



# CONNECTING LOCAL AND GLOBAL



**Strategic Plan  
2023 – 2026**

# Cultivating an environment where enterprise can grow



**Shannon Chamber**  
Advancing business together

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ZAGG International

# Introduction

**Shannon Chamber has been an intrinsic part of the business community in Shannon since 1995. We owe our genesis to several pioneering executives who saw the need for an organisation that would be a voice for everything synonymous with Shannon.**

As Ireland's first new town of the 20th century, Shannon was different and it has proved its difference in so many ways over the past decades. The quality, scale and nature of business undertaken every day in Shannon today is quite amazing and the pioneering spirit of Shannon's early years continues to permeate through the veins of enterprise today.

Shannon's reach has expanded, through technological, business, and educational linkages, as has Shannon Chamber's.

Today, we are more than the voice of business. Our diverse range of services are framed with our members in mind. We collaborate with organisations in every strand of business and life, not just in Shannon but in the region and beyond, to enhance the infrastructure in which we operate. Where we cannot deliver directly, we influence those with the power to do so, to deliver. We voice our opinion on local and national issues that impact our members, Shannon, and the region and, though observing the external environment, we keep a close eye on emerging trends that we and our members can capitalise on and benefit from.

We constantly stop, look, analyse, and act and that is what propelled us to prepare this Strategic Plan. We felt it appropriate, after a period defined by agility and adaptability, to connect with our members, our many stakeholders, our internal team, and our board, to assess what we are doing, how we are doing it, what we can improve on and what Shannon and the region needs.

The result is a Plan that will enable us to build on our successes to date, utilise the experience and ability of our team to focus on activities that will deliver results for our members and our region and, ultimately, position Shannon and the region as one of the most innovative locations in which to run a business, earn a living, raise a family, enjoy leisure time and live a very fulfilled life.

We thank the many contributors who have played a part in enabling us to do a deep dive into who we are, what we do, how we are doing it and how we can improve our offering to our 320+ members, the backbone of any Chamber.

We welcome your continued involvement in our ever-evolving journey.



**Helen Downes**  
Chief Executive



**Eoin Gavin**  
President



# ABOUT SHANNON CHAMBER

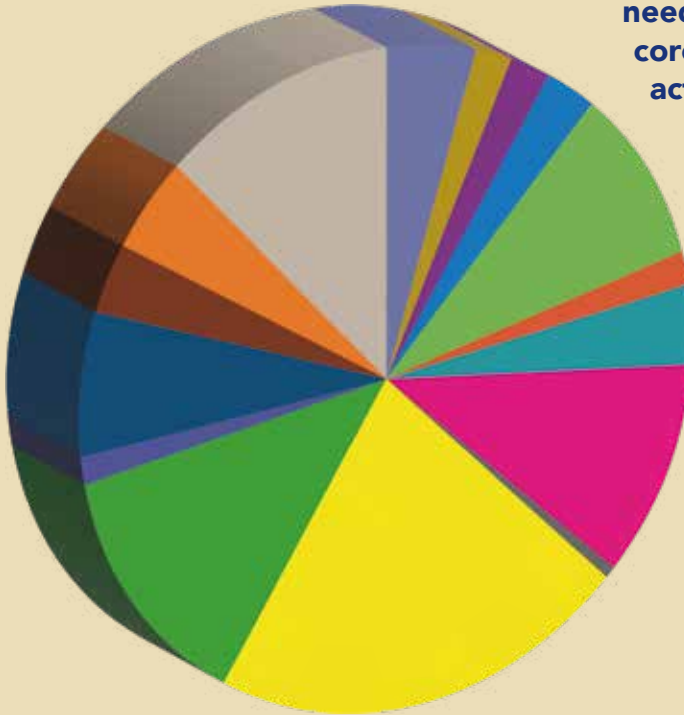
A Voice for Business since 1995



Members' needs at the core of our activities



An agile team with the skills and competencies to deliver effectively and efficiently



Governed by a Board of Directors representative of the Chamber's sectoral spread



A membership of over 320 companies with an expanded reach to their over 15,000 employees

- |                                 |                       |
|---------------------------------|-----------------------|
| Aerospace, Defence and Security | Print and Design      |
| Business Consultancy            | Professional Services |
| Chemistry and Pharma            | Not for Profit        |
| Consumer Goods                  | Public Sector         |
| Financial Services              | Tourism               |
| Health                          | Transport             |
| ICT                             | Utilities and Energy  |
| Manufacturing                   | Other                 |

# HIERARCHY OF OUR ACTIONS



**DO IT**  
(Achieve and implement  
on our own)



**COLLABORATE**  
(Achieve results  
collaborating with partners)



**LOBBY**  
(Influence others to  
deliver results)



**COMMENT**  
(Voice our  
informed opinion)



**MONITOR**  
(Observe the external  
environment for national  
and global trends)

# Our Memberships / Affiliations



**Chambers  
Ireland**  
Advancing business together



# Our Brands



**Mid-West  
Lean Network**



**Shannon Chamber  
CEO Forum**



**Shannon Chamber  
HR Forum**



*“Being part of a professional network at a local, national and international level is vital for every business to ensure their interests are represented and actioned by local and national government.”*

Ian Talbot, Chief Executive,  
Chambers Ireland




*“The most productive and innovative businesses value talent and understand what can be achieved by raising the skill levels of their teams. Engaging with the many industry-led programmes offered by Shannon Chamber Skillnet will help your business thrive and prosper.”*

Paul Healy, Chief Executive,  
Skillnet Ireland



## OUR VISION

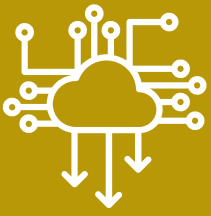


**That the  
pioneering and  
innovative spirit  
of Shannon and  
the region will  
continue  
to thrive**



We want to ensure that Shannon's legacy for pioneering, inspirational and entrepreneurial achievements perpetuates and is recognised.



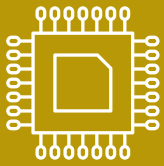


*"Shannon is a story of a few dynamics. It's a story of how technological innovation produces spillover benefits."*

Patrick Collison,  
Stripe Sessions

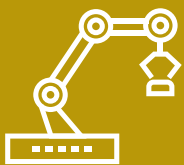
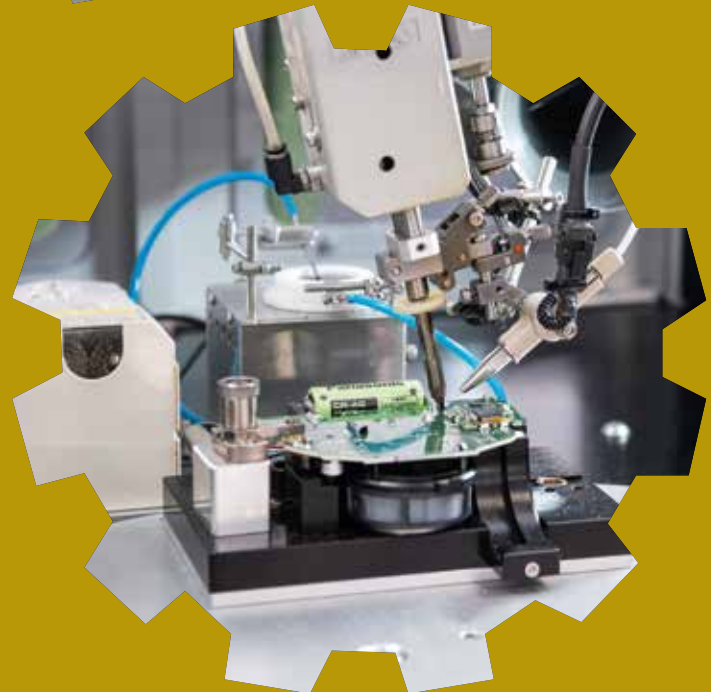


Shannon Free Zone 1963  
Image © Special Collections and Archives, Glucksman Library, University of Limerick



*"Shannon is uniquely located, geographically, to be the business hub of the Mid-West, with first-class connectivity by road, air, and sea. Clusters of international and indigenous companies are in Shannon and the proximity of third-level institutions - UL and TUS - facilitates a culture of continuous learning, innovation, and entrepreneurship, along with ready access to graduates of multi-disciplines."*

Michael Guinee, Chairman, CEO,  
and Founder, Ei Electronics



*"Shannon was the industrial powerhouse for the raising of living standards in Ireland's Mid-West for 30 years and more. I wish for the innovative use of our international airport, our industrial and financial bases to be maximised by providing a living town district to achieve our ambition."*

Patrick Purcell, Founder, and current  
Non-Executive Director, Mincon



Shannon Free Zone 2022

## OUR PURPOSE



**We champion economic growth and business sustainability in Shannon and the region**



Through offering practical supports to our membership, through having an influencing and lobbying voice, and through cultivating connections with a broad representation of stakeholders, we continually strive to generate an environment where enterprise can grow and sustain.



*"With the wide-ranging events the Chamber holds, the supports offered through the Chamber greatly assists our business."*

Grainne Naughton, Director of Operations and Shared Services, Pepper Ireland



*"Shannon Chamber is a pleasure to work with, always a phone call away if we need commercial advice on something and great at keeping us up to date on growing trends in the region."*

Gavin Slevin, Managing Director, ZAGG International

# OUR VALUES

**MEMBER  
CENTRIC**

**Shape our  
strategy,  
decision making,  
communications  
and interactions  
with our many  
stakeholders.**

**CONNECTED**

**PIONEERING**

**SUSTAINABILITY**



## **MEMBER CENTRIC**

We will deliver value to our members.

## **PIONEERING**

We will be innovative, agile and resilient in thought and action.

## **SUSTAINABILITY**

We will place sustainability at the core of our operations and will motivate our members to commit to a sustainable future for their businesses and for the environment.

## **CONNECTED**

We will use our influence to engage, to lobby and to network for the betterment of Shannon.



*“Reagecon strongly advocates that partnering with Shannon Chamber, local industry can play their part in Ireland achieving carbon neutrality facilitated through the Chamber’s strong tradition of enabling high-level member discussion, collaboration, support, and learning.”*

Vicky Howard,  
General Manager,  
Reagecon



*“Agility, ambition, a focus on customer and a commitment to excellence are values that guide us in our daily operations. We seek similar values in our business partnerships and support organisation memberships.”*

Shane O’Neill, CEO,  
Atlantic Aviation Group



# OUR STRATEGIC OBJECTIVES



1: BE THE VOICE OF AND LOBBYIST FOR BUSINESS IN SHANNON



2: GROW AND DELIVER VALUE TO A DIVERSE MEMBERSHIP



3: CHAMPION THE DELIVERY OF THE SHANNON TOWN CENTRE MASTERPLAN



4: PROMOTE THE UNIQUE PROPOSITION OF 'BRAND SHANNON' TO GROW THE REGION'S ECONOMY AND CONNECTIVITY



5: POSITION SHANNON CHAMBER AS A THOUGHT LEADER ON ISSUES THAT IMPACT SHANNON AND THE REGION



6: COLLABORATE ON PROMOTING SUSTAINABILITY AND RENEWABLE ENERGY

# STRATEGIC OBJECTIVE 1

shannon AIRPORT  
AERFORT NA SIONAINNE

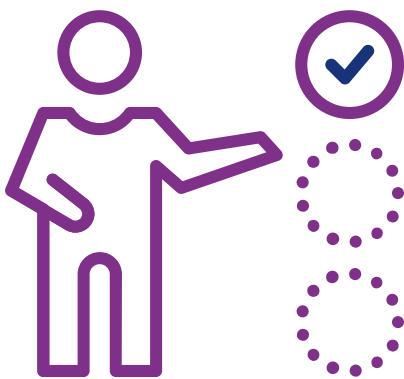
BE THE VOICE OF  
AND LOBBYIST  
FOR BUSINESS IN  
SHANNON





Initiating and influencing change that positively adjusts the conditions for business and the environment in which our members operate is a priority function of Shannon Chamber.

This requires dynamism in thought and action, continual monitoring of external environmental factors, and stakeholders. It requires collaboration with our umbrella organisation, Chambers Ireland, and with other chambers, representative groups, and organisations.



## Priorities for 2023 - 2026

*Where relevant, we will make submissions to Government on issues of regional and national importance. We will do this on our own volition and/or in partnership with Chambers Ireland and relevant organisations in our sphere of influence.*

*We will lobby and maintain a focus on bettering the connectivity options into, from, and within Shannon and the region, by air, road, rail, bus, cycleways and walkways.*

*In conjunction with our Atlantic Economic Corridor (AEC) partners, we will seek to advance and publicise the significant economic and social potential that exists along the West Coast of Ireland.*

# STRATEGIC OBJECTIVE 2

GROW AND  
DELIVER VALUE  
TO A DIVERSE  
MEMBERSHIP

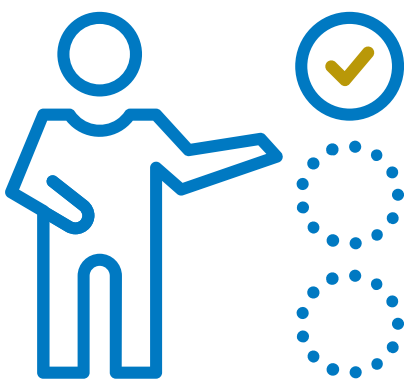


Our members' requirements are at the heart of our every action.

When we compare Shannon today to what it was in the early 1960s, we witness the fruits of transformational thought and action. We see tangible progression in the environment in which businesses operate and in their inherent capability.

We also see how diversified we too have become.

This has been driven by a determination to offer value to our members, a continual expansion of our areas of expertise and an energetic focus on ensuring that the operational elements paramount to business success are available and configured correctly.



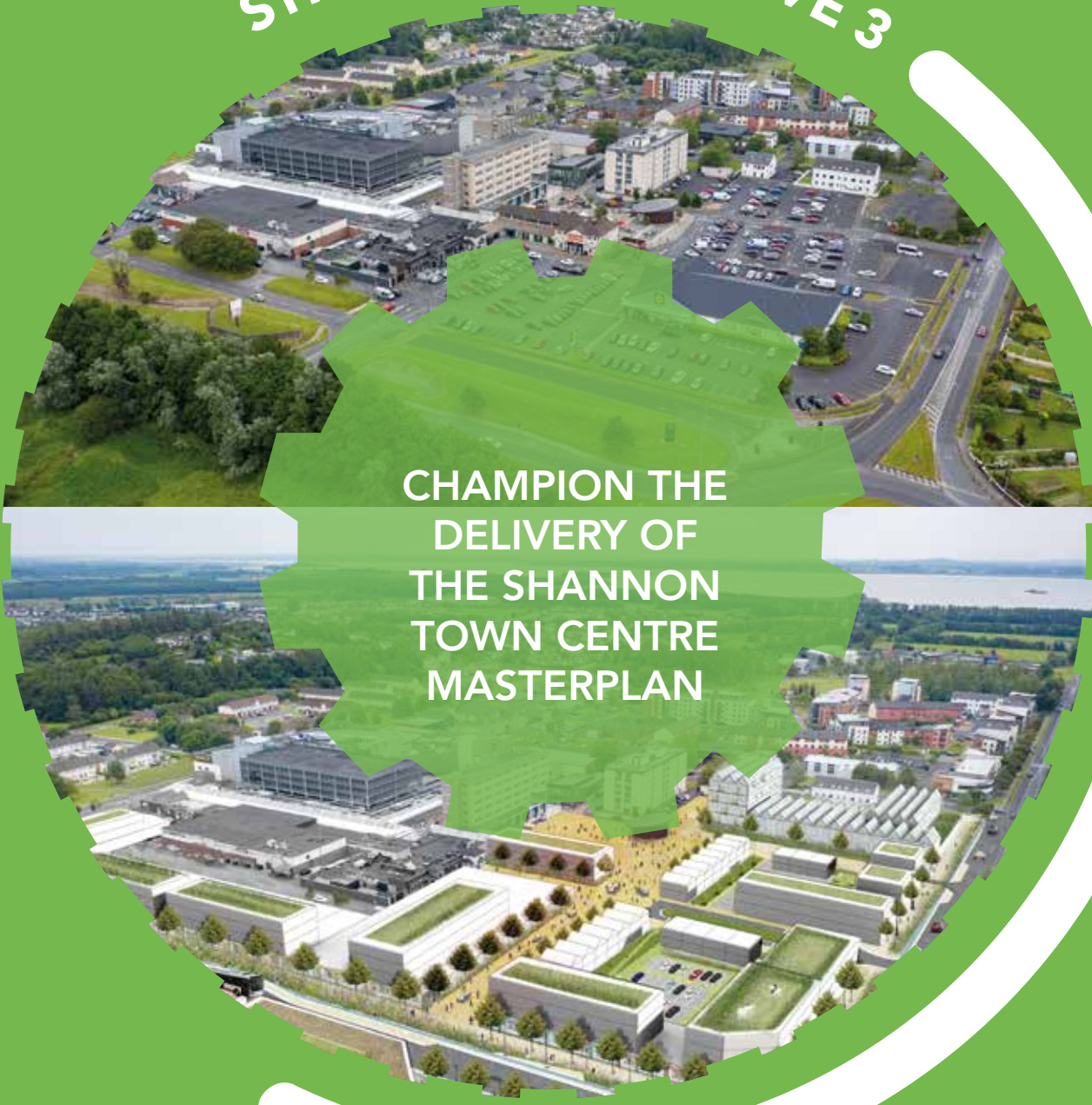
## Priorities for 2023 - 2026

*We will encourage businesses in every sector and of every size to join Shannon Chamber, for their and the collective membership's benefit.*

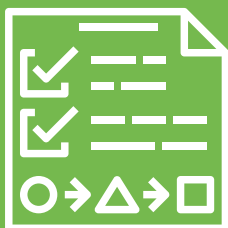
*Through hosting networking events, in-person and virtually, we will encourage cross-collaboration of thought and action amongst our members.*

*We will seek to expand our Skillnet training curriculum and reach to ensure that companies and employees future-proof their skills for company and personal progression. We will seek out opportunities to enhance talent acquisition by our member companies.*

# STRATEGIC OBJECTIVE 3



CHAMPION THE  
DELIVERY OF  
THE SHANNON  
TOWN CENTRE  
MASTERPLAN



Shannon has been a trailblazer in aviation, enterprise, and innovation since the 1960s. The process of continuing reinvention which is critical to this success continues today.

The look and feel of the original portions of the Shannon Free Zone have been transformed through replacement with modern office and technology buildings. Private developers have plans to add to the impressive portfolio of 4th generation and globally competitive offices for today's and tomorrow's internationally traded businesses. The combination of these efforts delivers the diverse

mix of vibrant sectors and industry leaders that make up Shannon's enterprise base today.

While this innovation is happening at an enterprise level, and a major programme of investment is reinvigorating Shannon Airport and the Shannon Free Zone, plans are also in place to enhance the 'living town' aspects of Shannon. The unveiling of a new 'Shannon Town Centre Masterplan' by Clare County Council in January 2022 will change the landscape of the town through creating 'a vibrant place for people to meet, relax and connect with the area'.



## Priorities for 2023 - 2026

*We will maintain and build on the strong collaboration already initiated with Clare County Council to ensure the successful delivery of this Masterplan for Shannon.*

*We will contribute as appropriate to the design phase of the 'One Shannon Hub', a key element of the Masterplan and we will seek out avenues to create an innovation hub to enhance and perpetuate Shannon's 'innovative' reputation.*

*We will also monitor the availability of housing stock in Shannon aligned to the needs of business.*

# STRATEGIC OBJECTIVE 4



PROMOTE  
THE UNIQUE  
PROPOSITION OF  
'*BRAND SHANNON*'  
TO GROW THE  
REGION'S ECONOMY  
AND CONNECTIVITY



So much is known about Shannon yet a lot is unknown and that is what we want to correct.

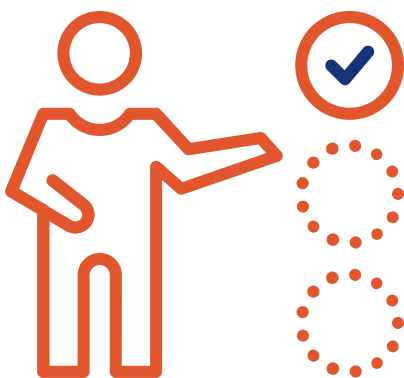
Have you ever taken time to look at the quality, scale and nature of business undertaken every day in Shannon? It really is amazing how Shannon impacts our everyday lives.

The list is endless... the software we use to make online bookings; the lease on aircraft using Shannon Airport or the lease on those aircrafts' engines; the oxygen used to help people breath in a hospital bed; the smoke and carbon monoxide alarms used to protect homes and families; knee implants; the drills used to dig wells or to drill the stone used in motorways across Ireland; ultrasonic tank monitoring devices... and much more. They all have a link to Shannon.

Shannon is home to a range of blue-chip Irish and multinational companies developing market-leading products for global markets.

Shannon's 'storybook' is a great read and the page numbers keep increasing with each innovation launched by the companies operating in this innovative setting.

We'd like more people to know about Shannon, read the storybook and spread the news. With an international airport on its doorstep, Shannon is a great destination for business and leisure.



## Priorities for 2023 - 2026

*We will energetically publicise and promote the expansiveness of Shannon's offering; the benefits accruing to using Shannon Airport; the transformative work being undertaken within the corridors of industry; the availability of talent and educational offerings; the collaborations available to potential investors in Shannon and the region; and the wondrous Wild Atlantic Way.*

# STRATEGIC OBJECTIVE 5

POSITION SHANNON CHAMBER AS A THOUGHT LEADER ON ISSUES THAT IMPACT SHANNON AND THE REGION





When the late Dr Brendan O'Regan set up the Shannon Free Zone in 1959 as a beacon for attracting foreign direct investment to Ireland, he was a veritable trailblazer. The spillover benefits of this novel concept is that it attracted technological giants to Shannon and the region.

He was a leader in thought and action. He enabled the Shannon brand to be emblazoned in corporate boardrooms worldwide.

The propagation from the seeds he set for this technological advancement from Shannon continues to grow.

Industry will always be defined by the innovative strides it makes and we want to ensure that Shannon's notoriety for pioneering concepts and initiatives is maintained.



Image © Special Collections and Archives, Glucksman Library, University of Limerick



## Priorities for 2023 - 2026

*We will seek out and work with globally renowned sectoral specialists to equip us with the knowledge of and expertise in sectoral trends.*

*We will use this proficiency to work with our members, inspiring and enabling them to take their businesses to a higher level.*

# STRATEGIC OBJECTIVE 6

COLLABORATE  
ON PROMOTING  
SUSTAINABILITY  
AND RENEWABLE  
ENERGY



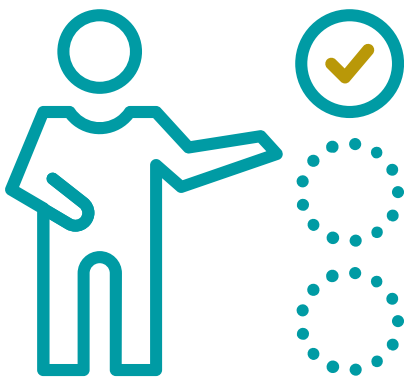
The 17 Sustainable Development Goals (SDGs) are an ambitious set of targets adopted by all United Nations Member States in 2015. They provide a shared blueprint for peace and prosperity for people and the planet, now and into the future. They cover a range of areas from poverty eradication, reducing inequality, economic growth, access to education services to environmental protection.



While Ireland has taken on the responsibility for promoting and overseeing national implementation of the 2030 Agenda for Sustainable Development and these Goals, our umbrella organisation, Chambers Ireland, has chosen to focus on five of the Goals:

- Goal 5: **Gender Equality**
- Goal 8: **Decent Work and Economic Growth**
- Goal 9: **Industry, Innovation and Infrastructure**
- Goal 11: **Sustainable Cities and Communities**
- Goal 13: **Climate Action**

Shannon Chamber has, in turn, pledged its commitment to upholding, communicating, and implementing these five SDGs throughout our work and in our interactions with members.



## Priorities for 2023 - 2026

*We will act upon this commitment by creating awareness of the five SDGs in all communications with members and elsewhere.*

*We will create a platform to brainstorm and undertake initiatives that can enable Shannon and the region to play a meaningful role in Ireland attaining its national targets.*

*We will work towards positioning Shannon and the region as an exemplar contributor to sustainable development.*



**Shannon Chamber**  
Advancing business together

## CONTACT US



T: +353 (61) 475854  
E: [admin@shannonchamber.ie](mailto:admin@shannonchamber.ie)  
[www.shannonchamber.ie](http://www.shannonchamber.ie)

 @SNNChamber

 Shannon Chamber of Commerce

 @ShannonChamber