

# Services for Small Business



Presented by:

**Tara McCarthy**  
**Director Food & Beverage**

January 20th 2015

# Bord Bia supporting you at every stage...



# Business Phases

Startup Phase



Getting Market Ready



Export Stage



# Startup Phase



# Getting Market Ready



# Export Stage







# 2014 Research





## Guide to Food Markets in Ireland



Growing the success of Irish food & horticulture

**Bord Bia**  
Irish Food Board



## Guide to Retail for Small Food Producers



Growing the success of Irish food & horticulture

**Bord Bia**  
Irish Food Board



Welcome to Bord Bia Vantage,  
how can we help?

Are you:

- ✓ Sector Overviews
- ✓ Irish Retail Programme
- ✓ Trade Fairs

- ✓ exporting for the first time
- ✓ Irish Foodservice Programme
- ✓ Inspiration Expeditions
- ✓ Our Office Network

EVENTS

[VIEW ALL »](#)



17 FEBRUARY 2015  
**CATEX 2015**  
Showcase

LOCATION: RDS, Dublin DATE: 17 - 19  
February 2015 The CATEX 2015 event is a  
showcase for all the best in the food services  
sector. This event...

[MORE](#)



27 JANUARY 2015  
**TRADEIT Project**  
2015

LOCATION: Institute of Technology Tralee  
The TRADEIT project is hosting an event for  
food producers who believe in traditional  
food values and...

[MORE](#)



20 JANUARY 2015  
**Small Business**  
Open Day

LOCATION: Crowne Plaza Hotel,  
Blanchardstown, Dublin The Small Business  
Open Day is currently oversubscribed.  
Should you wish to be added to the...

[MORE](#)

WHAT'S HOT



# FOOD ACADEMY START

FOOD KNOWLEDGE FOR GROWTH

**Bord Bia**  
Irish Food Board

Oifig Fiontair Áitiúil  
Local Enterprise Office



**SuperValu**  
Real Food, Real People





# FOOD WORKS

CREATING GLOBAL FOOD ENTREPRENEURS

**Bord Bia**  
Irish Food Board

**ENTERPRISE**  
**IRELAND**  
where innovation meets business

**cajasc**  
Association of Food Business Owners







# Getting Market Ready





# *Chocolate*

**Baked  
Goods**

**Chilled**

**Sweet Spreads**

**Sauces, Oils & Condiments**

**Snack Foods**



**SuperValu**  
Real Food, Real People



**TESCO**  
IRELAND  
*Every little helps*



dunnhumby

**Sainsbury's**

**Bord Bia**  
**European Private Label Programme**

**Bord Bia**  
Irish Food Board



Google



The Digital  
Food Hub

### 2014 Programme Participants





**Bord Bia Ascent**







# BRAND FORUM

BE INSPIRED, BE INFORMED, CONNECT

BORD BIA

## Branding WORKBOOK

A consumer focused approach to building a strong brand

Bord Bia  
Irish Food Board

Growing the success of Irish food & horticulture





**Inspiration Expeditions**

# Export Stage





# Export Stage

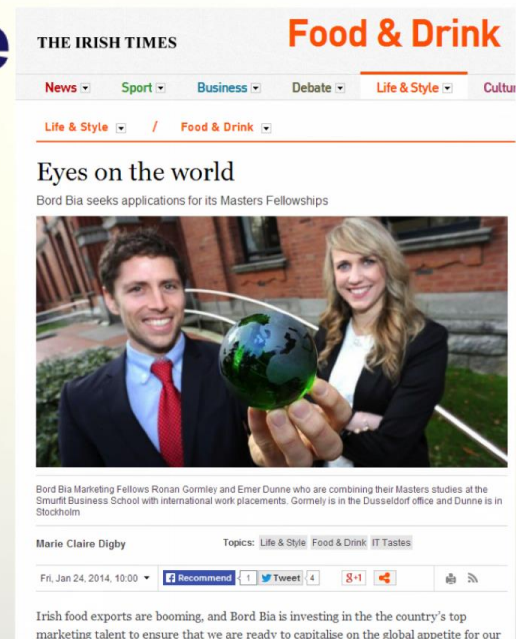


# Trade Fair Programme 2015



# Marketing Fellowship Programme

- ✓ In-market and on the ground resource
- ✓ 21 small companies in 2014/15 Fellowship Programme





**Bord Bia**  
Irish Food Board



**MARKETPLACE  
INTERNATIONAL 2015**  
WORLD LEADERS. WORLD CLASS. WORLDWIDE.



**March 26th 2015**  
*Ireland Awaits You!*

A unique opportunity to meet with  
over 150 leading Irish food and drink  
exporters under one roof, in one day.



# Business Phases

Startup phase





# Bord Bia supporting you at every stage...



A billboard with a black frame and three silver clips at the top. The billboard is set against a background of a blue sky with vertical stripes and a green field with tufts of grass at the bottom. The text on the billboard is centered and reads: "Bord Bia" in a green serif font with a green checkmark above the 'i', "Irish Food Board" in a blue sans-serif font, and "Supporting SMEs in Food" in a dark blue sans-serif font.

*Bord Bia*

Irish Food Board

Supporting SMEs in Food