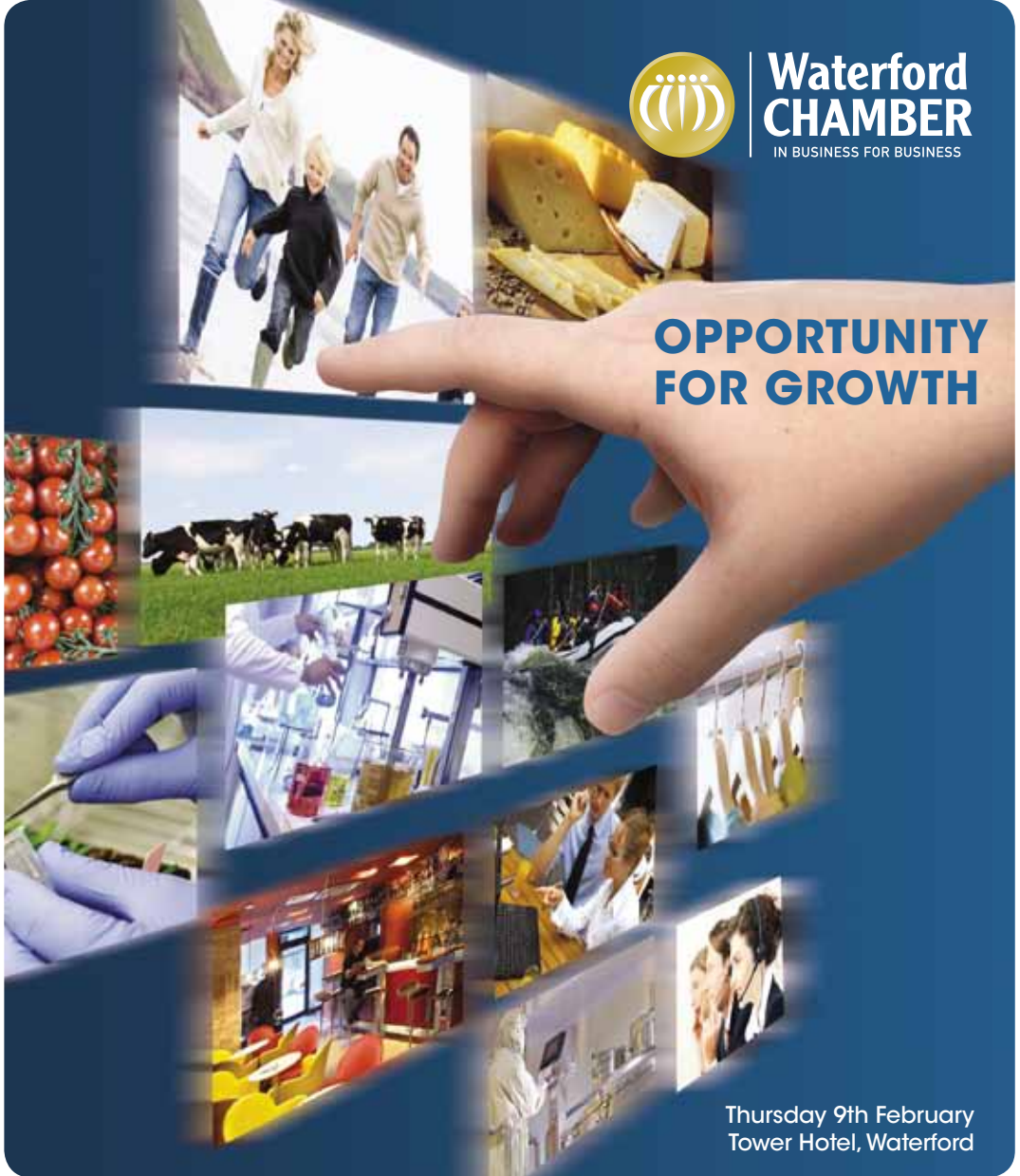


National Business Conference 2012



**Waterford
CHAMBER**
IN BUSINESS FOR BUSINESS

**OPPORTUNITY
FOR GROWTH**



Thursday 9th February
Tower Hotel, Waterford

7:30am – 8:00am Registration & Light Breakfast
8:00am – 2:00pm Conference
2:00pm – 3:00pm Lunch

Kindly sponsored by

Bank of Ireland



Not Just Another Conference



In these challenging economic times the ability to identify, seize and maximize opportunity in business is more critical than ever. Of necessity, Innovation, flexibility and entrepreneurial spirit flourish in the face of difficulty. This conference aims to highlight the opportunities in key growth areas such as tourism, agri-food and manufacturing sectors and share how Ireland's blue chip companies are maximizing those opportunities for business success.

Highly interactive, conference delegates are encouraged to engage with speakers and other delegates through facilitated Q&A sessions and networking breakouts. Shared learning and practical business experiences are a key feature of this conference.

Join us on the 9th February and learn how to turn opportunity into success.

Anne Marie Caulfield,
President, Waterford Chamber

Who is this event for?

Aimed primarily at Entrepreneurs, CEO's, Directors, senior Managers and Business Owners this Conference is also ideal for those tasked with encouraging economic activity. This Conference is an ideal opportunity to learn how other organizations are identifying and seizing opportunities to maximize their business.



Minister Brendan Howlin

Brendan Howlin was appointed Minister for Public Expenditure & Reform in March 2011. He was elected as Leas-Cheann Comhairle of Dáil Éireann in 2007. He was previously Minister for the Environment from 1994-97 and Minister for Health from 1993-94. He is a member of Dáil Éireann since 1987 and was a member of Seanad Éireann from 1982-87. He was one of the six Vice-Presidents of the Executive Committee of The Association of European Parliamentarians for Africa (AWEPA), former Deputy Leader of the Labour Party and former member of the Oireachtas Commission.



Mark Cunningham, Director of Business Banking Ireland & UK, Bank of Ireland

Mark Cunningham is Director of Business Banking in Bank of Ireland (Irl & UK). Mark was previously Managing Director of Bank of Ireland Private Banking, a Director of BIAM and previously Managing Director of the Bank's Trust and Custody Operations. Mark is a law graduate of Trinity College Dublin and holds an FCCA qualification.

CONFERENCE AGENDA

Date: Thursday 9th February 2012

Venue: Tower Hotel, Waterford

Registration & Light Breakfast

07.30	Registration	
08.00	Mayor Cllr. Pat Hayes	Welcome Address
08.05	Anne Marie Caulfield	Opening Address

Session One: Tourism

Session Chair: Redmond O'Donoghue, Chairman of Fáilte Ireland

08.15	Redmond O'Donoghue	Session Introduction
08.20	Monica MacLavery	Competing to Win in Overseas Markets
08.40	Peter McNulty	Fundamentals and Principles of Tourism Product Development
09.00	Gary Graham	Waterford - Feasting on Festivals
09.20	Questions & Answers	
09.30	Break	

Session Two: Agri & Food Business

Session Chair: Dan Browne, Director, Dawn Meats

09.45	Dan Browne	Session Introduction
09.50	Chris Martin	Backing Ireland
10.10	John Moloney	Glanbia - from local to global
10.30	John Noonan	Positioning for Growth
10.50	Michael Murphy	Irish Food & Drink Industry – Performance & Prospects
11.10	Questions & Answers	
11.20	Break	
11.50	Brendan Howlin	Minister for Public Expenditure & Reform
12.10	Mark Cunningham	Credit Outlook 2012

Session Three: Enterprise & Innovation

Session Chair: Louise Grubb, Managing Director, NutriScience Ltd.

12.20	Louise Grubb	Session Introduction
12.25	Dominic Carolan	The multinational perspective
12.45	Tom Hayes	Entrepreneurship & Innovation
13.05	Patsy Carney	Innovation in Pharma: Indigenous Irish Company Perspective
13.25	Dave Shanahan	Opportunities in the Life Science Arena
13.45	Questions & Answers	
13.55	Anne Marie Caulfield	Closing Address
14.00	Lunch	

Session 1: Tourism



Session Chair: Redmond O'Donoghue, Chairman of Failte Ireland

Between 1968 – 1985 Redmond held senior Sales and Marketing positions with Ford in Ireland, Britain and Spain. From 1985-2005 Redmond worked with the Waterford Wedgwood Group. Redmond retired from executive life in 2005. He is currently Chairman of Failte Ireland.



Monica MacLavery, Manager Northern Europe, Tourism Ireland

Monica started her career as Marketing Manager for Glasson Golf and Country Club in Co. Westmeath and joined Bord Fáilte in Paris in 1999 where she looked after the promotion of special interest activities in the French market. Following 4 years in France she moved to Australia where she took up the position of Manager Australia and New Zealand with additional responsibility for the Chinese market. In 2007 Monica took up a position with Fáilte Ireland as Business Tourism Manager and later rejoined Tourism Ireland as Manager for Northern Europe which is her current role.



Peter McNulty, Managing Director, Tourism Development International

Peter was appointed Managing Director of Tourism Development International in 2001. Prior to taking up this position, he was Research Director with the firm since its establishment in 1988. He has extensive experience in tourism project management, strategic planning and marketing and has been responsible for the direction of over 200 major tourism projects. Tony has particular experience in market-led tourism planning and product development, and has worked in developed and developing tourism economies throughout the world. He is co-author of the ETC/UNWTO Handbook on Tourism Product Development which was published in 2011.



Gary Graham, Bloom Manager, Bord Bia

Gary manages Bloom, Bord Bia's highly successful 5 day food and gardening festival. Attendance has grown to 90,000 in 5 years and it is becoming a key event in the Irish tourism calendar. Gary also assists horticultural enterprises, focusing on export growth and import displacement. Previously, he worked for the Irish Farmers' Association for 7 years. He has advised, managed or owned small businesses for over 20 years. Gary studied Amenity Horticulture in the National Botanic Gardens, Glasnevin before completing the MII Diploma in Marketing, a Post-Grad Diploma in Business Management from DIT and a Masters in Business in WIT.



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Session 2: Agri & Food Business



Session Chair: Dan Browne, Director, Dawn Meats Group

Dan is a founding member and Director of the Dawn Meats Group. Established in Waterford in 1980, it is today one of Europe's leading food processing companies.



Chris Martin, CEO, Musgrave Group

Chris is CEO of Musgrave Group, Ireland's largest grocery and food distributor. Under Chris' direction, the business has focused strongly on partnering with entrepreneurial retailers to grow and develop retail brands. Prior to joining Musgrave, Chris had already honed a strong and lengthy retail pedigree including senior positions with Asda, Pizza Hut, Storehouse and Mothercare, where he was CEO until 2002. Chris is a 'Fellow of the IGD', a 'Fellow of the Royal Society of Arts' and a member of the Rabobank Advisory Board on Food and Agriculture.



John Moloney, Group Managing Director, Glanbia

John is Group Managing Director of Glanbia since 2001. He joined the Group in 1987 and held a number of senior management positions including Chief Executive of Food Ingredients and Agribusiness. Prior to joining the Group he worked with the Department of Agriculture, Food and Forestry and in the meat industry in Ireland. He is a Director of The Irish Dairy Board Co-operative Limited, DCC plc and a Council Member of the Irish Business and Employers Confederation



John Noonan, Sales & Marketing Director, E. Flahavan & Sons Limited

John Noonan graduated from UCC with a B.Comm in 1983 and is also a Member of the Chartered Institute of Marketing, UK. He has over 25 years experience in marketing, having worked abroad and at home in various marketing roles including, Guinness GB, London International Group, C&D Petfoods and Cahill May Roberts Group. In 1997 John took up the position of Marketing Director with Flahavans, becoming Sales and Marketing Director in 2007. John is a Director of Love Irish Food and in 2009 he was named Marketer of the Year.



Michael Murphy, CEO, Bord Bia

Michael Murphy is responsible for leading Bord Bia market development programmes and services across nine overseas offices. He has worked with Bord Bia since 1995 holding a number of positions including Beef Specialist, Media Relations Manager, General Manager- British Office, and Director – European Markets. Michael was appointed Director of Markets in July 2007. Prior to Bord Bia, he worked with Departments of Agriculture and Environment, the Irish Farmers' Association and a Public Relations Company. Michael is an Agricultural Economics graduate from UCD and is a member of the Marketing Institute of Ireland.

Session 3: Enterprise & Innovation



Session Chair: Louise Grubb, Founder & Managing Director, NutriScience Ltd

Louise is an Entrepreneur and Business Consultant with 10 years experience in business start-up, product and strategy development, and exporting. NutriScience develops and manufactures nutritional supplements in its ISO 9001 2000 accredited facility.



Dominic Carolan, Senior VP, Genzyme Manufacturing Operations

A Chemical Engineering graduate from UCD, Dominic is a 30 year veteran of the Pharmaceutical Industry, spending his career in Manufacturing and Operations. Dominic joined Genzyme in 2001 to build the Irish organisation and establish Genzyme's manufacturing base in Waterford which has now €450m invested and 500 personnel employed. He currently has responsibility for a number of manufacturing sites and supply chain operations. Dominic is a member of IBEC's National Council and is the immediate past Chairman of Pharmaceutical Ireland and also a past Chair of AmCham SE region.



Tom Hayes, Divisional Manager with responsibility for Entrepreneurship, Enterprise Ireland

Tom Hayes manages the organisation's network of regional offices, he also managed the HPSU Division with responsibility for delivering a yearly target of new High Potential Start-Up companies. He also has international experience having spent six years in Madrid where he managed the Spanish and Portuguese markets. Tom's private sector experience was in the car industry where he worked in the sales and marketing division of British Leyland.



Patsy Carney, Managing Director & Co-founder of EirGen Pharma

EirGen Pharma is a pharmaceutical firm focused on the development and commercial supply of high potency finished products used in the treatment of cancer. Patsy founded the company in Waterford in 2005 together with his co-founder and Technical Director, Tom Brennan. EirGen Pharma currently employs 50 people. Patsy has over 27 years in the pharmaceutical industry and has held previous positions in operations, R&D and business development in a number of pharmaceutical companies including IVAX (now Teva), GSK and RPR.



Dave Shanahan, Global Head of Life Sciences, IDA Ireland

Dave Shanahan is a science graduate of UCC and a business graduate of TCD. He worked for 22 years in Ireland's healthcare Industry in Pharmaceutical multinationals such as Johnson & Johnson, ICI, Zeneca and Pfizer. Dave led Pfizer Healthcare Ireland for 7 of his 9 years as Country Manager Ireland, and was also a Director of Pfizer UK's Leadership team, 2000-2007. He joined Charter Medical as Group CEO in 2007. He joined IDA Ireland in 2009 as Global Head of Life Sciences promoting inward investment by multinationals in Biopharmaceuticals, Medical Technologies, Food and Healthcare Services.

To book, email sheila.quinn@waterfordchamber.ie
Alternatively, please fill out and return this booking form

BOOKING FORM

Company Name: Telephone No:

Delegate (1): Email:

Delegate (2): Email:

Delegate (3): Email:

Please note you are advised to book early as there are limited places available
Discount of 5% for groups of 3 or more attendees

I wish to attend the Seize The Opportunity for Growth Conference:

Thursday 9th February, 2012

Please book place(s) at €100+vat@23% (€123 total) per delegate (Chamber Member)

Please book place(s) at €150+vat@23% (€184.5 total) per delegate (Non Chamber Member)

I wish to pay by credit card:

Please charge my credit card: €

Card Type: VISA

MASTERCARD

I enclose a cheque for: €

Please make the cheque payable to: "Waterford Chamber"

Credit Card No:

Expiry Date:

Security Code:

Cardholder's signature:

Please detach & return this booking form no later than Friday 3rd February 2012 to
Sheila Quinn, Waterford Chamber, 2 George's Street, Waterford.
Tel: 051 872 639

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**“Destiny is not a matter of chance,
it is a matter of choice; It is not a
thing to be waited for, it is a thing
to be achieved.”**

William Jennings Bryan

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