

INTERNATIONAL CONFERENCE

# Beyond Local

*Why Going International Makes Sense*

12<sup>th</sup> & 13<sup>th</sup> April 2018  
Solis Lough Eske  
Donegal Town



Oifig  
Fiontair  
Áitiúil

Local  
Enterprise  
Office



Ireland's European Structural and  
Investment Funds Programmes  
2014-2020

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European Union

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# INTERNATIONAL AWARD

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# Beyond Local

*Why Going International Makes Sense*

## WORTH OF CONSULTANCY TO HELP YOUR BUSINESS DEVELOP ITS INTERNATIONAL OPPORTUNITY.

As part of the International Conference “Beyond Local – Why Going International Makes Sense” on April 12th and 13th in the Solis Lough Eske Hotel, Donegal the Local Enterprise Office Donegal is inviting applications for the best market entry plan. The winning plan will receive consultancy up to the value of €5,000 to support the company develop/implement its plan. To enter simply complete the following summary document and submit to [michael.tunney@leo.donegalcoco.ie](mailto:michael.tunney@leo.donegalcoco.ie) by 12 midnight on Friday April 6th and be in attendance at the conference.

Download application form: <http://bit.ly/€5000BeyondLocalCompetition>

**Business Name:**

**Address:**

**Website Address:**

**Current Export/International activity:** [ if none then please state] - Max 150 words

**Define the idea/opportunity** - Max 150 words

**Outline the market opportunity:** - Max 150 words

**Outline your export plan:** - Max 250 words

**Outline the potential returns for the plan i.e. sales, jobs, profitability** - Max 150 words

**Signed:**

## WHY GOING INTERNATIONAL MAKES SENSE

Our Small and Medium Enterprises are much more likely to survive in the globally competitive business climate if they internationalise their business. We also know that those businesses that do internationalise and enter export markets tend to be more innovative than their stay-at-home cousins and they are more resistant to local and national crises.

In a time of major political and market changes, now more than ever, our businesses, irrespective of stage of development or size, need to adopt an international outlook and be open to and capable of entering export markets.

However many businesses are lacking in ambition, knowledge and information as to how they can.

This international conference, drawing primarily on practice and experiences from both within Ireland and internationally, will provide a unique opportunity for businesses and business support agencies to gain such information and insight as well as have the opportunity to meet with other businesses and support agencies and to learn from their peers.

The logo for 'Beyond Local' features the word 'Beyond' in a blue sans-serif font above the word 'Local' in a green sans-serif font. A stylized graphic of a globe with latitude and longitude lines is positioned behind the text, with a blue arc and green dots above it.

**Beyond  
Local**

*Why Going International Makes Sense*

## SCHEDULE

### THURSDAY 12TH APRIL

12:30PM - 1:45PM	<b>REGISTRATION</b>
2:00PM	<b>WELCOME &amp; INTRODUCTION</b> Michael Tunney Head of Enterprise, Local Enterprise Office, Donegal County Council
2:15PM	<b>“TAKING YOUR BUSINESS INTO INTERNATIONAL MARKETS”</b> Steve Murnaghan   Netherlands Ireland Trade Consultant. Amsterdam   <a href="http://www.nitc.eu">www.nitc.eu</a>
3:00PM - 4:00PM	<b>WORKSHOP 1   ENTERING NEW MARKETS</b> [FOR FIRMS PROPOSING TO ENTER EXPORT MARKETS] Shared Experience – James Kiernan, Marketing Manager, Hyde Whiskey. Cork   <a href="http://www.hydewhiskey.ie">www.hydewhiskey.ie</a>  <b>WORKSHOP 2   BROADENING YOUR INTERNATIONAL REACH</b> [FOR FIRMS ALREADY IN INTERNATIONAL MARKETS] Shared Experience - Diarmaid Lynch, Switch New Media Belfast   <a href="http://www.SwitchNewMedia.com">www.SwitchNewMedia.com</a>
4:00PM -5:00PM	<b>WORKSHOP FEEDBACK AND BUSINESS TO BUSINESS MEETINGS</b> with Conall O’Móráin
6:30PM	<b>CONFERENCE RECEPTION AND ANNOUNCEMENT OF COMPETITION WINNER</b> with Keynote Speaker: Conall O’Móráin, Broadcaster and Presenter of the Sunday Business Show Today FM and Chairperson of Ireland’s International Business Network.

**BOOK YOUR PLACE TODAY - THIS EVENT IS FREE BUT PRE-BOOKING IS ESSENTIAL**

**LOG ONTO:**

[www.localenterprise.ie/Donegal/Training-Events](http://www.localenterprise.ie/Donegal/Training-Events)

**EMAIL:**

[teresa.sweeney@leo.donegalcoco.ie](mailto:teresa.sweeney@leo.donegalcoco.ie)

**CALL:**

**+353 74 9160735**

## FRIDAY 13TH APRIL

8:45AM	<b>WELCOME</b> Chairperson, Mr Seamus Neely, Chief Executive Donegal County Council.
9:00AM - 9.10AM	<b>SESSION 1 – NATIONAL PERSPECTIVES</b> Gerry Mc Monagle, Cathaoirleach Donegal County Council.
9:10AM - 9.25AM	Minister Joe Mc Hugh, T.D, Government Chief Whip and Minister of State at the Department of the Taoiseach.
9:25AM - 9.35AM	David Minton, Director of Border and Western Regional Assembly
9:35AM - 9.55AM	Emer O’Byrne, Senior Marketing Executive, International Sales & Partnering, Enterprise Ireland
9:55AM - 10:35AM	<b>SESSION 2 - REGIONAL PERSPECTIVES AND EXPERIENCES</b> Allan Kondrup Jensen - “Developing the international growth of entrepreneurial businesses - the Danish experience”   Business Development Centre, Central Denmark.
10:35AM - 10:55AM	Shared Experience - Cormac Diamond, BlocBlinds Magherafelt   <a href="http://www.blocblinds.co.uk">www.blocblinds.co.uk</a>
10:55AM - 11:15AM	Shared Experience - “Exporting Takes Commitment” - Nicola Byrne Dublin   11890 & <a href="http://www.riskeye.ie">www.riskeye.ie</a>
11:15AM - 11:30AM	Break
11:30AM - 12:10PM	<b>SESSION 3 – REGIONAL PERSPECTIVES AND EXPERIENCES</b> Gian Luca Baldoni - “Supporting the internationalisation of small businesses - lessons from Emilia Romagna”   Regione Emilia Romagna, Italy.
12:10PM - 12:30PM	Shared Experience - Dawid Klugowski, YouArtMe Touran, Poland   <a href="http://candela.com">http://candela.com</a>
12:30PM - 12:50PM	Shared Experience - Edward Hendrick, Sonru Wexford   <a href="http://www.sonru.com">www.sonru.com</a>
12:50PM - 1:15PM	Q&A
1:15PM - 2.00PM	Lunch
2:00PM	<b>SESSION 4 – REGIONAL PERSPECTIVES AND EXPERIENCES</b> <b>KEYNOTE SPEAKER</b> – Pat Mc Donagh, MD Supermacs.
2:30PM - 2:50PM	Shared Experience – Gallagher’s Bakery Ardara   <a href="http://www.gallaghersbakery.ie">www.gallaghersbakery.ie</a>
2:50PM - 3:10PM	Shared Experience – Ronan Doherty, Electro Route CoLab, Letterkenny   <a href="http://www.electroroute.com">www.electroroute.com</a>
3:10PM - 4:10PM	<b>ROUNDTABLE DISCUSSION WITH AUDIENCE QUESTIONS &amp; ANSWERS FACILITATED BY</b> Journalist Kathy Donaghy and featuring Nicola Byrne, Steve Murnaghan, Ronan Doherty and Cormac Diamond.
4:10PM - 4:30PM	<b>CONFERENCE SUMMARY &amp; REVIEW</b> by Michael Margey, Head of Business School, Letterkenny Institute of Technology.
4:30PM	<b>CONFERENCE CONCLUSION</b>

## SPEAKER PROFILES



### STEVE MURNAGHAN

Steve Murnaghan, Founder and Managing Consultant of NITC, has lived in and operated across Europe for 25 years.

NITC specialises in assisting SMEs from [Northern] Ireland to develop their business into North Western Europe, The Nordics and Central and Eastern Europe. Steve manages a team of local path-finding consultants across 15 markets, delivering to generate export sales. Steve has also developed a number of training programmes for aspiring exporters to assess and access European markets.



### JAMES KIERNAN

James Kiernan is the Sales Manager of Hyde Irish Whiskey and works with over 35 international importers and distributors on the sale of Hyde Whiskey in their foreign markets. Having secured agency contracts in over 15 international markets, James believes that finding the right match in terms of scale and distribution network is essential when it comes to selecting an international partner for your company. James's role consists of building and promoting strong, long-lasting trade customer relationships.



### EMER O'BYRNE

Emer O'Byrne is an experienced Executive in the international trade and development industry. Her various roles with Enterprise Ireland included working with Software HPSU's [High Potential Start Ups] to raise private investment and grow international sales. She worked with Irish industrial companies growing to expand their exports in Germany, Austria and Switzerland and has returned to Ireland to take up a role in the International Sales & Partnering Unit, supporting Enterprise Ireland's market diversification strategies.



### ALLAN KONDRUP JENSEN

Allan Kondrup Jensen is a Management Consultant and Project Manager at the Business Development Centre in Central Denmark. Allan's role sees him providing counselling to SMEs related to export and international growth and potential. He is also responsible for the project management of the export and internationalisation programme. Networking with private consultancy businesses world-wide, Danish Foreign Ministry, export credit agencies and other relevant players, he helps provide the SMEs with the best possible tools for international growth.



### NICOLA BYRNE

Nicola Byrne founded 11890 directory enquiries in 2006 and in 2013 created Cloud90 to deliver front line services in Online Risk. Using human ingenuity and the latest analytics technology they deliver best online/digital data live 24/7. Nicola was appointed President of Irish Exporters Association in 2017 was a board member of the New Children's Hospital Group Board 2013-2017. She was previously a board member of Ireland US Council and British Irish Chamber of Commerce 2012-2015.



### GIAN LUCA BALDONI

Gian Luca Baldoni from Regione Emilia Romagna, Italy is Manager of measures for SMEs' internationalisation Unit for business internationalisation and FDI attraction. The Unit for business internationalisation and FDI attraction belongs to the regional Government of Emilia-Romagna, Italy. It manages measures to support the internationalization of SMEs, to promote the regional fair system and to attract into the region investments with a high impact on employment. The unit manages an annual budget of circa €10 million.

## SPEAKER PROFILES



### ED HENDRICK

Since founding Sonru in 2007 with the vision of introducing Video Interviewing to mainstream recruitment, Ed Hendrick has established the organisation as a global leader and one of the top recruitment SaaS companies worldwide. With numerous accolades to his name, Ed is recognised as one of the world's leading experts in video recruitment technology and is a renowned industry speaker. With a passion for new technology, Ed has been instrumental in shaping the current landscape of the Video Interviewing industry.



### MICHAEL MARGEY

Michael Margey is the Head of the Business School at Letterkenny Institute of Technology. Along with his education duties he has developed an extensive profile in academic enterprise and business consulting. He has held several executive directorships in start-up technology companies. His current interests for the foreseeable future include, developing leadership talent through action and transformative reflection, 2-way knowledge transfer between industry and HEI's and the advancement of innovation and learning ecosystems for regional development.



### DIARMAID LYNCH

Originally from Inishowen, Diarmaid Lynch is the founder of Switch New Media - Live Streaming, a live streaming company offering digital media and film production services to a diverse range of clients. Realising the importance of looking to international markets in order to grow the business, Diarmaid has live streamed some of the biggest conferences and award shows throughout the UK/Ireland/Europe. Switch New Media clients include The New York Times, The World Health Organisation and The European Cyber Security Threat Summit.



### DAVID MINTON

David Minton is the Director of the Border and Western Regional Assembly who are committed to enhancing competitiveness through policies that build resilience and sustainability. The Regional Assembly's vision is to craft a creative, vibrant and low-carbon regional economy and its members want to connect the strengths of the region while celebrating its unique sense of strength. Intent on leading Ireland in 2040, the assembly aims to play a transformative role in the success of the region.



### PAT MCDONAGH

Pat McDonagh is the founder and Managing Director of Ireland's quick service restaurant group, Supermac's. Supermac's currently operates 108 restaurants throughout Ireland and Northern Ireland. The company employs over 2,700 people nationally and has helped to establish up to 60 self-employed franchisees in their own successful businesses. The Galway man has a varied business empire, including hospitality business interests in Ireland and the Claddagh Irish Pubs and Restaurants group, located in 15 locations across the United States.



### CORMAC DIAMOND

Cormac Diamond is the Managing Director of Bloc Blinds, a manufacturer and designer of award winning blinds. Operating from their streamlined factory in Magherafelt, Co. Derry, Bloc Blinds have been engineering their unique brand of solar shading solutions for nearly 10 years. Employing over 100 staff, the company craft bespoke and readymade window blinds which are delivered to residential and commercial customers all over the world.

## SPEAKER PROFILES



### RONAN DOHERTY

Ronan Doherty is Chief Executive of Irish energy trader ElectroRoute, a dynamic energy and trading services company. As well as electricity and gas trading, ElectroRoute also has a client services division that helps renewable energy firms, often owned by financial investors rather than utility companies, gain routes to the wholesale energy markets. ElectroRoute's mission is to bring pioneering spirit and precision analysis to the liberalised energy markets in Ireland, the UK, and continental Europe.



### GALLAGHER'S BAKERY

The Gallagher family have been baking bread in County Donegal since 1968. The product range at the time consisted of fresh everyday baked goods, a tradition that continues to this day. In 2012 Gallagher's developed a range of gluten-free products that broke away from the industry norm. Gallagher's ship their products all over the world from Sydney to New York and service some of the biggest retailers and food service providers in the world.



### KATHY DONAGHY

Kathy Donaghy has been working for national media outlets as a journalist for the past 23 years. She is a former RTE staff journalist and worked on staff as a senior journalist with the Irish Independent covering the main stories of the day. Since moving back to Donegal six years ago she works as a freelance journalist for the Irish Independent. She lives in Inishowen with her husband and two sons.



### DAWID KLUGOWSKI

Dawid Klugowski is Sales Director with Polish candle-making company, Candellana, a brand created by a group of young people whose passion is to lock their dreams in beautiful objects. Each candle is hand-made and carefully designed for every detail. Thanks to using 3D printing in the production process, Candellana are able to create candles in all shapes. They offer candles in 50 shapes and 42 colours and export them to, among others, the EU countries, the USA and Canada.



### CONALL O'MÓRÁIN

Conall O'Móráin is Managing Director of communications company The Media Group and presents Today FM's weekly Sunday Business Show radio programme. He tweets under @ConallOM and is a prolific blogger for his [www.mediagroup.ie](http://www.mediagroup.ie) clients. After studying at UCD he worked with RTE as the national station's first Business Correspondent and then spent eight years as a stockbroker selling stocks and shares internationally before returning to the world of media. He has also been involved in publishing and TV programme production.



### JOE MCHUGH

Joe McHugh TD is Government Chief Whip and Minister of State at the Department of Culture with responsibility for Gaeilge, Gaeltacht and the Islands. He previously served as Minister of State for the Diaspora and International Development. In July 2012 Deputy McHugh was elected as Chairperson of the Joint Oireachtas Committee on the Implementation of the Good Friday Agreement. He was previously appointed as Co-Chairperson of the British Irish Parliamentary Assembly in July 2011.



## ACCOMMODATION OPTIONS



### **SOLIS LOUGH ESKE**

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**\* NOTE** Please quote **'Beyond Local - International Conference'** when booking

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12<sup>th</sup> & 13<sup>th</sup> April 2018  
Solis Lough Eske  
Donegal Town



*Business Support on Your Doorstep*

