



# Growing more than Apples

As part of the Northside place on 26 September presentations from five  
for Business programme, and was a roaring suc- speakers.  
the Growing more than cess with over 80 people The conference cel-  
Apples conference took attending. There were ebrated the diversity and



progression of Cork city's northside was chaired by John Mullins, Managing Director of Augmentis and Chairman of Port of Cork.

Speakers at the conference came from a variety of business backgrounds and included Susan Hayes, author of 'The Positive Economist', businessman Seán Gallagher, Pat Lynch serial entrepreneur, Cork Independent editor Deirdre O'Shaughnessy and Yvonne Barry Senior Partner, **Quintas**.

Presentations by the speakers focused on the importance of connections and



Jessica O'Callaghan and Sophie Murphy from Cork School of Dance pictured launching the Consumer Showcase Northside for Business on Saturday 19 October in Neptune Stadium.

networks, doing business on and gaining competitive advantage for the future. John Mullins said: "We social media and branding, often get caught up in look-

ing at the larger multinationals who do business in our local economy but we must remember to support our smaller businesses who have been the backbone of our community for decades. I am honoured to chair the conference and also learn from the people who have managed to not only maintain their businesses but are growing despite everything."

Entry to the Northside for Business Showcase from 10am to 5pm on Saturday 28 October is free to the public.

Northside for Business is part of the Northside Economic Development Forum's Growing more than Apples initiative. By working together the stakeholders aim to develop practical initiatives, with tangible outcomes, that support the regeneration of the 3 RAPID areas on the northside.

Northside for Business will incorporate a series of initiatives to support employment retention and creation in the area. The aim is to act as a catalyst for growth, to build confidence in the business community and to create a platform that will demonstrate in a most practical way the strength and wealth of businesses and services throughout the northside of Cork city.

It's about celebrating all that the northside has to offer – the people, the culture, the businesses, the uniqueness.