



**Media Information.**

Embargoed 31 March 2026.

## **BMW Ireland Returns with 2026 Future Entrepreneur Competition**

- Competition returns again to support Ireland's Rising Start-Up Talent.
- Expert Panel of Judges, including Skingredients's Founder and CEO Jennifer Rock and a representative from Enterprise Ireland.
- Range of benefits for the winners, including use of a BMW iX1 or BMW iX2, mentoring sessions and profile features through BMW Ireland.

**BMW Ireland** has today announced the return of its **BMW Future Entrepreneur Competition** for 2026, a nationwide initiative designed to support and spotlight Ireland's most promising businesses.

The programme invites applications from small Irish businesses across all sectors, with a particular focus on innovation, sustainability and forward-thinking ideas that have the potential to scale.

The competition is delivered in partnership with Enterprise Ireland and will culminate in a networking lunch on Thursday, 4<sup>th</sup> June at Cliff at Lyons, Co. Kildare, where finalists will come together with BMW representatives, industry leaders and competition partners.

Following the success of its inaugural year, which saw Irish brands **Urban Aran** and **BiaSol** recognised for their innovation, sustainability and creativity, the competition returns with an enhanced programme aimed at championing the next generation of Irish entrepreneurs.

For 2026, BMW Ireland is partnering with Entrepreneur and Skingredients Founder and CEO, **Jennifer Rock**, who joins the initiative as the entrepreneur voice on the judging panel. Known for her expertise in skincare, education and brand building, Jennifer brings valuable real-world insight and a strong commitment to supporting emerging Irish businesses.

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Two winning businesses will receive the use of a fully electric branded BMW, personalised mentoring, and a brand development package featuring professional photoshoot, media content, a feature in Irish Country Magazine, and promotion across BMW Ireland's social media channels.

**Helen Westby, Managing Director of BMW Ireland**, said, "We are delighted to launch the 2026 BMW Future Entrepreneur Competition. This initiative reflects our ongoing commitment to supporting entrepreneurship and fostering future-focused ideas that can drive meaningful change."

"At Enterprise Ireland, we are delighted to support the BMW Future Entrepreneur Competition for the second-year running." said, **Michael O'Dea, Senior Client Advisor, Start-up Unit at Enterprise Ireland**. "Multinational Companies like BMW have been incredibly supportive of Irish startups over a number of years, and events like this provide huge value for the wider ecosystem. By fostering collaboration between global brands and indigenous talent, we can continue to champion the innovation and sustainability that drive the future of Irish enterprise."

**Jennifer Rock** added, "I'm absolutely thrilled to be involved in this year's BMW Future Entrepreneur Competition. To have the opportunity to guide and mentor fellow business owners is something I feel strongly about. Building a business comes with so many challenges, and initiatives like this are so important in giving entrepreneurs visibility, guidance and confidence to take the next step."

This initiative reinforces BMW Ireland's commitment to innovation, sustainability and supporting the future of Irish enterprise.

Applications for the BMW Future Entrepreneur Competition 2026 are now open until midnight on 10<sup>th</sup> May 2026, with further details on how to apply at [www.discoverbmw.ie](http://www.discoverbmw.ie)

**-ENDS-**

**Notes to Editor;**

**Competition Entry window**

- 31<sup>st</sup> March – 10<sup>th</sup> May 2026

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#### Judging Panel

Submissions will be assessed by a panel of industry and brand experts, including:

- Helen Westby, Managing Director, BMW Ireland
- Representatives from BMW Group Ireland
- Jennifer Rock, Entrepreneur and Founder of Skingredients
- Representatives from Enterprise Ireland

To be eligible, applicants must:

- Be the founder or co-founder of a small Irish business under 10 years old
- Be aged 23 or older and a resident of the Republic of Ireland
- Hold a valid driving licence for two years or more, with no driving convictions
- Have a strong digital presence and sustainability focus
- Agree to sign BMW's vehicle indemnity form
- Be available to attend the networking lunch on 4<sup>th</sup> June 2026

Preferred but not required:

- Registered legal business entity
- Audited accounts (preferred not required)

For full terms and conditions, visit: [www.discoverbmw.ie](http://www.discoverbmw.ie)

#### The BMW Group

With its four brands, BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2025, the BMW Group sold 2.46 million passenger vehicles and more than 202,500 motorcycles worldwide. The profit before tax in the financial year 2025 was € 10.2 billion on revenues amounting to € 133,5 billion. As of 31 December 2025, the BMW Group had a workforce of 154,540 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products – from the supply chain through production to the end of their useful life.

#### About Enterprise Ireland

Enterprise Ireland is the government organisation responsible for supporting Irish businesses to grow and compete in global markets, backing high-potential startups and early-stage companies shaping the future of Irish enterprise.

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