



perfectly located
Longford.



AN LONGFORD
Longford County Council
Comhairle Chontae An Longfoirt

CONNECTED
People • Place • Opportunity

The work-life balance Index

Work-life balance is now a key consideration when choosing an investment location and County Longford offers both a healthy and happy lifestyle for communities and employees.

A 2024 work-life balance Index researched Ireland's towns for local services, hybrid working, family life and leisure to find the best places to live and work.

Longford town came out top for work-life balance in the Midlands Region and 3rd overall in Ireland. Longford was rated 1st for affordability and 2nd as a location for families.

Short commutes and school runs, affordable housing costs, increased leisure time, top-class facilities and amenities and an over-riding sense of community all contribute to Longford being seen as a location of choice.

For remote or hybrid working, Longford has excellent 5G and full fibre connectivity.

The county is strategically located allowing for access to all corners of the country from a Midland base.

In 2024 the Financial Times selected the Midlands of Ireland as the 'European Region of the Future' as part of their FDI intelligence ranking. This prestigious acknowledgement reflects the region's outstanding achievements and potential for growth.

Longford - one of the best performing towns in Ireland

Longford Town has a strong market tradition, connected to its rural hinterland and retaining a healthy balance between its urban and rural environment. Longford businesses, big and small are highly valued and they in turn help to create vibrant and strong local communities making Longford an ideal place to live, to work and to relax.



*Town or City population: F1015, Population, Census 2022 CSO.ie. Top 50 largest Irish urban agglomerations and census towns.

*House prices: HPM08, 12 month rolling average mean in October 2023, CSO.ie. Eircode was used if town-level data was unavailable

Introduction

Longford...Perfectly Located

As County Longford's First Citizen in 2024 it gives me great satisfaction to lead the development of this marketing brochure, designed to show County Longford as an ideal location for investment.

Longford is a bustling dynamic County, located in the heart of Ireland and growing in prominence and reputation as a great place to operate a business. Its central location In Ireland has helped to attract some key employers to the region. Those businesses have access to a highly skilled and educated workforce, a relatively lower cost base and a strong logistical support infrastructure to help them get goods to markets across Europe.

We are delighted to have this opportunity to profile the achievements of some of our key employers. They create wealth and our communities are thriving, with County Longford now recognised as one of the most preferable places to live and raise a family in Ireland.

Everything you need to do business is available here In Longford. We are a pro-business county and work hard to facilitate new investment.

We welcome the opportunity to present our case and can assure you that any new business will become a vital and valued cog in our community.



Cllr Colm Murray
Longford County Council Cathaoirleach



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Longford- perfectly located

Consider Longford County as your next business location

Perfectly located - in the heart of Ireland with the physical infrastructure needed to allow free movement of goods and people to all parts of the Island of Ireland, to the United Kingdom and to mainland Europe.

Only 90 minutes from the capital, Dublin, its port and international airport, served by mainline rail and less than 200 minutes from any corner of Ireland, Longford is a prime location when it comes to commercial development.

Longford County Council guarantee a warm and professional reception to potential investors and a pro-active response that will enable you to maximize opportunities and supports available to your business.

Skilled Workforce

Longford has a young dynamic workforce, well-educated and highly competent across a range of disciplines. The experience from our multi-national companies, demonstrates that County Longford and its catchment area delivers a talented and loyal workforce. Employees in County Longford enjoy a good work-life balance with leisure activities on their doorstep. This quality-of-life results in high staff retention levels for our companies in County Longford.

With Technological University of the Shannon nearby producing quality graduates and developing specialised courses to suit the needs of local industry, Longford has a strong pool of smart, motivated and highly qualified potential employees.

Industrial & Retail Space

Longford has modern units and commercial parks throughout the county, in the suburbs of Longford town in particular. Our industrial parks are home to several Internationally recognized companies and they are proud to call Longford home. Longford town is also considered one of the top retail centres in the Midlands with a mix of independent outlets and well known high street brands.

Telecommunications Network

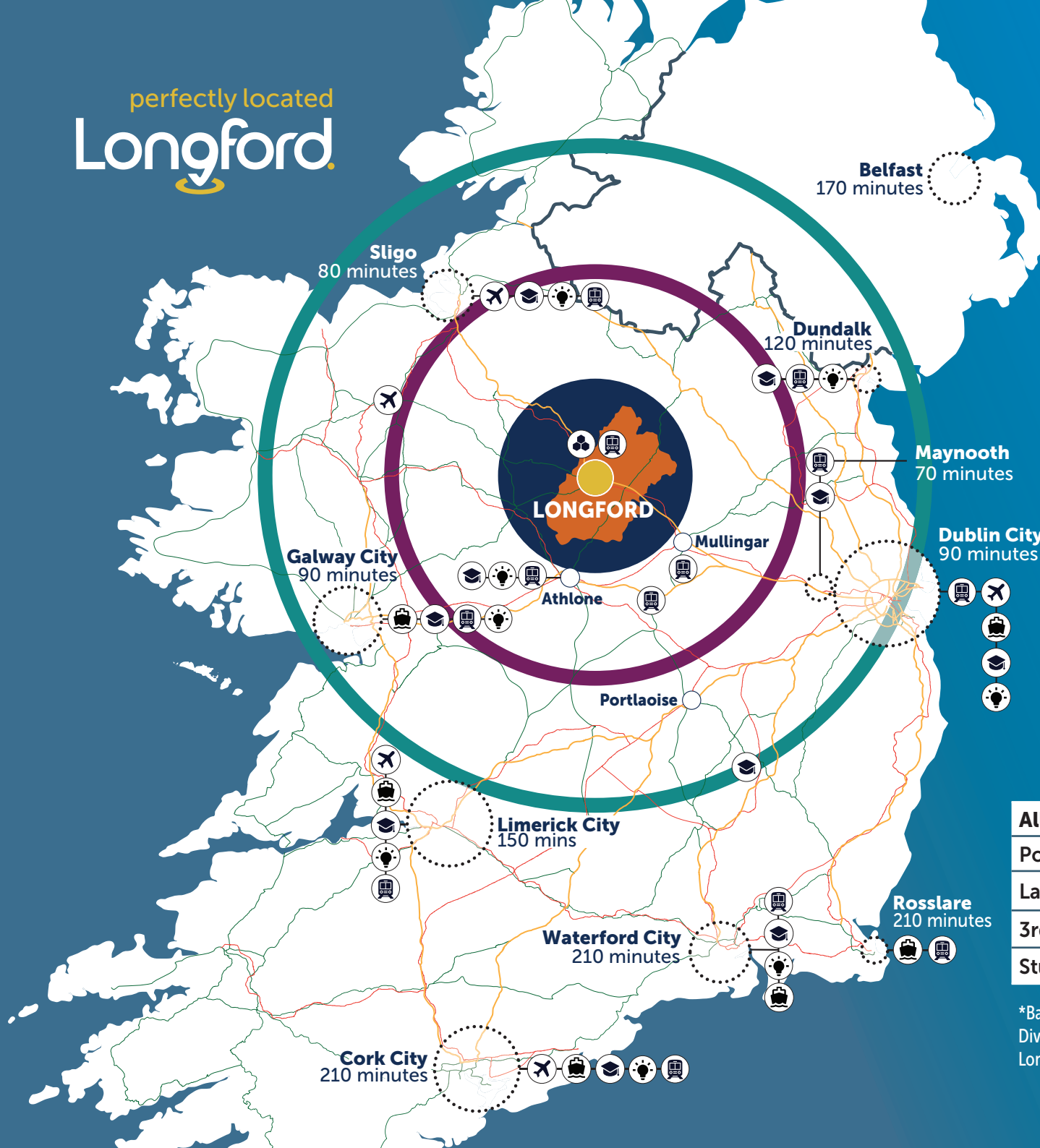
Ireland has one of the most advanced telecommunication networks in Europe. Diverse fibre optic connections on all major European routes deliver crystal clear connections worldwide. Features include an intercontinental routing service, designed for companies with international call centres, which provide a toll-free capability between Europe and the US. Ireland enjoys one of the lowest costs for toll-free services. Longford town is served by the most up to date digital exchange technology. This provides both PSTN and ISDN services to businesses and residents in the town.



Competitive Advantages :

- Central Location
- Proximity to Dublin
- Outside commuter belt - employees remain local & communities thrive
- Close to multiple airports & ports - Knock, Dublin, Shannon
- Close to Northern Ireland - ideal for servicing both markets

perfectly located
Longford.



Legend	
	Longford
	Key Town/Cities
	National Roads
	Motorways
	Railroad
	Railway Station
	International Airport
	International Sea Port
	Research & Innovation Centre
	3rd Level Institutions
	Drive time catchment

All Within Reach*	30 MIN	60 MIN	90 MIN
Population	69,244	313,727	1,709,556
Labour Force	32,210	146,074	841,264
3rd Level Qualified	9,351	44,981	293,773
Students	5,141	25,277	147,295

*Based on Resident Population of underlying Census 2022 Electoral Division data and a assessed travel-time catchments by car from Longford Settlement.

Longford - one vibrant community

County Longford is a diverse county with many nationalities living in harmony, making positive contribution to the local population and community life.

Between 2016 and 2022, County Longford's net Inward Migration rose by 4,134 people, the highest percentage increase in the state. (CSO, Census 2022). Approximately 19.5% of the population were born overseas and 16.4% of the population are not of Irish nationality. British, Polish and Lithuanians represent the largest international communities.

The mix of nationalities, age groups, experience and skillsets adds richness and diversity to schools and workforces.



MIGUEL

I moved to Longford town in 1999 from Madrid when I was offered to join as a Veterinarian for a leading Agri Food business in Granard. People in Longford have always been welcoming and supportive providing me the opportunity to make good friends. The County offers outstanding places for outdoors recreation such as Newcastle Forest and Derrycassin Woods. Public transport options are excellent. The direct railway connection from Dublin or Sligo in the West is convenient and reliable. Coming from a big city where traffic is usually an issue, it is quite a relief not to waste time stuck in traffic.



ALLA

I moved to Longford nearly two years ago from Kyiv, a large city in Ukraine. I quickly embraced the benefits of a smaller, cosy town with a supportive community reminiscent of my native Ukraine. Longford provides excellent educational opportunities, including quality schools for children and diverse courses for adults. In just two years, I attained third-level education, established a business, and became part of the local arts community. Longford's vibrant cultural scene exceeds rural expectations, villages like Ardagh and Clondra are architectural gems, offering calm and tranquillity. Longford is truly a wonderful place to live.



MARIO

My experience of living in Longford has been transformative, having moved here seven years ago, I seized opportunities for IT certifications that enhanced my skills and benefited my career at Glennon Brothers Ltd. Longford provides a picturesque, welcoming and enjoyable living environment with ample opportunities for development and meaningful connections within the community. The numerous attractions, including boat rides, historical sites and dining options, cater to diverse interests. My family and I have fully integrated into the community and are active members of the Longford Tennis Club.



MARIANA

Leaving my homeland, Rio de Janeiro, Brazil, five years ago marked the beginning of a new chapter in Longford, Ireland. This welcoming county has embraced me with its beautiful countryside, allowing me to establish roots, build friendships, create a family and make a home. Now, in my role as a Vacant Homes Officer with Longford County Council, I take pride in contributing to the community's revitalization, bringing vacant homes back into use for a brighter future. Longford offers a diverse and multicultural experience, from charming cafes to cultural landmarks—there's something for everyone! Beyond being a place, Longford is a thriving, inclusive community that I proudly call home.



MANDY

Longford is an inclusive community and has many opportunities for social and economic development. The people are lovely and there are many great tourist attractions such as Center Parcs, Corlea bog, Knights & Conquests, lovely restaurants with locally sourced produce. Living in Longford has opened me up to a myriad of possibilities. Since moving here 6 years ago, I have obtained two masters degrees in addition to other certification courses I have done. I enjoy working at the Local Enterprise Office Longford where I play a big part in contributing to initiatives and programmes that support enterprise, economic development and job creation. The strong sense of community, shared values, and the joys and challenges make living in Longford worth it.



GERALDINE

When you are tired of London you are tired of life' but returning to Longford after 25 years was about more not less life! Here my children attended great schools, trained with future Olympian swimmers and worked with world renowned dancers and choreographers which Shawbrook brought to our doorstep. I see more theatre at Backstage than I ever saw on West End and when not enjoying the Greenway and all the Walking Trails there is the Twilight Spa at Aqua Sana to indulge. Longford town is full of independently owned and ran shops with great choice and very personalised service. I have set up my own business (Cathedral View Apartments & Townhouse) and consult nationwide (DGS Business Consulting) using The Yard Hub in Abbeyshrule when completing pieces of work back home. Longford Abu!



URSULA

Longford has been a brilliant place for us to build a business. Having not been originally from the area, I felt a really strong sense of community right from the start when I opened my business. Longfordians are very loyal and extremely supportive. I have had clients from 18 years ago that I still have today! Aside from this, Longford was the ideal choice for us when deciding where in Ireland to settle as it provided affordable housing, as well as great school options and leisure facilities for our children. There is a very strong business community in Longford, with a particular emphasis on women in business, which is brilliant!



GURAM

I came to Longford in 2002, previously living in Tbilisi Georgia and in all my years living in Longford I can tell you it's an amazing place to live or visit. Longford has a wide range of entertainment facilities such as Longford Center Parcs, a unique holiday resort that brings over 200,000 people to Longford every year. I decided to start my own business manufacturing external wall insulation and I've made a successful start in my company and give endless thanks to the support agencies and strong community in Longford.

Activities in County Longford

County Longford is well served with sporting facilities with several centres of excellence.

- soccer clubs
- 18 hole golf course
- gaelic clubs
- equestrian centres
- rugby club
- cricket club
- swimming pool
- gyms & many active clubs including tennis, archery, basketball, squash, rowing and skateboarding

Sports, leisure, and recreation

Located in the Hidden Heartlands of Ireland, Longford offers serene lakeshores, lush landscapes, forest trails and first-class sporting facilities. The County provides an ideal backdrop for sports and leisure enthusiasts. From fishing or boating on Lough Ree to kayaking down the whitewater on the River Inny, hiking the Royal Canal Greenway or enjoying local sports clubs, Longford caters for all interests, ages and abilities.

The relatively flat landscape makes County Longford a perfect location for leisure walkers and cyclists. Visitors love the contrasting landscapes from rolling green pastures along the royal canal to the ancient peatlands that cover much of the County, to the forested trails that bring harmony and relaxation.

Royal Canal Greenway or Famine Way

The enchanting Royal Canal Greenway is 130km of level towpath, ideal for walkers, runners and cyclists of all ages and stages. Starting in Dublin, it follows the 200 year old canal through the midlands to Cloondara in County Longford where it enters the mighty River Shannon. The Canal was once the towpath used by survivors of the Great Famine where famished people started their journey to Canada, US and beyond, hoping for a better life and giving rise to the large Irish diaspora population we have today.

Creating Olympians

Despite its small size, Longford has the structures in place to allow our young people to excel at their chosen sports. Committed volunteers and coaches are a sure sign that the community spirit is strong and Longford has produced Olympians in athletics, swimming, shooting and show-jumping.

It has produced rugby and football internationals and it has top-class facilities for young people to hone their skills or just hang - out and socialize with friends.



Cian McPhillips Wins Gold in the men's 1500 metre final at the European athletics U20 championships



Royal Canal Greenway

The Royal Canal Greenway meanders through County Longford and was named as the leading Greenway in Europe, winning an Excellence Award at the 2023 European Greenways Awards. It is one of the many natural amenities we have in County Longford.

Further information on all our amenities and attractions can be found at Longford.ie

Longford.ie



Arts & culture

Longford - a strong arts & musical community

Longford boasts a wide range of opportunities across the creative and arts community with offerings for all ages. Amateur drama groups, award winning youth drama, stage school, choirs along with a nationally renowned musical society.

Longford is also home to the internationally recognised Shawbrook Residential, a centre of excellence for dance and performance with dance studios, theatre and outdoor stage drawing dancers and musicians from across the world.

Shawbrook
RESIDENTIAL



Backstage Theatre in Longford

Backstage Theatre (220 capacity) opened its doors in 1995, it was the first arts facility constructed in the county. Its impact has been enormous over the last 28 years, developing audiences, nurturing artists, developing ambitious projects and providing a space where Longford communities can experience art that celebrates their own personal and lived experiences.



Longford County hosts several festivals throughout the year to celebrate its heritage. Among them are annual literary festivals celebrating internationally renowned local writers, Padraic Colum, Maria Edgeworth and Oliver Goldsmith.

Longford Arts Service organises several events and celebrations including Culture Night, Longford Lights, and the Dead of Night Festival. Longford's Culture Night spans all aspects of culture from music to film, language to literature and has a depth to ensure there is something for everyone to enjoy.

Alongside these annual festivals and events there are a wide variety of ongoing cultural activities including library bookclubs, historical societies, céilí dances, set dancing and traditional music venues offering year-round entertainment.



Longford Lights Festival attracts over 10,000 visitors every year

Health diagnostics & manufacture

Core Diagnostics of Abbott is situated on the outskirts of Longford town and manufactures diagnostic reagents and accessories for immunoassay and clinical chemistry applications. The Longford facility plays a key role in helping Abbott to meet the increasing global demand for diagnostic testing in areas such as infectious diseases, cancer, thyroid, and cardiovascular diseases.

- Number of employees – 1000+
- Years in business in Longford – 20 years
- 180,000 sq. ft. facility on a 27-acre greenfield site
- Our Purpose: We deliver high quality diagnostics that help people live their best lives possible.
- In 2016, the site received the prestigious Shingo Prize from the University of Utah and the Shingo Institute for Operational Excellence.

Facility construction commenced in 2004 on a green field site. The first manufactured diagnostic reagent kit was distributed in December 2005 with distribution to the US commencing in June 2010.

Diagnostics provide early and accurate detection of medical conditions which can lead to effective treatment for patients. Over the past two decades, Abbott in Longford has remained at the forefront of diagnostic innovation, consistently pushing boundaries to improve patient outcomes. Abbott in Longford manufactures more than 50 diagnostic reagent products. These products detect thyroid function, cardiology, renal and metabolic and fertility and pregnancy function.

Why Longford works for Abbott

Industry in the Longford region is well supported by enterprise, academia and government partners. Longford is centrally located in the heart of the Midlands with good infrastructure serving a variety of both sea and air routes.

The strength of our business is powered by our people. Our operations in Longford are driven by people with a passion for innovation and a dedication to improving lives through our diagnostic solutions. With better value housing, excellent schools and countryside offerings, the Midlands is a great place to call home. These factors have proven key to the attraction and retention of our highly skilled workforce which is critical to our success.

Abbott is also a proud partner with Technological University of the Shannon in Athlone, supporting the development and delivery of industry specific courses to help advance careers. Senior management are involved in the support and advancement of Advanced Manufacturing in the region through the Midlands Advanced Manufacturing Plan.

Over the past two decades, Abbott has maintained a steadfast commitment to Longford and the Midlands community, raising over €100,000 for both local and national charities. Abbott look forward to building on this success in the coming years.



“ I applied for a production operator position in 2016 having previously worked in hospitality. I had never worked in a factory before, but this offered something different and was of great interest to me. After an open interview process with HR, I got the job. I was promoted to Quality Inspector within a year, from there to Quality Technician during which time I returned to college and I am now a Production Supervisor working with a team of 35. I was supported throughout by managers and colleagues. I am so proud to be part of a big company in a small town, we are expanding and growing and providing employment opportunities for all. The company supports local businesses and charities throughout the year, anything is possible if you have the right drive and the right people supporting you. ”

Yvonne Dowd
Production Supervisor ADM



Medical adhesive technologies



Medical

Avery Dennison is a US Multinational Corporation founded in 1935, listed on the S&P 500, and currently employs over 36,000 people worldwide. The Company moved into the medical field in 1975, acquiring Finesse Medical, Longford, in 2017.

Avery Dennison Medical Longford works within the wider Avery Dennison Materials group and draws upon decades of expertise in material science to deliver high-performance products and customised adhesive solutions for medical components that are used daily in medical facilities worldwide.

From its Longford Plant and sister facilities in the US and Belgium, the company produces a range of rolled goods, converted components and finished goods that are used in a variety of applications including Surgical, Ostomy Care, Negative Pressure Wound Therapy, Wound and Skin Care, Diagnostics, Patient monitoring and Medical wearables.

The company offers a complete range of services from adhesive formulation and customization, material selection and design support, sampling and prototyping, to wear studies, biocompatibility assessments, product stability testing, preclinical testing, advanced material characterization, sterilisation and regulatory certification.

Why Longford Works for Avery Dennison Medical

Part of what attracted Avery Dennison Medical to acquire Finesse Medical in 2017 was the potential for expansion with the availability of industrial sites and its central location in Longford. Situated in the former IDA Business park on Longford's Ballinalee road at the northeast of Longford town the location offers immediate access to the main N4/N5 route west and east to Dublin port and is also strategically located at the centre of the country which also greatly facilitates our access to support services.

Several warehousing and logistics companies in the area take advantage of this location, providing great logistical support, along with many other service providers and tradespeople offering services from cleaning, facilities management and waste disposal to precision tool fabrication.

The area's food processing and manufacturing history along with many schools means there is a pool of well-trained operational staff to recruit from who are familiar with modern industrial plant operations and the company has also been able to recruit from further afield in Dublin, Galway and Sligo for experienced managerial staff as road and rail links are sufficient to make the plant commutable from these places without the usual traffic congestion.

The industrial support infrastructure of the town is well managed by the Longford County Council and Local Enterprise Office who are always only a phone call or email away and very responsive to any requests or concerns that may be raised from time to time.

Steel manufacturing plant



With a proud history spanning 35 years, our family-owned structural steel business stands as a testament to Longford's unwavering commitment to excellence and innovation. Over the years, we have achieved significant milestones, including being honored with the Family Business Gold Award in 2023—an accolade that underscores our dedication to quality, integrity and service.

Our company has continually expanded its market reach, serving clients across diverse industries both locally and nationally. Our output quantities speak volumes about our commitment to meeting the evolving needs of our customers while maintaining the highest standards of craftsmanship and reliability. With certifications that underscore our adherence to industry best practices, we take pride in our role as a cornerstone of the Longford business community.

Why Longford works for Kiernan Steel

Longford's central location within Ireland makes it an indispensable axis point for businesses looking to access markets across the nation. The region's strategic position facilitates seamless connectivity, whether you're heading north, south, east or west. Moreover, Longford's robust ecosystem of enterprise supports, coupled with comprehensive training and education initiatives, provides businesses with the tools they need to thrive in today's competitive landscape. The nurturing environment and collaborative spirit fostered within Longford enable companies to innovate and grow sustainably.

One of the most compelling aspects of Longford is its cost-effective business environment. Compared to national averages, the cost base for enterprises in Longford remains highly competitive, offering significant advantages for companies seeking to maximize their resources and enhance profitability. In addition, Longford boasts impressive staff retention rates—a testament to the region's exceptional quality of life, strong community bonds and supportive business culture. Employees are not just assets; they are valued members of a thriving community that takes pride in its collective achievements.

35
Years in
business
in Longford

Family
owned
business

250+
Employees in
Longford

20%
Future
employment
forecast



“ In the 1989 recession the thought of emigrating gave me the impetus to try to establish a small business at home. With the local support from farmers and small business enabled us to build up a small business which has grown to the Kiernan Steel of today. Everything is local. ”

Frank Kiernan
Kiernan Steel

“ In 2019 I was presented with an amazing opportunity to live and work in County Longford with Center Parcs, a business in my opinion, that is changing the staycation game in Ireland. It’s been fantastic to see the positive impact we’ve had on the local community, giving opportunities to local people and business. Joining Center Parcs has given me the chance to advance my career and working in the newest resort has given me additional opportunities for progression. Center Parcs has brought colleagues and guests from all over Ireland together, from Dublin to Galway, Kerry to Derry. I’m looking forward to many more years in Longford, meeting more amazing and friendly people in Ireland’s Hidden Heartlands. Slán go fóill.”

Jack Sadler
Deputy Leisure Manager



Family short break holiday operator



Center Parcs is the UK and Ireland’s leading family short break holiday operator. Offering 466 high quality lodges and 30 apartments, carefully nestled among 400 acres of beautiful historic forest just five kilometres from Ballymahon, Longford Forest is Center Parcs’ first village in Ireland. Home to Ireland’s largest indoor water park, the Subtropical Swimming Paradise, over 100 indoor and outdoor activities, shops, bars and restaurants, plus the award-winning Aqua Sana Spa, Center Parcs Longford Forest offers everything you need for a perfect family short break. The village opened in the summer of 2019 and has quickly established itself as a firm favourite for families across Ireland.

Why Longford Works for Center Parcs

County Longford was the perfect choice for Center Parcs’ first village outside of the UK. Longford’s strategic location at the very heart of Ireland, combined with the excellent transport links, makes access to the village very simple for both our guests and our staff. From the very outset we enjoyed a positive and collaborative relationship with both the Local Authority and the local community, underlining our commitment to being a good neighbour. This collaborative approach was maintained throughout the planning and construction phase of the development and continues today, now that the village is open. We welcome approximately 5,000 guests to Longford Forest every week and now employ over 1,200 colleagues, the vast majority of whom live within 12km of the village. Center Parcs continues to have a transformative impact on the county of Longford and the wider Midlands region and we are proud to be an established Longford business.

96%
Average Annual
Occupancy

Company
Leading Guest
Satisfaction
Scores

Multiple Award-
Winning Aqua
Sana spa

2020
Tourism &
Hospitality, Great
Place to Work
Awards

Manufacturing solutions for healthcare



Technimark is a global manufacturing solutions provider for the healthcare, consumer packaging and specialty industrial markets, specializing in precision injection molding, value-added assembly and contract manufacturing. We create customized, end-to-end programs based on technology and innovation that improve quality, reduce risk, lower costs and speed products to market.

Our Longford facility, with roots that go back more than 50 years, is primarily focused on serving the medical and pharmaceutical industries. It's one of a dozen Technimark facilities around the world, in the United States, Mexico, Germany, the United Kingdom and China, giving us the capability to manufacture and deliver high-quality products worldwide.

From its founding, Technimark has been committed to sustainable and responsible business practices, and is continually advancing innovative solutions at every stage of the manufacturing process, from design to production to reuse and recycling. These initiatives include building advanced, energy-efficient global facilities.

Why Longford works for Technimark

Since 1968, Technimark's Longford facility has been a key player in supporting pharmaceutical companies and medical device manufacturers — and our location has played a key role in that success.

Centrally located in Ireland's hidden heartland, Longford provides Technimark with excellent access to international airports and seaports, so we can work with and serve customers anywhere in the world and easily support other Technimark facilities.

The Longford area has proven to be a great source for building our educated and motivated workforce. We also have been able to take advantage of the Irish Technical University at TUS, in nearby Athlone; many of our engineers have come out of their Plastics Engineering program.

The local council has long been a strong supporter of Technimark and the entire business community, encouraging smart development that brings benefits both for the town and for companies that are drawn to the area—including an enterprise cost base more favorable than most other larger cities and towns.



“ Numerous progressive companies reside in Longford. Kiernan Milling is one of them. Living near Longford, within rural Ireland, allows for a good work life balance, time for family and supporting your local community.

Garreth Carroll
General Manager

”



Agricultural market - animal feedstuffs



Kiernan Milling is a multi-species animal feed mill supplying products in bulk and bag form throughout the island of Ireland. Our original mill was built in 1979 and is located in Granard, County Longford. Due to increasing demand for our products, we opened a second mill in spring 2020. Our latest investment, brings the combined capacity of both our mills to over 500,000 tons, leaving Kiernan Milling as one of the largest feed mills in Ireland.

Over the last 45 years we have built and maintained a reputation for producing high quality animal feed through constantly innovating our milling processes and investing in the latest milling equipment.

Kiernan Milling has always been committed to sustainable and responsible business practices. Since 2014 we have reduced our carbon footprint by 58%. Our aim is to be the first carbon neutral mill in Ireland by 2027.

Why Longford works for Kiernan Milling

Longford's central location is very attractive to our business as we can easily reach our customers from our base here in Granard. Access to our major shipping ports is just over one hours drive away. Both Dublin and Knock airport is a relatively easy drive from our mill. Our location allows our company to work closely with some Irish universities and colleges on research projects or indeed facilitating work experience for their students.

**Largest single
site feed mill
in Ireland with
capacity for over
500,000 tons**

58%
Carbon Footprint
reduction through
energy efficient
investments

1st
Mill in Ireland
using 50%
recyclable
material in our
25kg bags

2015
Environmental
Management System
ISO14001

High quality frozen par-baked breads



Panelto Foods is a Longford based bakery which employs 350 people. Panelto produces a range of high-quality par-baked breads for major retailers for their in-store bakeries across both the UK and Ireland. All breads are produced in a highly automated world class bakery. In 2023 Panelto became part of the European Bakery Group which also operates bakeries in Germany and the Netherlands.

Our master bakers have drawn inspiration from the rich baking cultures of the Mediterranean, using techniques and traditional recipes from the world's best artisan bakeries. We have learned that making really great bread takes time - lot's of time! We take pride in pushing the boundaries of traditional bread-making, offering the consumer a taste of the extraordinary with every bite.

Why Longford works for Panelto Foods

Longford has proven to be the ideal location for Panelto Foods manufacturing operations. The region's strategic position within Ireland, coupled with its excellent transport links, allows us to efficiently distribute our products both domestically and internationally.

The supportive business environment fostered by the local Longford Council has been instrumental in our success. From assistance with planning and development permissions to ongoing support for infrastructure improvements, the council's proactive approach has helped us navigate the challenges of operating a manufacturing business.

Longford's skilled workforce is another key factor in our decision to establish operations here. The local community takes pride in its work ethic and commitment to excellence, providing us with a dedicated team of employees who share our passion for producing high-quality food products.

Panelto Foods is committed to sustainability and environmental responsibility and Longford's commitment to green initiatives aligns perfectly with our values. The region's renewable energy resources and waste management programs support our efforts to minimise our environmental footprint and operate responsibly.

Looking ahead, we are excited about the opportunities for further collaboration with the Longford Council and the local community. Together, we will continue to innovate and invest in our operations, ensuring that Panelto Foods remains a cornerstone of Longford's manufacturing sector for years to come.



Pet food manufacture

C&D Foods is headquartered in Edgeworthstown, Co. Longford and stands as Europe's largest pet food manufacturer, with 14 locations and 1900 employees across the continent. The company employs 550 people at its headquarters and has invested €118 million in the development of the state-of-the-art facility since 2006.

The company has called Longford home since it was established in Edgeworthstown in 1969.

In 2023 the company announced a €48 million investment, backed by Enterprise Ireland, to further upgrade and expand its Edgeworthstown facility. These upgrades will enable Edgeworthstown to become the leading facility in the EU for the production of own-label pouched pet food and will result in the creation of 100 additional jobs in the local community.

The increased production capacity resulting from this investment will also lead to additional spending with local suppliers and will contribute to the creation of additional indirect employment opportunities downstream, as a result of additional operational spend and the overall economic impact of the investment.

Why Longford works for C&D Foods

For 55 years, C&D Foods has continued to evolve and grow alongside the thriving local community in Longford.

Longford has a rich history of processing and manufacturing businesses and counts among its advantages a central, well-connected geographical position in Ireland's heartland as well as a skilled and enthusiastic local workforce.

It offers businesses access to a large pool of skilled local tradespeople, as well as a supportive environment for companies, which has been created and carefully managed by local government.

Longford offers families a great place to live, with access to fantastic schools and public facilities. The county also enjoys friendly and vibrant local communities.

C&D Foods has benefited from the fact that these advantages have helped to attract more people to the county and grow the local population. This has enabled the company to continue to grow in step with the local community and draw from a large and skilled workforce.

C&D Foods is proud to count itself among the largest employers in the county and will continue to invest in its local community as the company grows.



Businesses in Longford



Longford is a great town to run a business in - the support and loyalty from Longfordians is second to none! There is a real community in the midlands and this sense of loyalty has been integral to Fabiani's success over the years. As well as this, Longford is so well placed in terms of its locality - we're smack bang in the middle of the country, with great road and rail links, so customers can travel from all over Ireland to shop with us. After the pandemic, we saw a huge increase in young professionals moving back home to regional towns such as Longford and as such we have seen real growth in our audience over the last 3 years. We hope this trend continues into the future.

Louise Brennan | Fabiani



Both Lisa and I opened PV's Gastro pub in September 2020. Over the past few years, we have gone from strength to strength and have added a large nightclub and a 14-bed guesthouse.

We find Longford a great location and a great place to do business with a diverse customer base and many large corporate companies we are proud to call our customers. The local community are very supportive and host various festivals and family events. Longford is a great location to aid staff retention and work life balance.

We have been very well supported by the local development company they have been instrumental in our growth over the past few years.

Lisa & Barry Lynam | PV's Bar & Kitchen





As a tech company based in Longford, I can honestly say that location-wise, we are in a great position. Some of our remote/hybrid team members are based in Dublin and occasionally travel here for meetings. The hour-and-a-half drive is easily manageable, but the same could be said for an employee working remotely from Galway. The Midlands offers a short enough commute from both east and west coasts, whether that's by car, bus or train. The cost of living is significantly cheaper here compared to the major coastal cities and we benefit from less traffic and ample parking while being surrounded by our beautiful country landscape!

There is a strong support network for local businesses here and Longford County Council is very approachable and helpful towards both startups and well-established companies. The schools here are excellent, as can be seen by the quality of their graduates. Some of our highly skilled core employees are locals born and raised in County Longford.

In conclusion, I would say that Longford offers a great local pool of highly skilled people across many different sectors. Our central location in Ireland is advantageous for many reasons and I'm certain that Longford will continue to be home to many successful businesses in the future.

Barry Gough | Head of Operations



Our start up journey in Longford started with key start up supports from the Local Enterprise Office nearly ten years ago.

From there, we then accessed innovation grant support to develop our product concept with the Athlone Bio-Science Research Centre and are now a client of Enterprise Ireland. We research and manufacture in our facility in Longford town and export to clients in Western and Central Europe.

We based ourselves in Longford town as it gave us a central location to harness domestic clients from a logistics point of view, while just being over an hour to Dublin airport and the port.

Our experience of Longford as a place to do business with has been very positive to date, we utilised the key logistics companies available to us, we have found the business community very accessible during times of crisis over the last number of years, with Brexit, Covid and the war in Ukraine and the challenges they brought.

The availability of commercial units has allowed us to continue our operational expansion.

Micheal Savage | Lir Analytical



Businesses in Longford



Relocating from Melbourne to Longford has been a surprising and transformative move for Scopey, a tool designed to streamline quoting and scope management for businesses. The transition was made seamless largely due to the exceptional support from the Local Enterprise Office. Their comprehensive guidance was crucial in evolving Scopey from a mere idea to a functional minimum viable product, ultimately leading us to become an Enterprise Ireland client. The invaluable resources, including access to the New Frontiers program and mentorship, have been instrumental in our growth. Additionally, Co:Worx, the local co-working hub, has further solidified Longford's reputation as an ideal setting for Scopey, providing a nurturing business environment and a network that truly fosters innovation and progress.

Jenna Farrell
Co-Founder & Product | Scopey



Basing our business in Longford is one of the best decisions we have made as a company. From the beginning, we have been provided with excellent support from both the LEO and our local community which has allowed us to scale at a quicker pace.

For a business such as our own, being based in a location that is central has allowed us to compete in both rural and urban markets and attract more business as a result.

The company has grown over the past couple of years both in terms of staff and the size of projects we are able to take on and we have always found a wealth of talent in the county to collaborate on projects meaning no job is too big or too small.

Robert Higgins | Harp Media





Cirtex is proud to be one of Ireland's leading upcycling companies, the first cross-sectoral industry led network committed to accelerating the net-zero carbon circular economy in Ireland. This success was achieved in no small way through the support of Longford County Council. Right from inception with initial grant aid and then through planning and roll out nationally Cirtex found that the care and attention it received helped enormously to our success. Longford has the drive to assist enterprises that will bring prosperity to the county.

We manufacture an extensive range of technical non-woven wool, fibre and foam mix products for multiple applications by upcycling textiles. One of the many benefits of upcycling is that it reduces harmful greenhouse gas emissions while also boosting Ireland's local industries and businesses.

At Cirtex, we are among Ireland's most innovative companies upcycling textiles producing a wide range of valuable products, including thermal and acoustic insulation for domestic and commercial use, arena fibre and insulator pads for mattresses and furniture cushioning.

As a company, we value the importance of running a business that will make a difference. It is why supporting upcycling is critical to an eco-friendly environment. We are committed to helping ensure future generations lead a healthy life while also helping to promote the best of being an Irish Company.

Rick Earley & David Garland | Cirtex



GEM Manufacturing Co. Ltd. T/A GEM Joinery is a Specialist Architectural Joinery company. Founded in 1978 and since then, we have established our position as a leading provider of bespoke architectural joinery services in Ireland.

GEM Joinery is indigenous to Longford County as it is the birthplace of our company and we are entirely pleased about this, as we can proudly state the County remains one of the reasons behind our successes over the years.

The strategic location of Longford County being in the centre of Ireland provides us with a swift and easy access to all corners of Ireland, making the movement of our finished products from our factory to project sites fairly straightforward - all thanks to the excellent road and rail networks which links Longford to the urban hubs of Dublin, Limerick, Galway, Cork and Belfast cities.

Our Local Enterprise Office have also been instrumental to our success story. Right from inception of GEM Joinery, the enterprise office has continuously provided us with varying supports; ranging from financial grants, education and training, business networks, to name a few. This has ultimately contributed to our growth over the years.

In general, and from our experience, we can confidently state that Longford serves as an excellent location for doing business, no matter the type. From its low cost of commercial facilities and their operating costs to its excellent telecommunication, public infrastructures and teeming work force. In general, Longford fosters a positive, nurturing and productive business environment that allows any business to thrive and prosper seamlessly.

Nigel Maguire | Commercial Director





Longford Works - Work Smarter, Live Better.

Longford Works is a network of remote working hubs in key locations across County Longford: Abbeyshrule, Ardagh, Edgeworthstown, Longford Town, Moydow, Moyne and Mullinalaghta.

We have got you covered with work spaces tailored to your needs, high-speed WIFI and video conferencing rooms, including secure dedicated offices and monitored CCTV.

Cut out rates payment, office fit-out, security, lighting, heat, cleaning and even parking.

Longford Works has all of that taken care of!





European region of the future 2024

The Midlands Region of Ireland has been recognised as a Financial Times 'European Region of the Future' for 2024. This prestigious acknowledgment reflects the region's outstanding achievements and potential for future growth.

The Midlands is a dynamic region in the heart of Ireland with exciting prospects for inward investment, economic development and business expansion. The Midlands is Ireland's most connected region and we are maximising opportunities for economic growth through our three strategic objectives focusing on sustainability, digitalisation and placemaking.

Fastest growing region for FDI jobs growth in 2023

The latest IDA Ireland annual report records the Midlands as being the fastest-growing region for FDI jobs growth in 2023, witnessing a remarkable 5.8% year-on-year growth at IDA client companies. The annual growth is part of a trend in recent years of consistent employment growth among companies in the region, which has seen a sustained increase in employment participation rates.

- Thriving Clusters in Manufacturing, ICT, Engineering and Food & Drink
- Key high-growth sectors, represented by regional cluster groups, include Advanced Manufacturing, ICT, Engineering and Food & Drink.
- Significant FDI investment in Longford
- Center Parcs are investing strongly in Longford, with a €100m expansion of their Longford Forest operation set to create 200 additional jobs.



Oifig Fiontair Áitiúil Local Enterprise Office

Local Enterprise Office, Longford

Our Services

Local Enterprise Office, Longford is the first port of call for new business enquiries or start-ups in the County. It promotes enterprise development through a range of supports to include

- advice and mentoring,
- management capability training,
- financial supports,
- peer networking and
- general signposting to other relevant support services.

Our staff is committed to the development of the small firm's sector and we have a relationship built on trust and confidentiality with all the small firms in County Longford. We value enterprise and entrepreneurs and are ambitious to foster a more entrepreneurial society in County Longford. Our work with schools, enterprise networks, minority groups and others results in many would be entrepreneurs getting to realise their potential and set up their own small enterprise.



TUS

Ollscoil Teicneolaíochta na Sionainne:
Lár Tíre, An tIarthar Láir
Technological University of the Shannon:
Midlands Midwest

Education & Skills

Longford has a very well resourced National and Secondary School system with a high percentage of students progressing to third level.

Longford College of Further Education is based in the town centre and offers Level 5 & 6 QQI courses from business, engineering, social studies to hair and beauty.

The Technological University of the Shannon (TUS) is on our doorstep and offers an extensive range of undergraduate and post-graduate programmes to over 4,000 students. TUS is now a QS 5 Start University, having received the highest possible number of stars in the audit process, making it one of the top rated universities in the world.

The university is also home to the National Polymer Development Centre, which is an ILAB accredited test facility.

Business supports

State Agencies

Longford Local Authority operates hand in hand with all the business support agencies, pooling the expertise and resources to offer an environment where business can thrive. Through this collaboration, we offer comprehensive business supports tailored to your specific business needs. Working together we ensure your business will receive all the necessary assistance and guidance and deliver an economy conducive to business growth and success.

Key agencies in the region include:-



Longford County Council provides and supports many essential public services throughout the County, including Economic and Community Development, Housing, Planning, Regeneration, Roads, Water, Library, Local Enterprise, Local Sports Partnership services and much more.

www.longfordcoco.ie



Enterprise Ireland is the Government agency in Ireland responsible for **supporting Irish businesses in the manufacturing and internationally traded service sectors.**

www.enterprise-ireland.com



IDA, Industrial Development Authority is the agency responsible for the attraction and retention of inward foreign direct investment into Ireland. www.idaireland.com



Fáilte Ireland is the National Tourism Development Authority. Its primary role is to support the tourism industry and work towards sustaining Ireland as a high quality and competitive tourism destination. www.failteireland.ie



Longford Chamber of Commerce is the key Business Representative Organisation in County Longford. www.longfordchamber.ie



The four Midland Local Authorities of Longford, Laois, Offaly and Westmeath working in collaboration to promote the Midlands Region of Ireland as a destination of choice to invest, live, work, study and visit www.midlandsireland.ie

Longford County Council Chief Executive Message

Longford Local Authority works in a spirit of partnership with all business development agencies to facilitate inward investment into our County. It has a strong relationship with the IDA and with Enterprise Ireland, two key agencies charged with delivering new business and jobs to our region and it works hard to build the support infrastructure Longford needed to facilitate new business creation.

Longford's Local Authority prides itself on its relationship with its business community and recognises that we are all working together to create stronger and better communities for our citizens. We have an open and transparent communication channel with our local business leaders and we respond professionally and diligently to business concerns or opportunities as they arise.

Our management team is agile and responsive and leaves no stone unturned in pursuit of new business. This brochure gives a flavour for some of the business success stories we have in County Longford and many of them chose Longford as their preferred location thanks in no small part to the can-do attitude they found in Longford County Council.

Longford County Council can facilitate access to all the key stakeholders that support business investment and our economic development team can help build the support package you need.


We welcome the opportunity to meet with potential investors and can guarantee a courteous and warm reception.

Paddy Mahon
Longford County Council
Chief Executive



Socio-economic profile of County Longford

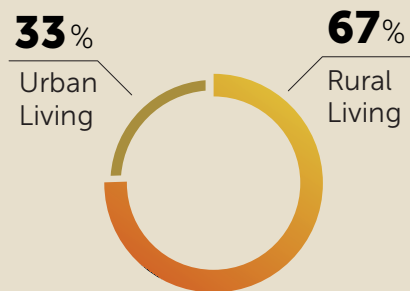
46,751 
TOTAL POPULATION

14.4% Highest population growth in the Country (between 2016 and 2022)






Population by age




Urban/Rural





Travel to Work

-  **82.1%** Personal vehicle (motorcycle, car driver/passenger, van)
-  **9.5%** On foot or bicycle
-  **1.8%** Public transport (train, bus, luas, dart)
-  **6.5%** Work at or from home

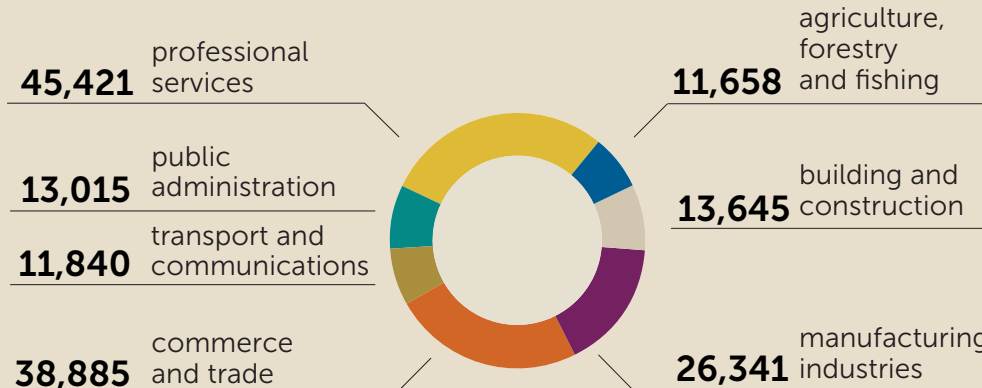
Environment

Landscape predominately consists of hills, rivers, boglands and agriculture


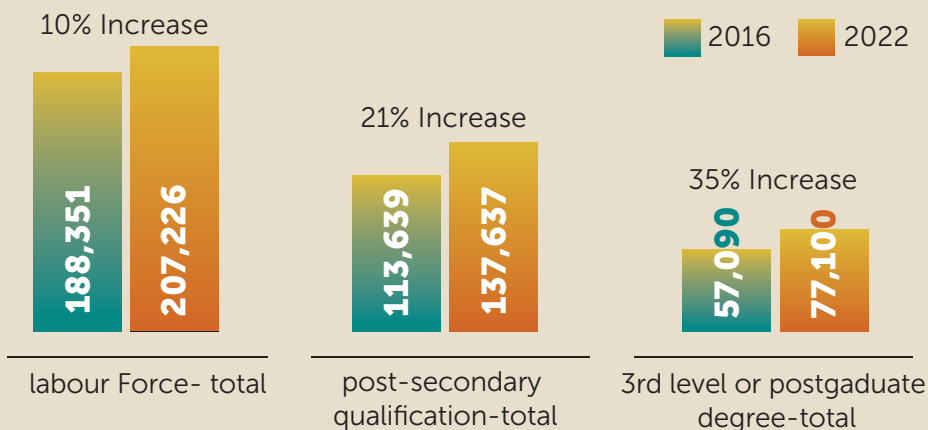
Green House Gas Emissions Target is to decrease from 36% to between 22%-30% by 2030


The Royal Canal Greenway at 130km is the most significant greenway crossing the County


Occupational Sectors within 60 minutes of Longford



Labour Force within 60 minute radius of Longford



Green Credentials

Longford is making commendable strides towards a more sustainable future, with notable achievements in embracing green practices. Surpassing the national average, 37.9% of private dwellings have already adopted renewable energy sources, showcasing a growing commitment to sustainability within the community. The county's estimated renewable energy capacity, ranging from 63.3 to 78.3 MW, reflects promising steps towards embracing cleaner energy alternatives. Efforts to restore peatlands highlight a commitment to biodiversity and carbon sequestration. Businesses like Cirtex showcase innovative recycling practices, contributing to an emerging green economy.



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Oifig Fiontair Áitiúil
Local Enterprise Office

