meet successful food entrepreneur Maria Betts, and learn from her experiences of what works, and what to avoid.
10:00	Welcome from <b>safefood</b>	12:35	<b>FSAI presentation</b> - Ms Clodagh Crehan
10:05	<b>Business support available from LEOs</b> Learn about food support programmes, mentoring options and possible grant assistance you may be eligible for from Mariea Mullally (LEO Dun Laoghaire)	12:50	<b>Question and Answer Session</b>
10:25	<b>Allergens and Food Safety</b> Dr James McIntosh ( <b>safefood</b> )	13:00	<b>Group Mentor Sessions:</b> <ul style="list-style-type: none"> <li>• <b>Food Safety/HACCP</b> – Victoria Flanagan and Dominic Foley (The Food Safety Company)</li> <li>• <b>Food Business</b> - Maria Betts (Award winning Food entrepreneur)</li> <li>• <b>Finance</b> - Yvonne Scully (Former investment banker and former food producer)</li> <li>• <b>Marketing &amp; Branding</b> – Maria O'Connor (Former SuperValu Owner. Former trading Manager, Musgrave Wholesale partners)</li> </ul> Participants will get the opportunity to participate in two 30-minute mentor sessions of their choice (Maximum 15 per mentor group. First come/first served).
11:00	<b>Tips to help achieve success on your food journey</b> Hear from Food Expert James Burke, about the top tips for succeeding with your product, and the pitfalls to watch out for.		
11:30	<b>Bord Bia presentation</b> Bord Bia supports and services that inform your insight lead strategic marketing development. Presented by Maria Stokes		
11:45	Tea/coffee and light lunch	14:00	Close

This workshop is **FREE** to attend but places may be limited and will be allocated on a first come first served basis. To register please [click here](#) or visit [www.safefood.eu/events](http://www.safefood.eu/events)

For further information please contact **Michael Hills** at [mhills@safefood.eu](mailto:mhills@safefood.eu)