



ERNST & YOUNG ENTREPRENEUR CHALLENGE

RTÉ FACTUAL: From Marmalade to Malawi

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Ernst & Young Entrepreneur Challenge trails three of Ireland's brightest business minds to Africa, tracks their progress and records their response to a unique challenge set by John O'Shea of GOAL.

At the 2005 Ernst & Young Entrepreneur of the Year Awards, John O'Shea challenged the winners of the awards. "I am appealing to you now to take a week out of your life and just go and watch people eke out a precarious existence in rubbish heaps, where they're fighting with rats for sustenance and being treated like animals by their fellow human beings. Because of what you have upstairs you will be able to provide them with an avenue out of that morass of misery. The people of the third world – millions of them – need and deserve that entrepreneurial support."

Three of the winners (Jerry Kennelly, Michael Carey and Aidan Heavey) took him up on the challenge.

Episode Two

Michael Carey presides over Jacob Fruitfield, one of Ireland's most successful food companies. Through a series of high powered acquisitions, he has successfully assembled a thoroughbred stable of timeless indigenous food brands. In this challenge, Michael spends a week in one of Africa's poorest nation's Malawi. Michael visits and is visibly moved by GOAL's food feeding programme in Nsanje, southern Malawi. Michael realises food production is key to alleviating the nation's poverty and then looks at sourcing a food export that will generate income for Malawi's subsistence farmers. Michael travels around southern Malawi meeting farmers and food producers to see how he may be able to contribute to Malawi's food production industry. Michael drives through the beautiful lush countryside of Malawi, wondering why a country that appears so agriculturally rich is regularly on the brink of starvation.

The Ernst & Young Entrepreneur of the Year is run in association with Ulster Bank, Enterprise Ireland, InterTradeIreland, Invest Northern Ireland and The Ryan Academy.

Ernst & Young Entrepreneur Challenge is a MOTIVE TV production for RTE.

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