

Press release

Opportunity for businesses in Kildare, Meath and Wicklow to seize the opportunities presented by digital tech and green transition

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Businesses in the Mid-East have a great opportunity to explore how the transition to a low carbon economy and the increased use of digital technologies can help their business at an event in the Osprey Hotel, Naas, Co. Kildare next Friday (23 June).

A number of State agencies will attend and offer practical advice as well as outlining the range of supports available, including grants and loans, to help businesses on their green journey and to enhance their use of digital technology.

The Building Better Business event is being hosted by the Department of Enterprise, Trade and Employment and is open to business in the Mid-East region, namely counties Kildare, Meath and Wicklow. The event is part of a series of regional events to be staged throughout the country during this year.

A key element of the Building Better Business event will be a number of staffed stands featuring agencies and organisations including Enterprise Ireland, the Local Enterprise Offices, Sustainable Energy Authority of Ireland, IDA, Microfinance Ireland, Strategic Banking Corporation of Ireland, Skillnet Ireland, Intertrade Ireland, Maynooth University and Mid-East Regional Skills.

They will be on hand to advise attendees on how businesses can lower their running costs by implementing energy efficiency measures, unlock new opportunities and create new green jobs, raise finance and learn how to win new business as large businesses and public sector organisations increasingly require suppliers to be more sustainable.

Staff will also be available to demonstrate the government's Climate Toolkit 4 Business, a user friendly tool which will estimate your business's carbon footprint and suggest actions and supports to help reduce it.

Advice will be available on how digital transformation can help business in a range of ways including laying the ground for future growth, making more productive use of time and resources, expanding markets, increasing sales, enabling better customer engagement and better use of data to inform strategy as well as improving security.

Building Better Business will also include panel discussions featuring local businesses who will be talking about the practical actions they have taken to improve their business's bottom line. Experts will give insights into how businesses can grow and prosper by embracing the opportunities presented by transitioning to a low carbon economy and digital transformation.

Minister for Enterprise, Trade and Employment, Simon Coveney, and Minister of State for Employment Affairs and Retail Business, Neale Richmond, will attend and address Building Better Business and both ministers have urged businesses in the Mid-East to come along and find out about the many ways they can improve their business.

Minister Coveney said:

"I would like to encourage businesses in Kildare, Meath and Wicklow to come along to our Building Better Business event which will highlight how digital transformation and the transition to a low carbon economy can help their business. This is our fourth such event and the feedback from attendees has been very positive. The discussions are very informative and it is a great opportunity to network with like-minded businesses."

Minister Richmond added:

"I would encourage all businesses to come along to the event to find out what supports are available to them from State agencies. From financial supports to mentorship, there will be a huge amount of information available that would be really useful to businesses. If time is tight, businesses can call in for an hour or two, maybe listen to a panel discussion and spend some time networking and learning from the State agencies. It would certainly be time well spent."

Building Better Business will also feature an update on the Mid-East Regional Enterprise Plan by its Chair, Owen Brennan, and include a discussion with the Heads of Enterprise in Kildare, Meath and Wicklow.

Businesses can register their place at the event by visiting [\(https://enterprise.gov.ie/BBB\)](https://enterprise.gov.ie/BBB).
(<https://enterprise.gov.ie/en/what-we-do/the-business-environment/building-better-business/building-better-business.html>).

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