The Midlands Innovation and Research Centre at Athlone Institute of Technology and Enterprise Ireland are now recruiting for the next Midlands & West Enterprise Programme commencing in June. The Midlands & West Enterprise Programme is a business development programme that provides entrepreneurs with the business skills, networks, facilities and supports necessary to navigate the business start-up process. Eligible participants may also apply to Enterprise Ireland for salary support.

The MIRC and Enterprise Ireland are now inviting applications for MWEP 2011. Participants should have an innovative business idea with growth and export potential.

Ten high potential entrepreneurs from the Midlands are participating on the current MWEP – products being developed include anti-fraud software, controlled release supplements, vehicle safety systems and functional drinks.

A former MWEP start-up, Ann Marie Durkin's company, Shasta, develops unique and innovative baby products. According to Ann Marie Durkin, "The MWEP greatly assisted Shasta by providing structured training and support in the key commercial elements of setting up and running a successful business, while AIT has provided the research capability to develop our products from concept to successful commercialization."

According to Enterprise Ireland Regional Director, Barry Egan, "If you are a prospective entrepreneur with industry experience and an innovative business idea, the MWEP will provide you with the business skills and support necessary to transform your idea into a successful business."

For more information, please contact MIRC Manager Michael Lonergan at 090-6471882 or see www.mirc.ie/mwep
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