

## **‘Unlocking the Middle East’**

# **Enterprise Ireland - Accelerating the growth of Irish companies in world markets**

**Thursday 23<sup>rd</sup>, April, 2009.**

- **Enterprise Ireland is the Irish government's lead agency in the development of Irish companies trading internationally.**
- **Enterprise Ireland has a unique global network bringing relevant skills and expertise to Irish companies to accelerate their growth in world markets.**

### ***Enterprise Ireland Mission***

***To accelerate the development of world-class Irish companies to achieve strong positions in global markets, resulting in increased national and regional prosperity.***



An Roinn Fiontar, Trádála agus Fostaíochta  
Department of Enterprise, Trade and Employment



**Irish owned enterprise**



**Policy analysis  
and advice**



**Inward Investment**

## We work in partnership with clients to help them :

- Develop and implement growth strategies
- Succeed in international markets
- Invest in research & innovation
- Compete through productivity
- Build strong management teams
- Finance growth

## Assisting companies succeed in International Markets

- **Marketing Assessment**
- **Marketplace Services**
  - Evaluate market opportunities
  - Identify and target buyers, partners, distribution channels
  - Arrange in-market visits with customised itineraries
  - Trade Fair participation
  - Advice and specialist sales support services
  - Access to in-market expertise – International Mentors and Sector Expert Panels
- **Sales & Marketing Training Programmes**

*This Climate is an opportunity for Start Ups !*



- ◆ Macro environment volatile.

*However*

- ◆ Volatile periods have generated many of the most successful High Potential Start-up (HPSU) businesses.

## Who We Work With?

### *Typically ...*

- **Key functional managers within existing businesses with new business ideas.**
  - **Experienced Managers looking at MBO's.**
  - **Irish ex-Pats, returning to Ireland with new business ideas.**
  - **Individuals involved in 3<sup>rd</sup> level research, with an interest in commercialisation.**
  - **'Serial' or repeat entrepreneurs.**
- **The majority of original promoters of start up companies we support have strong domain knowledge/ technical background / qualifications.**

# International Sales & Partnering – Global Network



- The Americas**
  - Boston
  - Los Angeles
  - Mexico
  - New York
  - Sao Paulo
  - Silicon Valley
  - Toronto

- Northern Europe**
  - Amsterdam
  - Brussels
  - Glasgow
  - London
  - Paris
  - Stockholm

- Southern Europe, Middle East and Africa**
  - Dubai
  - Madrid
  - Milan
  - Riyadh

- Germany, Central and Eastern Europe, Russia and CIS**
  - Budapest
  - Dusseldorf
  - Moscow
  - Prague
  - Warsaw

- Asia**
  - Beijing
  - Guangzhou
  - Hong Kong
  - Kuala Lumpur
  - New Delhi
  - Seoul
  - Shanghai
  - Singapore
  - Sydney
  - Tokyo

## Support in the Middle East Market

- **Offices in Dubai and Riyadh**
- **One-to-One Confidential support from EI Team**
  - Jim Mongey, Manager, Middle East-North Africa, Dubai
  - Nasser Zahran, Dubai
  - Anthony Cahill, Dubai
  - David Hamill, Dubai
  - Ikram Ur Rehman, Riyadh
  - Daniel Cunningham, Riyadh
- **Group actions**
- **Support from other Irish companies, allies**
- **Political support**

- **EI Business Development work in Middle East –North Africa is supported by Irish Embassies in:**
  - Riyadh
  - Abu Dhabi (Summer '09)
  - Cairo
  - Teheran

## Before you leave Ireland

- **Consult**
  - Your EI Development Adviser
  - Ross O'Colmain (EI High Growth Markets Team in Dublin)
  - Client Knowledge Services (Noelle Breen)
  - See [www.enterprise-ireland.com/saudiarabia-Qatar09](http://www.enterprise-ireland.com/saudiarabia-Qatar09)
  - Prepare your Elevator Pitch (what is unique about your offering, your credentials ??)

- **Trade Mission to KSA and Qatar - April 25 -30 (closed)**
- **Financial Services SME trade visit to Gulf States – June**
- **EI Market Investigations Kuwait, Iran, Oman, Libya**
- **Trade Mission to UAE + – Oct/Nov 2009**
- **Incubator Facility being developed in EI Dubai**



## Tips

- **Conversation – like to get to know you first - then business.**
- **Fly in and out no longer works**
- **Track record is key**
- **Senior person will expect a discount – build it in.**
- **Local sponsors – if required need to be selected with great care. Everyone claims to have influence but rarely do.**
- **Western senior management experience & capabilities valued. In sales however Western expats often lack hunger and can take time to adjust to ways of doing business locally.**
- **Emails do not work at senior levels locally.**

# Support for Middle East Markets

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