

**PRESS RELEASE**

## **ENTREPRENEURSHIP ON DISPLAY AT CIT**

Students from the Department of Tourism & Hospitality in Cork Institute of Technology showcased over 60 new business ideas at an event held in the Department.

The Showcase was opened by the Department Head, Mr Adrian Gregan who said he was extremely impressed by the depth and range of creativity on display.

Students at the Showcase followed the initial concept development to business formation and marketing as well as a critical examination of the finance required to start the businesses involved, whilst also projecting sales and costs for the business.

Guest Speaker at the event was Áine Collins, TD, who sits on the Joint Committee on Jobs, Enterprise and Innovation. Ms Collins has over 20 years experience in business development and consultancy and she shared some of her experiences with the students and Award Winning Chef, David Rice, from Kinsale Gourmet Academy, highlighted some of the pit-falls that arise in business and offered some interesting tips to help overcome them.

Amongst the 60 new business ideas was a gluten free beer and the development of a tourist attraction to highlight the history of Irish Aviation. Dr Noel Murray, Lecturer in Entrepreneurship in CIT, said: “this Showcase illustrates the depth of knowledge and understanding that students have developed over the course of their studies. It is exciting to see the potential of many of these ideas.”

“The Showcase highlights some of the excellent work taking place in CIT and why CIT Graduates are so well respected in industry” said Mr Gerard O’Donovan, Head of Faculty of Business & Humanities “the level of entrepreneurship and innovation on display is exceptional and I am in no doubt that exciting careers lie ahead for the students.”

**ENDS**

***For further Press Information: Please contact Jean Kearney on 087 2527495 or Ivor Melia on 087 2234193 email: jean.kearney@cit.ie***