



CORKMEET

— 2010 —

International Business Networking

A Guide for International Participants

Dear **CORKMEET** participant,

On behalf of the **CORKMEET** board, including Cork County Council, Cork County and City Enterprise Boards and Cork Chamber, we would like to invite you to our international networking forum on 6, 7 and 8 October 2010.

This is an ideal opportunity for any business to make contacts with both Irish and other international companies.

Further information is contained within this document. To discuss in more detail, please do not hesitate to contact the **CORKMEET** team.

We look forward to hearing from you.

Yours faithfully,

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CORKMEET team

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CORKMEET 2009 was the first large-scale business networking event to be held in Ireland. The event was funded and organised by Trading Link Cork, a partnership for business between Cork County Council, Cork County and City Enterprise Boards and Cork Chamber and was project managed by Macroom E.

The event was a huge success, with **6** delegations from outside Cork, **297** registered companies, **383** registered participants with **301** meeting schedules and **24** exhibitors. Companies and participants attending CORKMEET 2009 represented **8** different countries and covered at least **15** different business sectors.



The event took place over three days from 11 – 13 November 2009



What the participants said...

"... a lot of contacts, great expectations about the future contracts...hope to participate also next year to the Cork Meet 2010."



"Yes - a great event I thought. Met some interesting contacts even over coffee. Many thanks and well done."

future."

"I just wanted to say a big thank you for the meeting last week, I got talking to a lot of people and a lot of them were outside my pre-booked meetings. Hopefully the connections that were made at this event will continue and build in the

"On behalf of all of our staff ... we would like to express our sincere gratitude for organising such a wonderful event last week at the Radisson Hotel. We enjoyed the experience very much and are expecting that it will generate benefit for our business."

"a fantastic event last week with Cork Meet - a superb feat of organisation! I got a huge amount from the few days, catching up with existing contacts and making great new connections too...I have only heard positive feedback from the other delegates I was talking to."

"... event was superb! Well done to you and your team"

"It was a very well and professionally prepared event. The idea of the event was an example of the very innovative approach towards new ways of international partnership. We were impressed by the way it was organized and how many companies were taking part...The number of individual meetings was very impressive."



"...Just a brief email to congratulate you on CorkMeet 2009. It was very impressive, very well organised and extremely professional with a very relaxed atmosphere. I felt that I have made some solid connections that will hopefully lead to partnerships going forward. I look forward to next year."



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Guide to Registration Process for Participating Companies

Registration Process for CORKMEET 2010

On arrival at the **CORKMEET 2010 event**, each participant will receive an individual meeting schedule of up to 10 meetings. These meetings are arranged prior to the event itself, but will take place on Thursday 7th October during the **CORKMEET 2010** event. Meetings are arranged using an online appointments system. In order to participate in the **CORKMEET 2010** event you will need to:

- 1) Register for the event on www.corkmeet.ie
- 2) Complete your online company profile
- 3) Request meetings with other participants

The registration process will take about 15 minutes to complete. After your initial registration you will be able to update your company information. Full details on the registration process are available below.

STEP 1: Register for the event

1. Register and pay online at www.corkmeet.ie
2. You will receive an email from the CORKMEET team with your personal access code
3. Use your personal access code to login to the CORKMEET 2010 company catalogue (database)

CORKMEET
International Business Networking

CORK IRELAND
LOGIN | ENQUIRY FORM

LOGIN

Name:

Password:

WELCOME TO CORKMEET

The first step is to create your company profile. This is what other participants will see and base their meeting choices on once the online catalogue is open.

Similarly, you will be able to browse the catalogue and choose who you wish to meet at CORKMEET based on the online profiles of the other participants.

You may have up to 10 formal one to one meetings at the forum.

NB. You must complete this profile in order to participate in CORKMEET

STEP 2: Creating your company profile

NB. You must complete this profile in order to participate in CORKMEET 2010.

4. The **homepage** of the **CORKMEET 2010** company catalogue provides a 'dashboard' view of all the sections to be completed and your progress. The company profile is divided into 4 sections as follows:

Identification – general information about your company

Activities – primary activities of your company

Objectives – types of potential partners you hope to meet at the event

Participants – details on who will attend the event on behalf of your company

The screenshot shows the CORKMEET 2010 user dashboard. At the top, there is a navigation bar with the CORKMEET logo, the text "International Business Networking", and "CORK IRELAND". Below the navigation bar, there are three main sections:




- 1. COMPLETE YOUR PROFILE**: A progress bar with four stages: Identification, Activities, Objectives, and Participants. Each stage has a green checkmark icon, indicating that all sections are complete and validated.
- 2. SPECIFY YOUR PARTICIPANTS' DETAILS**: A table with two columns: "Participant" and "Meeting schedule". The table contains four rows, each with a participant name and a meeting schedule option (e.g., "With a meeting schedule" or "Without a meeting schedule").
- 3. PREPARE YOUR MEETINGS**: A section with two buttons: "CONSULT THE CATALOGUE OF PARTICIPATING COMPANIES" and "PRIORITISE & ORGANISE YOUR MEETING CHOICES". Below these buttons, there is a table showing the number of meeting choices made by each participant. The table has two columns: "Participant" and "Number of meeting choices". The first row shows "M. BOWEN" with a value of 0 out of 20.

At the bottom of the dashboard, there are two links: "Tips for a successful forum.pdf" and "Tips for completing your profile.pdf".

When moving from one section to another, save your information using the following buttons:



The following key helps you to track your progress and see at a glance which sections remain to be completed:

-  : Complete and Validated
-  : Partially complete, non validated
-  : Not started

Example:



NB The quality and accuracy of the information submitted here is important and a major key to the success your participation in the CORKMEET 2010 event.

Some useful tips:

- Use key-words (to be easily found in the database search engine)
- Where possible, use short phrases that can be easily read on-screen.
- Remember to choose your activity sectors and company profiles carefully. This is your opportunity to sell your products, services and projects to your future partners.

STEP 3: Arranging your meeting schedule

The online catalogue of all participating companies will be available to view from 6th September 2010. This is essentially a search engine, complete with key-words and search criteria, which allows participants to search for and request meetings with, potential partners. You will need to choose the participants you wish to meet before the event.

Each participant of **CORKMEET 2010** will receive a tailor-made timetable of up to ten meetings. The **CORKMEET 2010** event allows you to request appropriate meetings with potential partners using an online appointments system.



- 1) **Review and Request:** Review catalogue of participating companies using search criteria. To see further information about another participant, simply click on the company name. If you wish to meet them at the event, click on **Add to your meeting choices**.
- 2) **Prioritise:** Once have identified your full list of potential partners, click on **Meeting choices** to prioritise the choices for each participant.

Please note: while every effort will be made to accommodate your meeting requests, it is not always possible to accommodate the choices of all participants. If you are not successful in organising a particular meeting via the online appointments system, feel free to contact the CORKMEET team during the event and to request an introduction.

For assistance on any aspect of the registration process, contact the CORKMEET team enquiries@corkmeet.ie



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About CORK

Come to Cork - We've been expecting you!

CORKMEET 2010 will showcase the benefits of doing business in Cork. We have the infrastructure, competitiveness and quality of service delivered with professionalism and friendliness to make Cork the perfect place to do business.

This document will cover the following topics:

- Economy
- Education
- Transport & Infrastructure
- Arts & Culture
- Tourism
- Practical Travel Information

Economy

Cork's well balanced economy has consistently attracted many of the world's largest companies and is home to global market leaders in pharmaceuticals, healthcare, ICT, biotechnology and international financial services.

This strong multinational presence is complimented by a vibrant micro-enterprise and SME sector. Ireland is an entrepreneurial nation, and is at the fore in Europe in the numbers of early stage entrepreneurs. Our well educated workforce not only offers skills and expertise to larger companies, but also has the drive, enthusiasm and innovation to start and grow their own businesses.

Traditionally, much of Cork's indigenous industry has grown around food & drink production. This tradition continues with large food producers such as **Kerry Foods** and **Dairygold** and drink manufacturers including **Barry's Tea**, **Heineken Ireland**, and **Pepsi Cola International**, choosing Cork as a location for their operations.

Throughout Ireland, Cork is renowned as a thriving centre for artisan food and drink production. Some of the well known products from the region include **Ballymaloe Country Relish**, **Clonakilty Black Pudding**, **Irish Yoghurts**, **Glenilen**, **Ardsalagh** and **Gubbeen** cheeses.

Cork is also well known for its craft and gift production micro-enterprises some of which include: **Rossmore Pottery**, **Turner Glass Design Ltd** and **Hilary Nunan**.

Cork has become a prime location for companies in the pharmaceutical and chemical industries in Ireland. World leaders in these fields such as **Boston Scientific**, **Lilly**, **Janssen**, **Henkel**, **G.E Healthcare**, **GlaxoSmithKline**, **Pfizer** and **Schering-Plough** are based in Cork.

International electronics producers such as **Moog** and **EMC** are located in Cork and **Apple's** European Headquarters is based in Cork. Global operators in Engineering **Arup**, **SR Technics** and **Horner** are also located in Cork.

Education

Cork has a lively student population of more than 25,000 students per year, the majority of which attend the county's two main third level education institutes, **University College Cork** and **Cork Institute of Technology**. The availability of a highly qualified work force on the doorstep has been a key factor in the choice of a number of multinational companies to locate, and remain, in Cork.

Transport & Infrastructure

Cork has a well-developed infrastructure and is easily accessible by air, sea, rail and road. Cork International Airport has direct flights to the UK and parts of Europe, and connecting flights to other European and American destinations.

For more information: www.corkairport.com

Cork's natural harbour is a busy port for goods and tourism, with regular direct ferry crossings to UK and mainland Europe.

For more information: www.aferry.ie

Trains running from Kent Station in Cork city offer regular routes to regional stations and an hourly route to Heuston station in Dublin.

For more information: www.irishrail.ie

Arts & Culture

Cork city's commitment and contribution to the Arts and cultural life is well established. The city is home to several galleries and museums, dance theatres and artist workshops. The city also boasts a busy calendar of festivals including folk, jazz, choral and film. In recognition of this commitment Cork City was chosen as European Capital of Culture in 2005.

Tourism Cork

From the bustling friendly streets of Cork City, to the rugged beauty of West & East Cork, there is plenty to do and see during a visit to Cork. The *Lonely Planet* travel guide 'Best in Travel 2010' lists Cork as "at the top of its game: sophisticated, vibrant and diverse" and recommends it as one of the top places to visit in 2010.

See www.discoverireland.com or www.visitcorkcounty.ie for tourism and travel information

Other useful links:

Cork Kerry Tourism - www.corkkerry.ie

Tourism Ireland - www.tourismireland.com

Failte Ireland - <http://www.failteireland.ie>

Cork City Gaol Heritage Centre- <http://www.corkcitygaol.com/>

The Queenstown Story, last port of the TITANIC <http://www.cobhheritage.com/>

Cork Vision Centre - <http://www.corkvisioncentre.com>

Fota Wildlife Park - <http://www.fotawildlife.ie/>

Blarney Castle - <http://www.blarneycastle.ie>

Practical Travel Information

Getting there

Air

Cork airport is located just 8km outside of Cork City Centre and 16km from the Radisson Blu Hotel. A number of the main European airlines fly to Cork airport direct, other routes include transfers at London Heathrow or Stansted. For full details of flight options see www.corkairport.com or check with your preferred airline.

In Cork

Bus

Regular shuttle bus services connect the airport with Cork city <http://www.skylinkcork.com> or <http://www.citylink.ie/>. A public bus is also available <http://www.buseireann.ie>

Train

Cork's train station, Kent station, is located on the Lower Glanmire Road, a 10 minute walk from Cork city centre.

Routes serviced: Dublin Heuston – Cork; Mallow – Cork – Cobh; Cork – Tralee; Cork – Midleton

Taxi

A taxi rank is located outside the main terminal building at Cork Airport. Fares to the city centre cost from €15 to €20.

Car Hire

There are many car hire companies with offices at Cork Airport. See http://www.corkairport.com/to_from/car_hire.html for further details.

To the Radisson Blu Hotel

The **CORKMEET 2010** event venue Radisson Blu Hotel & Spa is located 10km east of Cork City

Driving

- On leaving the Cork airport main gates, turn left onto N27.
- To get to RADISSON BLU HOTEL, take the 4th exit at roundabout onto N25/S Ring Road.
- Follow road through tunnel.
- At the next roundabout, take the 3rd exit onto N25, following signs for ROSSLARE/WATERFORD
- Take the R623 exit towards Glounthaune.
- Turn right at R623 Turn right at EASTGATE AVE.
- At the roundabout, take the 1st exit.
- At the roundabout, take the 3rd exit onto EASTGATE road.

By Train

From Kent station in Cork, take the COBH train to LITTLE ISLAND. The Radisson Blu Hotel is a 10 minute walk from this station.

Accommodation

A special room rate for CORKMEET 2010 participants has been arranged with the Radisson Blu Hotel. Please mention CORKMEET when making your reservation. Residents will have complimentary access to the retreat hydrotherapy pool, sauna, steam room and leisure centre.

For more information: <http://www.radissonblu.ie/hotel-cork>

Other hotels in the area:

Fota Island Hotel & Spa <http://www.fotaisland.com/>