

Little Island Business Association (LIBA) is the new not for profit organisation formed in May 2012 to promote and market Little Island locally, nationally and internationally and to provide a platform for businesses in the area to network and do more business. Little Island Business Association will represent the interests of all business sectors who are its members. The Little Island Business Association has up to 1,000 businesses in its area and members will be representative of all sections of the business community.

The Founder of the Little Island Business Association is Michael Mulcahy and its offices are based in 3022 Euro Business Park.

www.liba.ie



LITTLE ISLAND
BUSINESS
ASSOCIATION 

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A NEW ERA FOR THE DEVELOPMENT OF BUSINESS IN LITTLE ISLAND

LITTLE ISLAND
BUSINESS
ASSOCIATION 

PROMOTING
PEOPLE
PROMOTING
BUSINESS
PROMOTING
LITTLE ISLAND



AIMS OF LITTLE ISLAND BUSINESS ASSOCIATION

- To develop a strong membership of Little Island businesses where all members receive exceptional benefits for their membership.
- To encourage new small, medium and large businesses to locate in Little Island.
- To develop a **Little Island Invest Agency** where people seeking investment/seed capital for businesses will be matched up with investors who are property owners or business people in Little Island who will invest in the business on an equity investment basis and the business will be based in Little Island.
- To market Little Island with a creative advertising campaign with print, poster and radio advertising.
- To develop the Little Island Business Association website www.liba.ie and to promote and market Little Island through it locally, nationally and internationally.
- To develop a Little Island map with full visuals of the area and a listing for businesses.
- To seek to attract new businesses and services into Little Island so that the people who work and live in the area have a better range of services available to them locally.
- To seek to attract more professional services firms into Little Island.
- To publish a dedicated Little Island business magazine called **Little Island Business News** four times a year for the promotion of Little Island and the attraction of new business and foreign direct investment. Each issue of this magazine will be available on a complimentary

basis to every business in Little Island and will be sent to Chambers of Commerce throughout Ireland and to the CEO's of the Top 1000 Irish companies as well as to all Irish Ambassadors in 66 countries across the world and IDA and Enterprise Ireland offices across the globe.

- To embark on a public relations strategy for Little Island that will result in greater awareness of the location as a premier business location for local, national and international businesses.
- To elect a Mayor of Little Island on an annual basis who will be a member of the business community and who will promote Little Island locally, nationally and internationally.
- To develop a Little Island Business Club that will meet weekly in the Radisson Blu Hotel to bring business to the businesses of Little Island and to keep business in Little Island.
- To develop a **Little Island Property Office** where a dedicated auctioneer will market available property in Little Island and encourage new businesses to locate there.
- To launch the annual **Little Island Business Awards** as a means of promoting the excellence in business that exists in Little Island and to encourage more companies to locate in Little Island.
- To encourage more food companies to base themselves in Little Island and market the area as **Cork's Food Island**.
- To develop Little Island research to show the value of the existing business there.
- To launch a Little Island loyalty programme to grow business for all based in Little Island and to encourage more people to visit and do business in Little Island.
- To engage with all bodies who can assist Little Island from an image, security and public relations perspective.

LITTLE ISLAND – AN OVERVIEW

Little Island is a residential, commercial and leisure area to the east of Cork city. To the east and south is Cork Harbour and across a channel, to the west, is Fota Island. Glounthaune is also an integral part of the Little Island area.

There are over 1,000 businesses in the greater Little Island area comprising of offices, professional services, industrial and commercial businesses. Many of Cork's pharmaceutical companies are based here. Since the 1990's, development has grown rapidly, with developments such as East Gate which consists of retail and commercial developments. The main drainage sewage treatment plant for Cork city was opened here in 2004. Cork Golf Club also has its home on the island. The Radisson Blu Hotel & Spa, a conference and banqueting hotel, is located at East Gate and there is a number of prestigious motor dealerships including Mercedes-Benz and BMW who have developed new facilities at East Gate. The N25 Cork-Rosslare road is built on the filled-in channel. The Cork-Cobh railway line skirts the island to the

north and west and includes Little Island railway station, which opened in 1859. The railway station has direct rail services to Cork, Cobh, Mallow, and Midleton.

RESEARCH ON LITTLE ISLAND BUSINESSES

Since 2005 Little Island has become the fastest growing and most progressive commercial district of Cork. The scale and quality of development is impressive. The O'Flynn Construction East Gate development has set a new benchmark for quality and location and with its new additions of a retail village, a motor mall and a retail park and the locating of the Radisson Blu Hotel in the complex, Little Island has it all. Bank of Ireland is the main banking providers in the retail village.

The Euro Business Park and other developments within Little Island have all benefited from this infrastructure. Other parks in Little Island have seen substantial development and refurbishment in the last five years. The arrival of Eli Lilly and the move by many city based offices to East Gate heralded a new future for the entire Little Island area.

MEMBERSHIP €250

- Representation as a Member of Little Island Business Association.
- Inclusion of a listing in the Little Island Business Association website www.liba.ie.
- A unique opportunity to showcase your business to the 1,000 businesses in the area.
- 12 month listing on 30,000 copies of the Little Island map.
- Membership of the Little Island Business Club.
- Membership of the Little Island loyalty programme.
- Exclusive 'Meet & Greet' of politicians and guest speaker at the pre-dinner Reception.
- Directory listing in each quarterly edition of Little Island Business News magazine.
- Inclusion of your company logo as a Member in Little Island Business News magazine.
- A complimentary copy of each issue of Little Island Business News for your business.

CORPORATE MEMBERSHIP €500

- Prominent representation as a Corporate Member of Little Island Business Association.
- Inclusion of a listing in the Little Island Business Association website www.liba.ie.
- A unique opportunity to showcase your business to the 1,000 businesses in the area.
- 12 month listing on 30,000 copies of the Little Island map.
- Membership of the Little Island Business Club.
- Membership of the Little Island loyalty programme.
- Exclusive 'Meet & Greet' of politicians and guest speaker at the pre-dinner Reception.
- 4 display colour advertisements of 1/16 page in Little Island Business News magazine.
- Inclusion of your company logo as a Corporate Member in Little Island Business News magazine.
- 3 complimentary copies of each issue of Little Island Business News for your business.

LITTLE ISLAND YOUNG ENTREPRENEUR OF THE YEAR AWARDS 2012

This will be a new award scheme organised by Little Island Business Association and to encourage entrepreneurship amongst young people. The awards will be of interest to young people between the ages of 12 and 20 from all parts of Cork city and county. This will be a competition for young people to come up with new business ideas and present them at an exhibition in Little Island once per year. A panel of industry experts will judge the ideas and prizes.

MEMBERSHIP OF LITTLE ISLAND BUSINESS ASSOCIATION

FOUNDING MEMBERSHIP €2,000

- Prestigious representation as a Founding Member of Little Island Business Association.
- Inclusion of your company logo in the Little Island Business Association website www.liba.ie.
- A unique opportunity to showcase your business to the 1,000 businesses in the area.
- 12 month listing on 30,000 copies of the Little Island map.
- Membership of the Little Island Business Club.
- Membership of the Little Island loyalty programme.
- Corporate Sponsorship of Little Island Business Awards.
- Priority reservation of prestigious seats or a table at Little Island Business Awards.
- Exclusive 'Meet & Greet' of politicians and guest speaker at the pre-dinner Reception.
- Prominent recognition of your company on the website as a Founding Member.
- 4 full page colour advertisements in Little Island Business News magazine.
- On-going editorial opportunities in Little Island Business News magazine.
- Inclusion of your company logo as a Founding Patron in Little Island Business News magazine.
- Corporate Sponsorship of The Little Island Young Entrepreneur of the Year Awards.
- 10 complimentary copies of each issue of Little Island Business News for your business.

LITTLE ISLAND BUSINESS AWARDS 2012

This will be a new annual awards scheme for the Little Island business community and there will be four awards as follows. A panel of judges will be in place to select the winners. The award ceremony will be part of an annual dinner and a prominent and interesting guest speaker will attend. Tickets for the black tie event will be priced at €75 each and profits from the event will be distributed evenly amongst all Little Island charitable and voluntary organisations.

- The Little Island Large Company of the Year Award 2012
- The Little Island SME Company of the Year Award 2012
- The Little Island Emerging Company of the Year Award 2012
- The Little Island Entrepreneur of the Year Award 2012