

Strokestown native attends major European Enterprises event

By Darragh Kelly

Strokestown native Natalie McGuinness was among a 12-strong Irish group representing Chambers Ireland in Brussels recently at a major enterprise event for European entrepreneurs.

Natalie, who represented Dublin Chamber Council at the event, is the daughter of Bernard and Rita McGuinness of Strokestown. Twelve entrepreneurs, representing Chambers across the country, were part of the Irish delegation.

Natalie is director of marketing for Mason Hayes & Curran with responsibility for the firm's marketing strategy in Ireland and internationally. She is closely involved with the strong growth of the firm and its recent international awards, including Irish Law Firm of the Year.

Previously, she worked in Global Content for Vodafone in Ireland, the UK, and Japan. She was also part of the management team in UCD Smurfit School.

She is a three-time graduate of UCD and holds a BA, MBA and a Diploma in Corporate Governance from the university. In 2017, she was elected to the Dublin Chamber council and is also a member of their budget and diversity

taskforces.
Entrepreneurs from

throughout Europe gathered in the European Parliament in Brussels for the fifth edition of the European Parliament of Enterprises (EPE), the largest exercise at European level in economic democracy.

Recalling the event, Natalie said: "Over 700 business people from around Europe discussed key issues on the future of the EU and the impact of Brexit. It was a unique opportunity to share our main common interests and objectives."

The delegation highlighted not only the priorities of Irish entrepreneurs but also how European policy can be made more business-friendly. The delegation represented Chambers from across Ireland.

The European Parliament of Enterprises is the largest event at EU level

organised once every two years by EUROCH-AMBRES. The first edition was launched in 2008 to coincide with the organisation's 50th anniversary.

The event recreates a parliamentary session and gives the floor to European entrepreneurs to highlight the "economic democracy" of the Chambers of Commerce and Industry through their representation and

The EPE brings companies and Institutions face-to-face for one day, so as to enhance mutual understanding.

The EPE represents a unique opportunity for businesses to have a direct debate with high representatives of the EU institutions and to provide them with a direct bottom-up feedback on EU policies.

their structure



Strokestown native Natalie McGuinness with MEP Mairead McGuinness.