



# County Wexford Chamber

Advancing business together



Strategic Plan  
2026 - 2028



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# Introduction

It is a privilege to introduce the County Wexford Chamber Strategic Plan 2026–2028 – a roadmap designed to shape a thriving, connected, and future-ready business community across our county.

Over the past few years, County Wexford Chamber has evolved significantly. In 2024, we proudly consolidated the entire county into a single united entity, thereby completing our vision of a single Chamber representing County Wexford and the surrounding region. This unification is more than symbolic – it has given us the cohesion, scale and capacity to articulate the needs of our members, and the wider community, thereby enabling us to act with greater impact and purpose than ever before.

This Strategic Plan reflects our deep understanding of the challenges and opportunities facing our business community. It is rooted in our commitment to lead with strategic foresight, to anticipate rather than react, and to co-create a vision of sustainable success with our members. At its heart, this plan is about unlocking potential – for individual businesses, our towns, our county and the South East region as a whole.

Our goal is not just to support business, but to be a catalyst for ambition, innovation, and growth. That means delivering impactful supports, enhancing the member experience, and championing local enterprise and creating an impactful identity. It also means championing and advocating for County Wexford locally, regionally, nationally, and Internationally as a place to invest, grow, and lead.

We are committed to shaping a future that attracts talent, nurtures enterprise, and builds vibrant places where business and community thrive together. Most importantly, this plan is about people. The entrepreneurs who take the leap. The teams who drive progress. The leaders who shape communities. The partners who believe, as we do, that business is a force for positive change.

We are incredibly proud of how far we've come – but even more inspired by that which lies ahead. Together, we will continue to grow a Chamber that is more relevant, responsive, impactful and resilient. Our members are the heartbeat of our organisation, and with your vision, energy, and ideas, we will continue to inspire and amplify momentum across the county.

*Ed Murphy*  
President



*Paula Roche*  
Chief Executive



# County Wexford



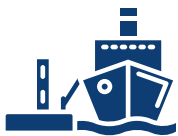
**163.53k** population across the county



**69.5k** people in employment and unemployment reduced to **10%**



**919k** domestic tourists each year, generating **€210m** in visitor spend



**515k** tonnes of freight handled through Rosslare Europort



**36%** of students choosing to pursue their education within the South East region.



County Wexford is one of Ireland's most dynamic and diverse regions, combining a strong enterprise base with a rich cultural, agricultural, and coastal heritage. Its resilient labour market and vibrant SME network - spanning manufacturing, agri-food, renewable energy, tourism, services, retail, and technology - ensure adaptability and long-term competitiveness.

As part of the SETU region, Wexford benefits from a growing talent pipeline and strong educational links that support innovation and skills development. Its strategic connectivity through Rosslare Europort and direct access to Dublin reinforces the county's role as a gateway for trade and investment, aligned with Ireland's green and digital transformation goals.

Tourism, hospitality, logistics, and a supportive enterprise ecosystem position Wexford as a key driver of regional development. With a clear focus on sustainability, digital innovation, and talent, the county is well placed to lead the South East in delivering inclusive economic growth and long-term prosperity.



# Our Strategy Statement

Our vision, purpose, and values define who we are – and guide how we lead, support, and grow County Wexford’s business community. Ensuring long-term financial sustainability means we can continue to support our members for years to come.

## Our Vision

To serve as the leading voice for a thriving, sustainable, and internationally connected business community in County Wexford.

## Our Purpose

To empower businesses, amplify their voice, and build partnerships that enable sustainable growth and innovation.

## Our Values

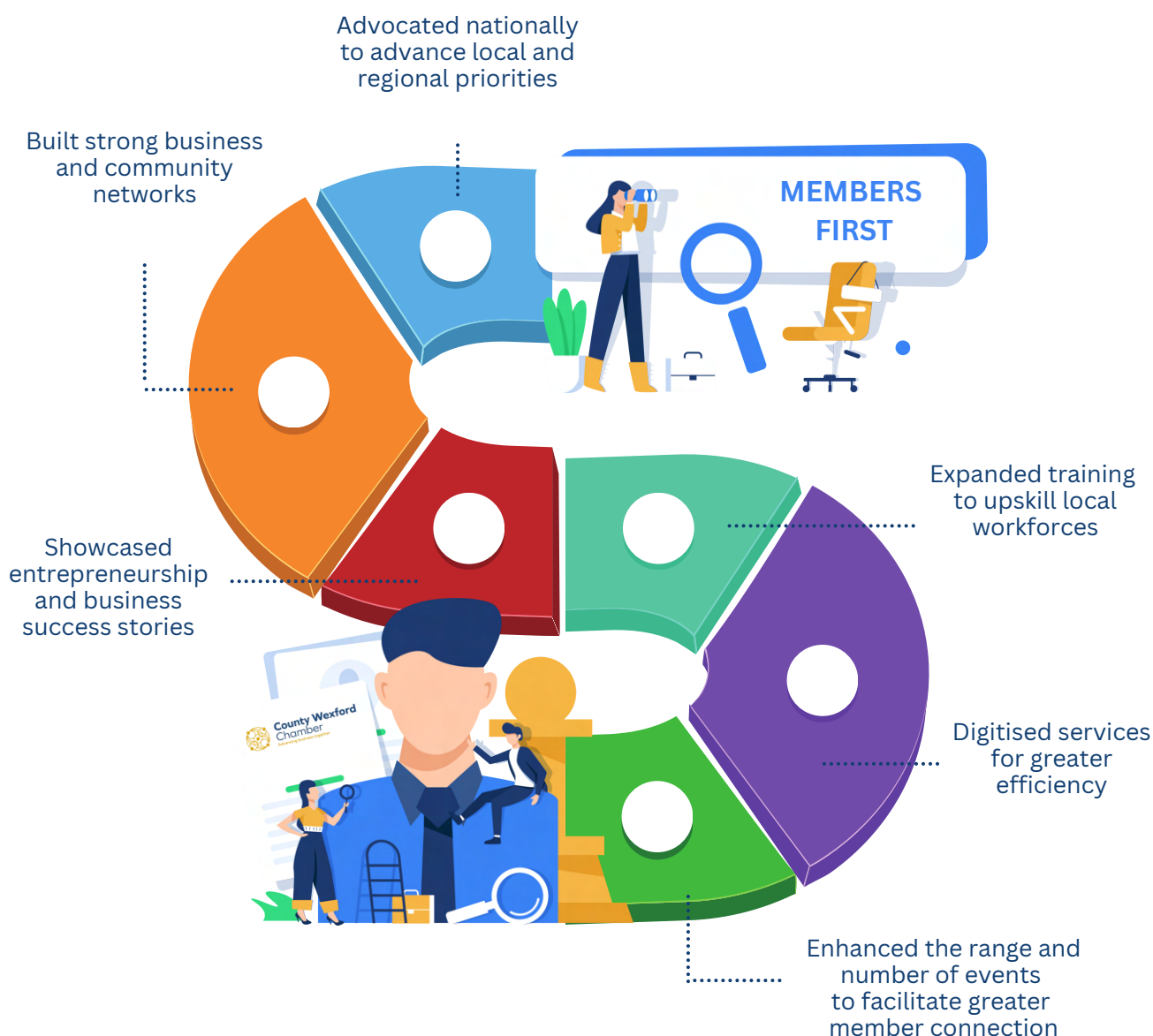


# Reflecting on Progress

Over the past three years, County Wexford Chamber has worked with our members, partners, and the wider community to deliver on the ambitions as outlined in our previous Strategic Plan. From driving sustainability and championing economic growth, to strengthening workforce skills and amplifying the voice of business, our collective achievements highlight the real impact of collaboration.

Throughout this period, we also recognised the need to evolve - listening closely to you, our members, so we can better support your needs, adapt to a changing business landscape, and truly put *Members First*.

## OUR TRANSFORMATION JOURNEY







Successfully supported **13** businesses to complete Ireland's first pilot Sustainability & ESG for Business Success programme – Going Green, through our Skillnet network.



Hosted and organised **14** political engagements including, the Political Leadership Summit (Feb 2025), the visit of the EU Transport Committee group of MEP's (July 2025), focused lobbying meetings with Government Ministers, Ambassadors and local elected representatives.



Welcomed **145** new members welcomed between January 2023 and October 2025.



We independently hosted **47** events during this period, attracting a total attendance of **3,707** participants.



Digital transformation milestones: launch of a new **Shop Local Gift Card** programme (Nov 2024), a **redesigned website** (April 2025), and implemented a new member **CRM system** (May 2025).



**268** training programmes delivered across hospitality, engineering, construction, and professional services, reaching **2774** participants and valued at **€1.18M** since January 2023.



Achieved a **200%** growth in social media growth, thereby amplifying the collective voice of County Wexford businesses.

# Strategic Objective 1

## Grow a Connected and Thriving Business Community

We are committed to growing a connected and thriving business community, delivering targeted, high-value support that meets the needs of a constantly evolving business environment.

# Economic Development



# Strategic Objective 3

## Champion Pro-Business Growth Policy

Advocate for policies and infrastructural developments which facilitate growth, attract investment, and enhance long-term regional prosperity.

# Education



# Strategic Objective 5

## Strengthen Regional Identity, Connectivity & Quality of Life

Champion initiatives that showcase County Wexford's agri-food, tourism, and cultural strengths - building a region where businesses, communities, and visitors can thrive.





## Membership

### Strategic Objective 2

#### Advance Business and Economic Development

Promote strategic investment, international growth, and partnerships to drive innovation, enterprise, and economic opportunity across County Wexford.



## Pro-Business Policy

### Strategic Objective 4

#### Advancing Growth Through Education and Training

Empowering the attainment of Advanced Skills, Training, and the enhancement of Career Pathways, to future-proof our workforce and support inclusive economic growth.



## Regional Identity



# Strategic Objective 1

## Grow a Connected and Thriving Business Community

We are committed to growing a connected and thriving business community, delivering targeted, high-value support that meets the needs of a constantly evolving business environment.

### Actions

1



Strengthen our value proposition while growing a diverse, inclusive membership, reflecting the full breadth of the business community.

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2



Deliver a dynamic calendar of events that promotes learning, builds connections, and engages businesses of all sizes.

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3



Offer monthly Member Advice Clinics on specific business themes, providing support with connections and growth opportunities.

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4



Identify and pursue strategic partnerships with other organisations to create new opportunities for our members.

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“

Being a member of County Wexford Chamber brings great benefits from networking opportunities to professional development and market insights. I have dealt with the Chamber team on several occasions and they are a pleasure to work with.

”

**Harry Murray**  
General Manager  
Ravenport Resort Hotel

“

Membership is more than belonging, it's the people who bring it to life. Together, we create a vibrant community of shared purpose, connection, and opportunity that drives lasting success for all.

”

**Mari Gregan**  
Owner  
The Palms Wellbeing & Health Centre

## Strategic Objective 2

# Advance Business and Regional Development

Promote strategic investment, international growth, and partnerships to drive innovation, enterprise, and economic opportunity across County Wexford.

## Actions



Position County Wexford as a dynamic location for enterprise, innovation, and inward investment by showcasing local business success through events, engagement, and advocacy.

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Facilitate global growth by connecting businesses to international markets, trade opportunities, and strategic partnerships.

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Drive green transformation through innovation, sustainability, and collaboration - aligned with the UN SDGs.

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Collaborate on flagship projects, including Offshore Renewable Energy (ORE), to drive innovation and economic growth in County Wexford.

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Support town and county-wide initiatives that strengthen local enterprise and retail vitality, including the Shop Local Gift Card and Town Centre First programmes.

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“

Following an incredible 2025 for Rosslare Europort - where, together with our partners, we delivered the second-largest civil construction project in the country on time and on budget - we now look ahead to the next phase. Throughout 2026 and beyond, we will advance our planning application to double the size of the port, enabling major Offshore Renewable Energy opportunities and acting as a catalyst for future economic development in Wexford and the wider South East.

”

**Glenn Carr, Director**  
Commercial Business Units, Iarnród Éireann  
Port Authority for Rosslare Europort



## Strategic Objective 3

# Champion Pro-Business Growth Policy

Advocate for policies and infrastructural developments which facilitate growth, attract investment, and enhance long-term regional prosperity.

## Actions

1



Engage with policymakers to communicate business priorities and support sustainable growth.

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2



Lobby for a fair, competitive business environment that supports SMEs, protects local enterprise, and eases regulatory burdens.

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3



Provide timely updates to members on policy developments, funding opportunities, and ensure their views shape our ongoing advocacy.

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4



Advocate for critical infrastructure investment - including roads, housing, utilities, and energy - to meet current and future demands.

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5



Represent the collective voice of County Wexford's business community in key national and regional decision-making forums.

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“

Government is committed in its vision to support Irish SMEs, to ensure enterprise succeeds through competitive advantage founded on innovation, productivity and sustainability, delivering rewarding jobs and livelihoods across every region of the country.

”

**Minister Peter Burke**

Department of Enterprise, Tourism & Employment



## Strategic Objective 4

# Advancing Growth Through Education and Training

Empowering the attainment of Advanced Skills, Training, and the enhancement of Career Pathways, to future-proof our workforce, and support inclusive economic growth.

## Actions

1



In conjunction with our partners, expand our Skillnet in order to provide accessible, subsidised training aligned with current and emerging industry needs.

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3



Champion local career pathways and lifelong learning initiatives that are inclusive, focused, and designed to future-proof the county's talent pool.

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2



Support SETU in its expansion of programmes and research in parallel with the development of County Wexford's strategic initiatives, so as to enhance and expand local higher education.

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4



Collaborate with LEO, WWETB, and education stakeholders to align and signpost training and start-up supports with business trends, building a connected ecosystem for early-stage and scaling businesses.

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“

At South East Technological University (SETU), we are proud of our role as a regional leader, driving innovation, empowering communities, and delivering transformative impact for the South East of Ireland and beyond. Our student-centred approach ensures that education is accessible, inclusive, and lifelong, while our expanding research capacity fosters an innovation ecosystem that supports entrepreneurship, interdisciplinary collaboration, and a research-informed curriculum. SETU staff, students, and stakeholders across the region, including in Wexford, play a crucial part in realising our ambitions for the region. I look forward to delivering on our plans for our campus in Wexford as part of SETU’s overall role in driving regional economic, social, and cultural prosperity.

”

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**Professor Veronica Campbell**, President  
South East Technological University (SETU)

## Strategic Objective 5

# Strengthen Regional Identity, Connectivity & Quality of Life

Champion initiatives that showcase County Wexford's agri-food, tourism, and cultural strengths - building a region where businesses, communities, and visitors thrive.

## Actions

1



Advocate for improved transport and digital infrastructure to enhance accessibility and regional growth.

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2



Promote County Wexford as a premier destination for enterprise, innovation, tourism, and agri-food excellence, underpinned by a rich culture and vibrant arts scene.

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3



Collaborate with tourism, hospitality, and food industry partners to drive sustainable tourism and showcase local produce.

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4



Support community and cultural initiatives that enhance regional vibrancy and wellbeing.

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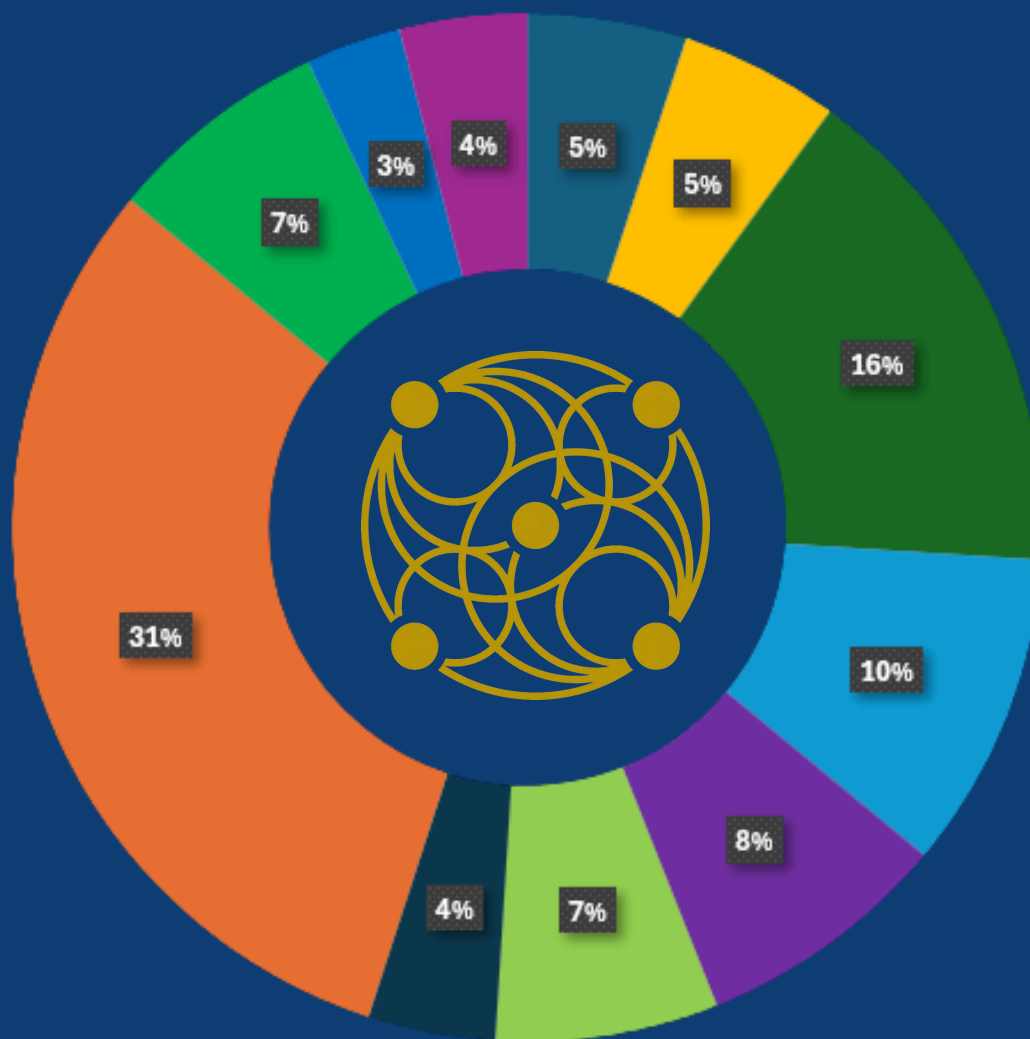
Visit Wexford’s vision is to elevate our county as one of Ireland’s most vibrant and sustainable tourism destinations. Through collaboration with the Chamber, we’re unlocking new opportunities that fuel local pride, prosperity, and year-round growth.

**Robert Millar**, Chair  
Visit Wexford

”

# Our Membership

County Wexford Chamber represents a broad membership base spanning MedTech, Manufacturing, Technology, Professional Services, Hospitality, Tourism, and Retail.





# Measuring Success

Delivering on our strategy requires clear accountability, strong governance, and a commitment to continuous improvement. By maintaining robust oversight, ensuring transparency, and embedding operational excellence and innovation into everything we do, we can measure progress in a meaningful way and demonstrate real impact for our members and stakeholders.

- Accountability & Transparency – Conduct annual audits and maintain clear financial reporting to ensure trust and accountability.
- Effective Oversight – Hold regular board meetings and report on monthly KPIs to monitor performance and guide decision-making.
- Sustainable Practices – Implement and regularly review operational practices that reduce environmental impact and support long-term sustainability.
- Operational Excellence – Strengthen internal administration and processes to deliver efficient, high-quality services and seamless events for members.
- Innovation & Technology – Continue to adopt and integrate technological innovations that enhance efficiency, communication, and service delivery.



# County Wexford working together



Wexford County Council proudly partners with stakeholders and communities to drive a vibrant, thriving economy. Transformational projects including Trinity Wharf, the new SETU Wexford Campus, Rosslare Europort Masterplan, M11 motorway expansion to Rosslare, and Greenway and Town Centre First plans will position Wexford for exceptional growth, attracting investment, creating jobs and enhancing life, work and leisure

**Eddie Taaffe**, Chief Executive, Wexford County Council

“

Originally from Mayo, I was drawn to Wexford's warmth and opportunity. It's a community that values empathy, balance, and leadership - a wonderful place for women, families, and businesses to thrive together.

”



**Natasha Hughes**  
Executive & Emotional  
Intelligence Coach

“

County Wexford is a great location for business as it offers an exceptional quality of life, with coastal scenery, cultural amenities and spacious living, supported by reliable transport links and modern infrastructure. It provides a balanced, enjoyable environment where businesses can operate efficiently while benefiting from a relaxed, high-quality setting.



**Biraj Rath**  
Chief Executive  
Braahmam International

”

“

Choosing Clohamon House in Co. Wexford as NutriStock's headquarters and production facility because was an easy decision. Ireland has the ability to feed 50 million people a year, Wexford connects us easily to the UK and Asian markets, and it allows us to turn hyper-local Irish ingredients from farmers and fisheries into high-value food products.

”



**Simon Maddrell**  
Founder  
Nutristock

“

Living and working in one of the most central locations in the South East offers several competitive advantages, from being a gateway to major towns and cities and Rosslare Europort, to competitively priced commercial properties and an excellent talent pool. New Ross is the perfect place for businesses to grow.

”



**Philip Carton**  
Auctioneer  
PN O'Gorman Auctioneers



“

Our skilled talent has enabled our medical device manufacturing facility in Enniscorthy to thrive over the last 28 years. Businesses thrive where skilled people live and people will choose to live where they can get an internationally competitive quality of life. Our experience is that Wexford county supports a fantastic quality of life for people who live and work here. With continually improving infrastructure, fantastic local schools, excellent third level educational facilities through SETU, aligned to easy access to beaches, sports facilities, leisure activities and entertainment facilities, the quality of life in Wexford county is among the best in the country. A great place to live and work.

”



**Gerard Reynolds**  
Director of Operations  
BD Enniscorthy

“

Danone is a proud contributor to Wexford and, as one of the largest employers in the South-East region, employing over 300 people in our facility, the broad talent pool in the area is paramount to our current and future success.



**Deirdre Hannon**  
Plant Manager  
Danone Nutricia

”

“

I love that Enniscorthy has a rural hinterland, with a broad mix of people coming to us for advice. When something works well, the genuine feedback is massively rewarding. Small towns are a huge plus and give back!

”



**Matt Ronan**  
Owner  
Evolv Health & Wellbeing

“

PwC is proud to operate in County Wexford, where exceptional talent and a culture of collaboration enable us to deliver real value for our local and international clients. The environment fostered by County Wexford Chamber is a key driver of innovation and growth, making Wexford a great place to do business.

”



**Billy Sweetman**  
Partner  
PwC

“

County Wexford offers collaborative workspaces, strong networks, and seamless connectivity to our national and international clients. We enjoy the best of both worlds - cycling to work, beach walks - while building our business in a thriving environment.

”



**Maeve Dunne**  
Privacy Path  
Data Privacy Consultant



# County Wexford Chamber

Advancing business together



**Chambers  
Ireland**  
Advancing business together



EUROCHAMBRES



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Visit Wexford and Pól Ó Conghaile

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