

# Evening Echo

## Inaugural conference to celebrate northside businesses

DETAILS of the inaugural Northside for Business (Growing more than Apples) Conference and showcase were announced by Cork's Lord Mayor, Cllr Catherine Clancy. The conference which will celebrate the diversity and progression of Cork city's Northside will be chaired by John Mullins, Managing Director of Augmentis and Chairman of Port of Cork, in Neptune Stadium on Friday, September 27.

Speakers at the conference will come from a variety of business backgrounds and include Susan Hayes, author of *The Positive Economist*, businessman Seán Gallagher, Pat Lynch serial entrepreneur, Deirdre O'Shaughnessy Cork Independent editor and Yvonne Barry Senior Partner, **Quintas**. Presentations by the speakers will focus on the importance of connections and networks, doing business on the northside, survival

strategies for small businesses, social media and branding, and gaining competitive advantage for the future. An open showcase will also be held on Saturday 28th in Neptune Stadium where more than 60 local businesses will exhibit their products and services to the wider community. The weekend of events marks the culmination of work undertaken by a committee under the chairmanship of Jim O'Donovan of Cork City Council to address the economic challenges facing the northside.

Speaking of the event, Lord Mayor of Cork, Cllr. Catherine Clancy said: "The Northside for Business event is a hugely important one for Cork city and county. The continued success of our city depends largely on our local indigenous businesses who often work under the radar and support thousands of local jobs.

"Cork's Northside has a rich history of successful family businesses which

form an integral part of our local economy and I am delighted to see so many partaking and look forward to meeting with them over the weekend." Also speaking of the conference, John Mullins said: "We often get caught up in looking 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."

Tickets for the conference, which runs from 1.30pm to 5.30pm on September 27, are available for €25 and can be booked online at [www.northsideforbusiness.ie](http://www.northsideforbusiness.ie) or call PLATO (021) 4320466. Entry to the showcase from 10am to 5pm on Saturday 28, is free to the public.



John Mullins, Managing Director of Augmentis and Chairman of Port of Cork; Lord Mayor, Cllr Catherine Clancy; Pat Lynch, serial entrepreneur and businessman Seán Gallagher, at the launch of the inaugural Northside for Business Event.

Picture: Darragh Kane