

IRISH FIRM HAULS THE CONSTRUCTION INDUSTRY INTO THE DIGITAL AGE

While the world embraces the value of data and the transition toward digitalization, some industries still have a long way to go. Construction is one example. Today, architects, engineers, contractors and site owners still rely heavily on traditional methods and conduct their work in an insular manner. In some parts of Asia, inefficiency still looms over many projects.

Dublin-based software company **Zutec Holding AB** identified the opportunity and created a cloud-based platform specifically designed to improve process and data management within the context of construction project management.

“Our technology is a game changer. We help manage processes and workflow in order to avoid paperwork errors and, subsequently, avoid delays in construction projects, translating into significant savings,” **Zutec CEO Brendan O’Riordan** said.

With a presence in London, Hong Kong, Doha, Abu Dhabi and Melbourne, Zutec is aggressively pursuing international expansion, particularly in the Asia-Pacific region.

“The region is vitally important to our business. We see great benefit for Zutec to assist with and be engaged in many major projects across Asian countries, including airports, hospitals, universities and stadiums,” O’Riordan said.

The company has contributed to many landmark projects across the globe, such as the Shard in London; Terminal 2 of Dublin Airport; the Midfield Terminal in Abu Dhabi; the Melbourne Entertainment and Convention Center, the Flinders Street Station restoration (also in Melbourne); the Hamad International Airport in Doha, Qatar; and the



ZUTEC CEO Brendan O’Riordan

Cleveland Clinic Abu Dhabi, among others.

As the first Irish company to successfully go public in the Nasdaq First North in Sweden, Zutec has strengthened its global reputation as it looks to cement ties with Asia’s top builders, Japanese companies being among them.

“Japan, as a country, is further advanced when adopting technology in the construction sector. We would like to build on our relationships in Japan to demonstrate our ability to listen and to impart our knowledge and experience,” O’Riordan said. ■
→ www.zutec.com



ZUTEC
BUILDING KNOWLEDGE

A PREFERRED LEGAL ADVISOR OF JAPANESE COMPANIES

A&L Goodbody has had long, established relationships with Japanese companies investing in Ireland since the 1980s. In the past, the law firm assisted Asahi Group Holdings Ltd., Hitachi Ltd., Takeda Pharmaceutical Co. Ltd. and Minebea Mitsumi Inc., among others, in setting up their operations. It also acted for Sumitomo Mitsui Banking Corp. on its acquisition of RBS Aviation Capital in 2012 and advised Sumitomo Corp. on its 751 million euro acquisition of Fyffes Group in 2017.

Aside from providing corporate advice, A&L Goodbody also advises many Japanese clients on Irish employment, pension matters and energy and infrastructure projects.

Japanese financiers that sought the services of the firm on lending and leasing transactions in Ireland include Marubeni Corp.,

Sumitomo Corp., Itochu Corp., Kanematsu Corp., Ryoshin, MCAP Inc., Orix Corp., Tokyo Century Corp., FPG Investment, Tokyo Star Bank Ltd., Development Bank of Japan Inc., ITC AeroLeasing and Mitsui & Co. Ltd. It has also gained a global reputation for its expertise on aviation and asset finance.

“Through our extensive experience in acting for Japanese investors and companies in Ireland, A&L Goodbody has developed a deep understanding of Japanese business culture and Japanese investors’ expectations of their Irish legal advisers. We look forward to continuing to work with some of Japan’s leading corporations in assisting and advising on all matters related to their investment opportunities in Ireland,” said **Chairman Catherine Duffy**. ■
→ www.algoodbody.com

A&L Goodbody

IRISH DIAGNOSTICS EXPERT TO HELP ASIAN DRUGMAKERS ENTER GLOBAL MARKET

As several Irish health care companies branch out among its peers because of its crucial role in the industry as the leading diagnostic commercialization service provider.

“We were established in 2005 and remain entirely focused on the intersection between diagnostics and therapeutic decision-making. We’re deeply committed to delivering on our mantra ‘Better Testing. Better Treatment,’ ensuring that precision medicine is at the forefront of oncology and pathology,” **Chief Operating Officer Damian Thornton** explained.

The company created the Diaceutics Method and provides drug developers an end-to-end solution, which maps out the diagnostic landscape, builds commercialization strategies and tactics, implements testing at the laboratory level and tracks post-launch key performance indicators. Because it manages a network of more than 2,500 partner laboratories across Europe, China and the United States, Diaceutics relies heavily on big data management.

“We have built, and are constantly adding to, a robust database of quality information and robust analytics capabilities to understand the different markets and testing practices around the world,” Thornton stressed.

The company has personnel in 17 different countries and serves more than 30 leading pharmaceutical companies worldwide. Having established a strong reputation globally, the company has experienced around 60 percent growth annually since 2014.

To continue driving this growth, Diaceutics is mapping out bold plans and is aiming to expand geographically, particularly in Asia.

“Asia is our next big opportunity. While we are on the constant lookout for an Asian headquarters, our goal is to potentially have offices in Japan, China and South Korea in the next couple of years. Those would be our big three,” Thornton said. ■
“We definitely see huge potential in Asia. This year, our Japanese clients alone have contributed 15 percent to our bottom line,” he added.

In line with its strategy in Japan, Diaceutics will expand its team and its network with top laboratories there throughout 2019.

“As we commit to expansion in Asia, we need to communicate effectively and build our brand. All that said, we’re really excited about what the region and Japan will bring to our business,” Thornton said. ■
→ www.diaceutics.com



BRIDGING IRELAND AND JAPAN THROUGH FOOD AND DRINK



Yamamori Group Founder Derek Ryan (left) and Director Graham Ryan (right)

With about 10,000 kilometers separating Ireland and Japan, it would not be absurd to assume that the cultural divide between the two nations is just as wide. But delving deeper, the two countries have found shared values, particularly in the importance given to family and traditions.

“I always felt that the Irish are well-matched with the Japanese, particularly with the people from Osaka,” said **Yamamori Group Director and General Manager Graham Ryan**, who worked in Japan for five years. Long before the ramen craze gripped the globe, Ryan’s father opened the group’s first ramen outlet in Dublin nearly 25 years ago.

“As a foreigner living in Osaka, I always felt that people over there showed genuine interest in my story. There is definitely a parallel between the free spirit of the Irish and the jovial nature of Osakans,” he added.

Since returning to Ireland, the younger Ryan has taken over the family business, overseeing four Japanese food outlets, which

include the original ramen joint, a sushi restaurant and two busy bars, Yamamori Izakaya and Yamamori Tengu, which popularized sake among Dubliners.

As business continues to grow, the group has made a strong commitment to differentiate itself by securing its own importing license that allows them to source the best ingredients directly from Japan, as well as craft sake, craft beer and Japanese whisky.

Carrying on the tradition of introducing the latest Japanese flavors to Ireland and maintaining its standing as a melting pot of Irish and Japanese culture, Yamamori has partnered with Hitachino, one of Japan’s last independent craft breweries, and also opened a Japanese whisky bar in October.

“We have our own reserves of Japanese whisky that you probably can’t even buy in London or New York,” Ryan said.

“We are looking to expand — when and if the right opportunity were to arise,” Ryan added. ■
→ <https://yamamori.ie>

TOYOTA IRELAND: LOOKING AHEAD TO AN INNOVATIVE FUTURE



Toyota Ireland CEO Steve Tormey

Steve Tormey has long had a deep affection for Japan, dating back to when he lived there as a young child. That fondness for the country is evident in the way he has steered **Toyota Ireland**, a 100 percent Irish-owned distributor of the Japanese car brand, to great success, earning the moniker of Ireland’s most-loved car brand.

Early this year, Toyota Ireland - the auto giant’s Irish-owned exclusive distributor in Ireland - and Toyota Financial Services launched a joint venture, Toyota Financial Services Ireland (TFSI), the first such partnership with a local distributor that hopes to facilitate car ownership in the country.

“We see this as a vote of confidence of Japan in Ireland. Our decades-long relationship with Toyota, like Ireland and Japan, continues to flourish because of the shared commitment to work together and our ambition to build a better world for our children’s children,” CEO Steve Tormey said.

“In Ireland, you can try something and you’ll know very quickly whether it will work or not. They’re all very supportive of what we’re trying to do. Ireland is demographically

well represented and it’s the perfect location to trial new ventures. You will quickly find out if it’s worth taking to the rest of Europe,” he added.

Meanwhile, Tormey has remained steadfast in highlighting Toyota’s commitment to innovation and making life better for Irish families. “We build cars with lower emissions to improve air quality for everyone and help create a better world for our children’s children. While it was tough going for several years, our self-charging hybrid cars now account for over 50 percent of our mix. People are more aware that we need to do something to help build a better future, and that hybrid cars are the future,” Tormey said.

With the growing popularity of its hybrid cars and the car-sharing Yuko program in Dublin, Toyota Ireland is eager to embrace more innovation coming from the Japanese headquarters.

“We’re totally committed to the future. We look forward to reaching our first 50 years in Ireland, and the next 50 years after that,” he said. ■
→ www.toyota.ie

IRELAND’S CROSS-CULTURAL LEGAL EXPERTS

OBH Partners is a dynamic corporate law firm supported by an ever-expanding team of partners and solicitors who are focused on corporate law and have steadily developed an expertise in mergers and acquisitions, banking and commercial property law. The partnership also takes particular pride in its ability to accommodate different business cultures, aside from delivering excellent results.

“We are entrepreneurial. That is in our nature. We understand the value of well-considered and evaluated risk, without some element of which most businesses would never be successful. But most of our clients have certainly learned and act in a more measured fashion following the recession,” **Founding Partner Orlaith O’Brien** explained.

As Ireland’s economy recovered and growth gained firm momentum in the last few years, OBH Partners capitalized on the influx of new foreign investors, particularly large consumer brands and property developers.

“We act for a large number of foreign clients and because of our size, we are seen as more approachable and accessible than other larger law firms. We work closely with our clients and are an integral part of the core team on transactions,” said **Founding Partner June Hynes**, who also highlights OBH Partners’ ability to deliver excellent service to many



OBH Partners founders Orlaith O’Brien and June Hynes

business cultures.

“We are about creating and maintaining relationships. We have a strong team that involves a lot of partner interaction, and we tend to build close relationships with our clients,” O’Brien said. ■
→ <https://obhpartners.ie>

PROVIDING FLEXIBLE SOLUTIONS IN IRELAND’S GROWING GLOBAL MARKETPLACE

AbaKus Outsource Ltd. has proven that companies can enter Ireland’s fast-moving marketplace without having to incur the traditionally high overhead investment cost. Since 1999, it has partnered with the Dublin operations of Hitachi High Technologies Group providing them with accounting, payroll and administration support.

Thanks to that partnership, Hitachi was able to focus on the critical engineering services delivered to their customers, as AbaKus looked after the in-country compliance requirements and international reporting needs of the group. The formula was so successful that, 10 years ago, Hitachi assigned AbaKus similar responsibilities for its Israel operations. Meanwhile, AbaKus has developed its business to support other overseas companies with similar services.

CEO Kevin O’Boyle attributes AbaKus’ success to its unwavering commitment to deliver suitable solutions and high-quality service: “We are flexible and focus on our clients’ needs. We listen and serve.” Together with **Operations Director Elizabeth Kelly**, O’Boyle leads a highly responsive team in tackling the challenges of its clients across multiple time zones.

O’Boyle is confident that AbaKus will continue to thrive through its focus on excellent service and flexibility.

“We will only do this by carefully listening to our clients. I will always value the friends that I have made in Hitachi and the guidance they have given me. I am proud that we have been able to serve them and hopefully, we’ve done a good job,” he said.



AbaKus Outsource Operations Director Elizabeth Kelly (right) with CEO Kevin O’Boyle

With its proven track record and outward focus, AbaKus Outsource is bound to impress more Japanese companies and support their new businesses in Ireland. ■
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