

# CHAMBERLINK



**Cork Chamber**  
Advancing business together

**CHAMBERLINK** magazine is a business focused media tool distributed directly to the desks of the region's top business leaders. Advertising provides a valuable opportunity for your company to deliver a highly targeted message directly to a business audience and build your company profile across a wide range of sectors. It has all the latest insights, commentary and recent activities from us and the business community in Cork.

With a readership figure of over 7,500 made up of business leaders, entrepreneurs and decision makers, our bi-monthly magazine provides a perfect platform to promote your business either through advertising, editorial content or a mix of both. It is also shared online with our digital audience via the Cork Chamber website, weekly ebulletin and social media channels.

Chamber members also have the unique opportunity to feature in the 'Spotlight' position in our weekly ebulletin which is circulated to over 4,000 business representatives in the Cork Region. This acts as an additional distribution channel for your business to further strengthen and showcase its brand to the Cork Chamber network.

## Promoting You and Your Company

### Advertising Options

Double Page Spread	€1600
Inside Cover	€1000
Full Page Advert	€800
Half Page Advert	€600
Insert	€1000
Full Page Editorial	€1000
eBulletin Spotlight	€150

\*Rates above are plus VAT

To book or discuss editorial options and bespoke packages please contact

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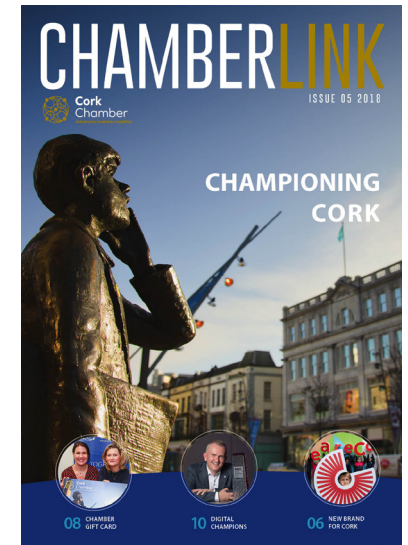
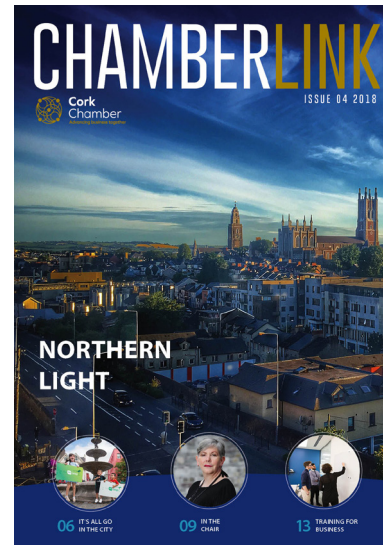
t: 021 4530145

Readership rate of 7,500

10k unique monthly visitors on [CorkChamber.ie](http://CorkChamber.ie)

Email database of over 4,000 business leaders in the region

25k social media followers & 550k monthly impressions



### TRANSFORMING CORK

#### CONFIDENT CITY

*This article originated in the Sunday Business Post, with questions asked by Graham Clifford.*

**Clearly there's been an upturn in growth, development and economic activity in Cork and the wider region over the last 12 to 24 months - do you feel the city has turned a corner and if so what are the clearest signs of a more robust local economy?**

2018 is indeed a time of opportunity and excitement for Cork. Indeed 2018 provides a rewarding environment of Cork as Ireland's second city, the fastest growing city region over the next 20 years and the fulcrum of the entire Southern Region. One need only look to the steady level of development and planning applications as a measure. There is over 1 million square feet of private sector led office space in the pipeline, some under construction with plans for elegant towers and the construction of sustainable office developments and accommodation including further along the banks of the Lee in our docklands, an area with unparalleled potential and offering world tier affect. Our higher level institutions are reaping the City centre, a school of business in one quarter, an art and design campus in another. There are over 2,300 student beds in planning and development. Hotels are turning underutilised properties into exciting visitor destinations with over 1,000 hotel rooms in planning or construction. Global financial services and ICT providers are locating branches of jobs in the city and extending our suburban business parks with hundreds more while a thriving life science and agri-food sector continues to generate significant levels of new investment. Of course, there is more to it than this. The current growth is a product of consistent challenging and progression led by individuals and businesses in every sector. But it is also a story of cohesion,

In Cork, the business community and stakeholders are united in transforming Cork from being a great place to do business to being the best place for business, coming together across a range of initiatives to drive this vision.

As an example, we have an exceptionally vibrant ICT cluster with a recent top talent survey by Cullis McKinley showing 80% who have located here as being satisfied or very satisfied with their move and 82% saying that their work-life balance improved as a result of moving here. Our Financial Services focus drives an ever-strengthening sector with a back-rented service offering for growth. In tourism, a sector of ever-increasing activity, our airport passenger and route numbers point a picture of steady traction with Cork City promoting a single tourism brand, #OneCork, that paints a picture of what Cork is all about, complementing a highly successful business tourism offering.

Are businesses in Cork more bullish about the future or are their fears that Brexit may stopper all the progress made?

Business confidence has been in excess of 90% for quite some time currently holding at 91% per the most recent of years. High value jobs that will stimulate the national economy and our local businesses able to facilitate this, there must be progress on the development of a high end tier for Cork. A dedicated public transport corridor for Cork, if it is to continue to show an international location for business.

Best remains integrable for many with various surveys showing people

digital percentages of SMEs planning for Brexit. That said, there are only focused and are looking at options such as diversifying and equipping to maintain a foothold in such jurisdictions. Market diversification is another option being explored, but doesn't happen overnight, everything from logistics to market fit and culture must be aligned for this to work and those exploring such are prohibitive for many. With the £200 million Brexit loan scheme, there is accessible capital but the uptake on this will be one to watch, perhaps accelerating as we approach next March.

What are the greatest opportunities available to Cork, business in the short to medium term?

In Cork, with the context of Ireland 2040 the National Development Plan and our strong economic growth, there is a great opportunity to cement our reputation as a thriving second city region on an international scale. There will be a minimum 5,000 new jobs coming on stream in the City centre alone over the next couple of years. High value jobs that will stimulate the national economy and our local businesses able to facilitate this, there must be progress on the development of a high end tier for Cork. A dedicated public transport corridor for Cork, if it is to continue to show an international location for business.

And the greatest challenges?

The availability of housing for workers is an ongoing national challenge and Cork is one we are working to ensure it doesn't become a limiting factor to business. It is a significant bearing on the cost of business putting pressure on wages and is particularly challenging for

At the centre of this is the ever present potential to realise growth by simply proactively engaging in the business community, building knowledge and connections is still of fundamental importance and the environment in Cork is as lively as ever with ever-forming boundaries and challenging current practices every day. As a Chamber we want this to continue. We have just launched a new strategic plan for the next 3 years combined with reaching over 600 member services including complimentary membership for start-ups, a network for growth and began a partnership with Republic of Cork, an exceptional co-working space in the heart of the city offering our members free and reduced rate access. In short, Cork business community is moving space, advancing business together.

And the greatest challenges?

Both of a local and international nature?

Increasing economic protectionism and the use of protection globally are ever present threats to economic stability and growth. In the context of Brexit it is clear that no state can act in total isolation and it is not beyond the realm of possibility that further significant changes take place across Europe.

The availability of housing for workers is an ongoing national challenge and Cork is one we are working to ensure it doesn't become a limiting factor to business. It is a significant bearing on the cost of business putting pressure on wages and is particularly challenging for

those willing to enter the market. The urban and rural separation funds value of €1 billion provide an exceptional opportunity to address this in a sustainable fashion. In Cork we have two areas of opportunity, the addition of housing in towns well served by public transport, and the identification of high density in our City adjacent to public transport corridors. At the docklands, we have an unmet need for 220 hectares of brownfield, waterfront land ready for development, with apartments recently rezoned and the Harcourt Quay adjacent to the train station and within minutes walk of the city centre. Our challenge is to use this opportunity and not to spread without delay it will give Cork a City boundary that is more representative of the reality of current scale and that will also accommodate future growth. The City population figure will double to over 300,000 and then jump beyond 350,000 as set out in Ireland 2040 with a metropolitan population. In excess of 50,000. This is a stark acknowledgement of current scale and future opportunity. Most critically, relative to 15 months ago, there is now consensus regarding the changes which is important for business. We have the structures, we have the 2005 commitments and we are now focused on delivering together.

A dedicated public transport corridor will support jobs, sustainable commuting and the drive for a thriving high-density city. It is essential that a model shift takes to that recently reported in Dublin is realised in Cork.