



## **An Taoiseach and Retail Excellence get vocal about supporting local**

**Retail Excellence and An Taoiseach launched an awareness campaign at Government Buildings this week to support local retailers on Small Business Saturday which will take place on December 2 this year**

Originally an American concept, Small Business Saturday is an initiative that is supported and promoted by Retail Excellence, the largest retail representative body in Ireland. This is the fourth year of the Irish campaign which profiles small businesses and encourages consumers to shop locally and support jobs and enterprises in their respective communities.

Retail Excellence wants to use this opportunity to help profile these smaller retailers and encourage all citizens to support them.

Deputy CEO of Retail Excellence Lorraine Higgins said, "It is important to recognise the massive impact small businesses have on our economy, both nationally and locally. With 37,400 businesses and 282,000 Irish jobs dependent on the industry initiatives like Small Business Saturday are crucial to encourage consumers to shop local and support retailers in Ireland".

"This initiative is critically important at a time when two-thirds of consumer spend online is fulfilled by businesses operating outside Ireland and in the face of falling excise figures recorded by the Department of Finance which is largely indicative of an increase in cross border shopping".

"Consequently, retailers are struggling to compete which is exacerbated by the sizeable differential in business costs and the VAT rate applicable between the U.K. and here. With sterling consistently devaluing following Brexit, British businesses positive economies of scale and their competitive pricing it is clear the challenge to Irish retail is immense".

"That said, we want consumers to understand that their small change can make a big difference on Small Business Saturday in their local economy as €10 spent locally is worth €40 in terms of supported employment, supported communities and helping the business to continue to operate year round. So, we would urge everyone to support those retailers operating in Ireland on December 2 and for the remainder of the festive shopping period".

##Ends##

For comment, call Lorraine 087 90348833 or [Lorraine@retailexcellence.ie](mailto:Lorraine@retailexcellence.ie)

Caption: Colm Carroll, Chair, Retail Excellence, An Taoiseach Leo Varadkar, David Fitzsimons CEO Retail Excellence, Lorraine Higgins Deputy CEO Retail Excellence at the launch of Small Business Saturday which is 2nd December this year. Photography by Conor McCabe.

**About Small Business Saturday in Ireland**

Small Business Saturday started as a grassroots, non-political, non-commercial campaign, which highlights small business success and encourages consumers to shop local and support small businesses in their communities. The day itself takes place on the first shopping Saturday in December - Saturday December 3rd this year. To download marketing collateral supporting the campaign please click [HERE](#)

**Editors notes**

Excise take was down €300million in Q3 2017 which indicates consumers are buying cigarette and alcohol products outside the jurisdiction

**About Retail Excellence**

Established in 1995, Retail Excellence is owned by the members, for the members. We are an organisation which invests in innovative and exciting learning, market intelligence, human resources services, Government representation and member networking initiatives. Retail Excellence has over 1,800 leading retail companies in Ireland. Our members are the most progressive and innovative retailers. Retail Excellence is by far the largest retail industry body in Ireland.