

Gorey chosen for Internet Day 2018 digital initiative

IE Domain Registry launches Internet Day 2018 with new 'Digital Town' initiative to combat low rates of e-commerce in Irish towns.

The IE Domain Industry has launched a new 'Digital Town' initiative to mark Internet Day 2018.

The company, which manages and maintains Ireland's .ie domain, launched the initiative to combat the low rates of e-commerce in Irish towns. The event will take place in Gorey, Co Wexford on October 25.

While Ireland's e-commerce economy is worth an estimated €12.3bn, only three in ten SMEs take sales orders through their websites.

The 'Digital Town' initiative will promote awareness and understanding of the internet in Ireland by its citizens, businesses and communities and celebrate the digital achievements of the local community.

The IE Domain Registry reported a 29% growth in new domain registrations in Gorey in 2017 which made the town very appealing for the initiative.

As part of the initiative, IE Domain Industry, along with Wexford County Council, The Hatch Lab and Gorey Chamber of Commerce, will oversee a number of digital initiatives over the next four weeks which will further develop digital skills for businesses and community groups.

"Gorey is actively embracing digital and the possibilities of the internet and has made significant advances in cultivating a digital environment," says David Curtin, chief executive of IE Domain Registry. "The arrival of high-speed broadband in the town has stimulated an increase in digital activity. This includes the launch of the tech co-working space, The Hatch Lab, earlier this year."

"With more and more consumers shopping online, it is important that Irish businesses throughout the country have the capacity and necessary digital skills to sell their products and services online," added Mr Curtin.