



Boost: Entrepreneurs with Mary White TD (second from left)

Business women rise to challenge

FIVE of the country's leading business women are backing the National Women's Enterprise Day on November 19.

The event hopes to boost the number of women who are setting up businesses on their own.

Some 300 delegates will gather at the Strand Hotel in Limerick to hear the experiences of Donna Daly Blyth, from Donna's Dance Studio in Cork; Alison Boardman from the Unique Voice Language Institute in Kerry; Ann Marie Durkin from Shasta in Longford; Alison Ritchie from Polar Ice in Laois and Jennifer Ryan from Pónaire Roastery in Limerick.

Although Enterprise Boards across the country supported nearly 13,500 female entrepreneurs last year - 1,000 more than in 2008

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— men are almost three times more likely than women to set up their own business.

Georgina Sweetnam, from the county and city enterprise boards' organising committee, said: 'Research from the Global Entrepreneurship Monitor shows that women who know an entrepreneur are five times more likely to become an entrepreneur themselves.

'Through profiling the success stories on National Women's Enterprise Day, we hope to encourage more women to set up business.'

Coffee Republic founder Sahar Hashemi is one of the keynote speakers, along with hotelier Mary Fitzgerald and Ivan Yates, broadcaster and founder of Celtic Bookmakers.

