



The Small Firms Association flagship event Business Connect is taking place this year as a hybrid event from a studio in Killashee House Hotel, Naas Co. Kildare on February 11th. Hosted by renowned business broadcaster Richard Curran, this event will shine a light on Ireland's unique ecosystem where small and large firms often compete for contracts, talent, government and media attention. But they also thrive from each other. Delegates will hear from large organisations on what they look for in partners, small companies who will provide insights on how to win big contracts as well as organisations and agencies that can provide support for collaboration.

A mix of up to 300 small and large organisations will attend including 50 of Ireland's best in small business who are finalists in the SFA National Small Business Awards 2021. These companies will showcase in a virtual exhibition space along with awards supporters; Bord Bia; Enterprise Ireland; PermanentTSB; Microsoft; NSAI, .IE, One4All, DeCare, SBCI and Skillnet Ireland.

Business Connect - Draft Agenda – February 11th

08.00 Networking Session – Exhibition open

09.00 Welcome – Richard Curran

09.05 Opening Remarks- Graham Byrne, SFA Chairman and CEO Flender Ireland

Sharon Higgins, Director of Member Services, Ibec

09.20 Re-setting the Dial for 2021

Dr Colman Noctor - focussing on reboarding post Covid-19 and developing digital resilience in an era of technology and anxiety.

10.00 Networking Session & Exhibition open

10.15 Adapting for Business in a virtual world

Alan Wyley Luzern Solutions

Joanne Charles, Head of Commercial & Small Business, Cisco

Cathy McGovern Inspiration

11.15 Networking Session & Exhibition open

11.40 Winning with Big Business

Musgrave Group, CEO Noel Keeley

Panel

Chris Mitchell, Green Angel

Dom McGroddy, Lily's Tea

Brian Fitzpatrick, Oriel Sea Salt

Michael Ferncombe, Borrisoleigh Bottling

12.20 Looking for Money?

Eoin McGee, Broadcaster, How to be Good with Money

Do's and don'ts when applying for finance

Panel

John Madigan, Head of Marketing and Research, SBCI

Eoghan Hanrahan, Regional Director, Enterprise Ireland

Garrett Stokes, CEO Microfinance Ireland

Mags Brennan, Head of Business Banking, PermanentTSB

1.00 Closing Remarks – Networking session and Exhibition open

1.30 Networking Closes