



PROGRAMME: NI SME BUSINESS CONFERENCE & EXPO 2025

DATE: Thursday 13th November 2025

VENUE: Canal Court Hotel, Newry

TIME: 8:30am - 2:30pm

COST: FREE TO ATTEND

- 8:30am** **Registration, Breakfast, Networking & Exhibition Area**
- 9:10am** **Conference Welcome**
MC, Deborah Loughran, Managing Director, King Communication
- 9:15am** **Welcome Address & Conference Overview**
Edwina Flynn, President, Newry Chamber
- 9:20am** **Sponsors Welcome**
Cllr. Philip Campbell, Chairperson, Newry, Mourne and Down District Council
- 9:25am** **The Current Landscape for SMEs in Northern Ireland**
Roger Pollen, Head of FSB Northern Ireland
- 9:40am** **Accessing Emerging Talent**
Karl Webb, Business Engagement & Employability Manager,
William J Clinton Leadership Institute at Queen's University Belfast
- 9:55am** **Presentation by Barry Winkless, Cpl Group CSO & Head of Future of Work Institute**
Collaboration is the Next Advantage
- 10:15am** **Sales & Marketing:**
Embracing eCommerce, New Ways to Sell & Going Global
- Presentation by Paul Walsh, Founder, tomorrow.ie**
From Bricks to Clicks - Creating a Digital Footfall



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10:25am

Panel Q&A

- Paul Walsh, Founder, tomorrow.ie
- Shane McCarthy, Founder & CEO, Two Stacks Irish Whiskey
- Karen Maginn, Managing Director, Beyond The Branding
- Peter Hunniford, Fleet Sales Manager, Fleet4U (Shelbourne Motors)

11:00am

Interactive Roundtable Discussion

11:10am

Slido Feedback Session

11:15am

Tea, Coffee, Networking & Exhibition Area

11:50am

Finance & The Economy:

Succession Planning, Making Tax Digital & Funding Your Business

Presentation by Karen Maguire, Chairperson, Employee Ownership Ireland

Employee Ownership Trust (EOT) - An Alternative to Conventional Succession Options

12:05am

Panel Q&A

- Anthony McVeigh, CEO, S&W Wholesale
- Seamus McElvanna, Director of Tax & MTD, AAB Chartered Accountants
- David Hanna, Director, Hanna Hillen Financial Services
- Rhona Barbour, Partner, Whiterock Finance - NI Investment Fund
- Alistair Quinn, Head of Southern Region, Invest NI

12:40pm

Interactive Roundtable Discussion

12:50pm

Slido Feedback Session

12:55pm

Lunch, Networking & Exhibition Area



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1:30pm **The Challenges & Opportunities for SMEs**
Recruitment, Skills, AI, Innovation & The Green Economy

**Presentation by Gareth Hetherington, Director,
Ulster University Economic Policy Centre**
NI Skills Barometer & The Space for AI to Plug Skills Gaps

1:50pm **Panel Q&A**

- Gareth Hetherington, Director, Ulster University Economic Policy Centre
- Tracy Rice, Head of Business Engagement, Southern Regional College
- Liam Devine, CEO, Clanrye Group
- Cathal McDonnell, Head of Business Transformation & Sustainability, Deli Lites Ireland

2:20pm **Interactive Roundtable Discussion**

2:30pm **Slido Feedback Session**

2:35pm **Depart**



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