

Westway Health – Agri Award Winners at the Fourth All-Ireland Business Summit powered by Audi at Croke Park



Pictured L-R at the All-Star Awards Ceremony at the Fourth Annual All-Ireland Business Summit powered by Audi at Croke Park were, Dr Briga Hynes, Chairperson Adjudication Panel, Dr Ruairi Friel, CEO, Westway Health winners of the Agri Business Category 2018-19

Leading lights in Irish Business descended on Croke Park last Thursday 19th April for the Fourth Annual All-Ireland Business Summit powered by Audi, where a 1000 strong audience from all 32 counties were captivated by the speakers who revealed their top secrets, confessions and the do's and don'ts that have helped them achieve their business success.

The Business All-Stars competition final was one of the key elements of the summit. The Business All-Stars is an annual competition designed to identify, recognise and accredit Irish companies and individuals that have distinguished themselves in the conduct of their business over the last 12 months.

Westway Health were awarded Best Agri Business. Speaking at the event, Kieran F. Ring, CEO Global Institute of Logistics, Deputy Chairperson Adjudication Panel said:

"The decision to award Westway Health with Best Agri Business_2018-19 is based on the score achieved in four rounds of intense competition.

The application, supported by references, interviews and independent ratings from the 'mystery shopper' process left the adjudication panel in no doubt that Westway Health is richly deserving of

this award. We would like to extend our sincere congratulations to all concerned and we wish you every success for the future”

In response to the announcement Dr Ruairi Friel, CEO Westway Health said:

“On behalf of Westway Health I would like to express our sincere thanks to the judging panel for awarding us this prize. This is a great source of pride for us and recognition to the great team here at Westway Health who are developing our innovative novel non-antibiotic antimicrobial technologies.

The process which led to this award truly stretched us, the structure of the competition required us to put our brand story on paper and gave us the opportunity to reflect on who we are, our growth strategy and above all the value we create for our target audience.

The opportunity to hear first-hand feedback from our Judge-Mentor, our existing customers, partners and suppliers through the reference module combined with the results from the mystery shopper round was invaluable.

We would like to thank all at the competition for making the effort to listen to our story, understand and accredit our business and above all help us to promote it”

The competition finals benefited enormously from the atmosphere created at the All-Ireland Summit which was driven by the three key pillars of knowledge sharing, facilitating new business relationships and the continued improvement of business standards in Ireland, the All-Ireland Summit improves year-on-year – like so many of the great teams to have graced the hallowed turf of Croke Park.

Speaking at the summit, Dr. Briga Hynes, Kemmy Business School, University of Limerick, Chairperson Adjudication Panel summed up the entire process by reminding the enterprises honoured with All-Star that:

“Westway Health has demonstrated an ability to innovate and has impressive growth plans which no-doubt reflects the resilience and optimism that are the hallmarks of Irish entrepreneurs. Westway Health bring a real inspiration for what is possible in business in Ireland and provide important role models for the many aspiring entrepreneurs and existing small firms,”

Westway Health is now included in the 2018-19 All-Stars Role of Honour, the list is published annually to coincide with the All-Ireland Business Summit at Croke Park. Applications for 2018-19's competition open on 1st June 2018. Find out more on www.businessallstars.ie www.allirelandsummit.com

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ABOUT WESTWAY HEALTH:

Westway Health is an innovative biopharmaceutical company spun out from NUI Galway. It is developing and commercialising a range of non-antibiotic antimicrobial technologies, to kill all bacteria without allowing the emergence of resistant *superbugs*. Westway Health based at the Business Innovation Centre at NUI Galway, has a range of active development programmes in Animal and Human Health, with it's lead product in development, for the zero-withdrawal treatment of bovine mastitis.

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ABOUT *BUSINESS ALL-STARS COMPETITION*:

The Business All-Star program is an annual competition designed to identify, recognise and accredit Irish companies and individuals that have distinguished themselves in the conduct of their business over the last 12 months.

The Role of Honour of All-Star accreditees reflects the diverse stages of development and vertical specialisation of Irish enterprises. The Role of Honor includes special categories for social enterprises, charities and rising stars.

Those included represents the highest current performance level in Irish business and are presented as a standard or benchmark to be equalled or exceeded.

All-Star accreditees prove through a rigorous matrix based 100 points, four steps judging process (application, phone interviews, reference checks, incognito contact to measure customer service, live judging), to be on merit, worthy recipients of their accreditation.

The Business All-Stars Role of Honour is published annually to coincide with the All-Ireland Business Summit at Croke Park. Applications for 2018-19's competition open on 1st June 2018. Find our more on www.businessallstars.ie