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# **EU'S FASTEST GROWING ECONOMY ON FOUR-YEAR STREAK SEEKS STRONGER BUSINESS LINKS WITH JAPAN**

omy grows year-on-year, wages rise and new jobs are created. Although small in terms of size and population, Ireland is among the world's most productive and profitable markets across several industries and has attracted many global companies wanting a presence in the larger European market.

Although relatively young, one of Ireland's most vigorous relationships has been with Japan. In 2013, Shinzo Abe became the first Japanese prime minister to visit the country since it gained independence. During the trip, the prime minister and his counterpart, Taoiseach Enda Kenny, released a declaration of partnership for innovation and growth.

"The cultural exchange between the two countries is increasing. While our history is short, it has been continuously deepening for the past 60 years," Embassy of Japan First Secretary Sou Watanabe said.

This desire to expand into Japan and other parts of Asia has also prompted a shift in attitudes among local businesses, many of which are close-knit operations reflective of traditional Irish culture.

"Implementing the various cultural approaches and keeping the family orientated structure might have been considered very good practice at that time. But things have changed over time, as our exporting ambitions have grown," Chambers Ireland Chief Executive lan Talbot said.

#### **INBOUND INVESTMENTS**

Undeniably, Brexit is the most significant issue affecting Ireland's economy, given that one of the country's main trading partners is the United Kingdom. But, as the cliché goes, crisis breeds opportunities. Amid the uncertainty, Ireland's position as an ideal investment destination within the EU is strengthened, with the added benefits of low corporate taxes, an English-speaking population and an adaptable highly skilled workforce.

"Japan, for a long time, has been Ireland's largest trading partner and the largest investor from Asia," said Minister of State at the Department of Finance Michael D'Arcy, who believes Irish-Japanese ties will grow stronger precisely because of Ireland's commitment to the EU.

With this, top Irish law firms A&L Goodbody and Matheson have received several inquiries from Japanese companies about doing

Rising anew from a devastating recession business in the country, while OBH Partners is enhancing its mergers and acquisitions and property practices to specifically cater to the Japanese.

> Meanwhile, IDA Ireland, the country's main investment promotion agency, recognizes Asia as a priority in Ireland's growth plans. **Divisional Manager of Growth Markets** Eileen Sharpe said, "We value the sophistication, high-end technology, research and knowledge from Japan."

Committed to strengthening bilateral ties, the Irish government announced the multimillion euro project to build an Ireland House in central Tokyo that will serve as the location for its new embassy, as well as its other commercial, cultural and tourism offices. This will be the largest capital investment of the Department of Foreign Affairs.

"Our investment in an Ireland House is a reflection of our investment in our relationship with Japan. Beyond being a top-class building, Ireland House must be a beacon for the Irish community in Japan and those Japanese who share an affinity with Ireland. It must be a meeting point that supports commercial interaction and a laboratory for discovery and innovation," said Tanaiste and Minister for Foreign Affairs and Trade Simon Coveney.

#### GLOBAL OUTLOOI

As Ireland welcomes a continuous flow of foreign investment, local players have looked outward and have cast their view beyond Europe and the United States.

"Traditionally, companies here are oriented toward the U.K., EU and U.S. markets. This role gives a good starting point towards globalization. We have also observed a renewed focus on the Asian market for their businesses," Dublin Chamber of Commerce Chief Executive Mary Rose Burke said.

With the recent signing of the landmark EU-Japan Economic Partnership Agreement, agriculture, Ireland's largest indigenous industry, will stand to benefit the most.

Minister for Agriculture, Food and the Marine Michael Creed emphasized how Irish businesses must take advantage of this new development, " The agri-food sector is an extremely important contributor to the national economy. Output and exports are growing strongly, and we view the Japanese market as a very important component of our exportoriented strategy for the development of the sector. It is also opportune that, after 60 years of Irish-Japanese diplomatic relations, our



Tánaiste and Minister for Foreign Affairs and **Trade Simon Coveney** 

government is in the process of developing a new Ireland House facility, combining the chancery, ambassador's residence and state agencies. This reflects Ireland's strong commitment to its relationship with Japan."

He added: "It is important that we continue to diversify our market portfolio in the context of Brexit, and Asia is the perfect opportunity for that."

Bord Bia, or the Irish Food Board, points out that Ireland and Japan have compatibilities in their food and beverage culture, especially with how they value sustainability and quality.

Together with several homegrown brands, CEO Tara McCarthy believes it is the right time to build on the reputation of Irish food in the East.

"We are looking forward to further growth because we believe that the type of products Japanese consumers are looking for fits the food culture that Ireland is producing well," she said.

While Bord Bia sets up a permanent office in Tokyo, the agency organizes several trade missions and has attended food exhibitions in Japan. With this, some players such as pork producer Rosderra Irish Meats Group Ltd. and seafood players Connemara Seafoods Ltd. and Rockabill Seafood Ltd. are gaining a foothold in the Japanese market.

Similarly, Irish whiskey distillers enjoy a



Ireland's Minister for Agriculture, Food and the Marine Michael Creed

shared enthusiasm for the product also made by the Japanese. A traditional product undergoing a renaissance, Irish whiskey is gaining popularity in Asia, led by brands such as Irish Distillers' Jameson and Na Cuana's Boann Distillery

This outward outlook is evident in other industries as well. Financial technology company Fexco Holdings Ltd., biometric authentication leader Daon Inc. and wind turbine manufacturer C&F Green Energy are some examples of Irish companies that opened operations in Japan and are expanding partnerships and product lines there.

Meanwhile, cloud-based construction and data management solutions provider, Zutec Holding AB, wants to establish relationships with the largest Japanese construction companies.

"We see Japan being a key influence toward our Asian strategy," CEO Brendan O'Riordan said.

#### SOLIDIFIED PARTNERSHIPS

In July, SoftBank Corp. Vice President for **Global Business Strategy Hidebumi Kitahara** came to Dublin to sign an agreement with Dublin City Council Chief Executive Owen Keegan to use the city's docklands area as a testing ground for its Smart City and "internet of



Ireland's Minister of State at the Department of Chambers Ireland Chief Executive Ian Talbot **Finance Michael D'Arcv** 

things" (IoT) products.

"We find Ireland as a hotbed for IoT. Once we form the blueprint for smart cities, we can expand our technology to other European countries," said Kitahara.

In line with this, state-owned **Electricity** Supply Board Chief Executive Pat O'Doherty highlighted its work with Nissan and other electric vehicle manufacturers to support the electrification of transport, powered by ever-cleaner electricity.

"Underpinning these partnerships is the motivation to collaborate and cooperate on new ideas and concepts. In our dealings with Japanese companies, we always find that there is the shared commitment to invest time and effort on any project," he said.

Similar to this, Japanese companies continue to be involved in transport-related collaborations.

Rennicks Group, which makes car license plates, traffic signage and safety equipment, has been bringing Japanese Nippon Carbide cutting-edge products to Europe for the past 40 years. This long-standing exclusive relationship has been a win-win for both companies, with a strategy that highlights evolving markets with reliable, relevant and sustainable technology.

"It's a little bit unusual to have a robust binding distribution agreement with a

Japanese company as comprehensive as

ours, but it has been immensely beneficial for us both," said **Rennicks Group Managing** Director Michael Flanagan, who has worked with the company's Japanese principals for 35 years.

In February, Toyota Ireland and Toyota Financial Services in Japan launched a joint venture, Toyota Financial Services Ireland (TFSI) hoping to make car ownership easier for thousands of Irish drivers.

CEO Steve Tormey was very pleased with the "vote of confidence," believing that the joint venture was a clear sign of Toyota's commitment to work with its Irish partner and build a sustainable future.

Back in the capital, **Dublin City Council** Assistant Chief Executive Richard Shakespeare said, "Dublin is a gateway destination for business to access European Union and U.S. markets and many of the global leaders in technology, research and financial services call the city home."

"The unique cultural and artistic heritage of Dublin combine to provide a spectacular and welcoming destination for visitors. We very much encourage the people of Japan to visit Dublin and Ireland, as this will help strengthen business and cultural ties between our two great nations," he added. 🔳

### **BUILDING SYNERGIES BETWEEN JAPAN AND IRELAND'S FOOD INDUSTRY**

Behind Ireland's reputation as a source of fresh, world-class produce is Bord Bia, or the Irish Food Board. Its CEO, Tara McCarthy, sees a lot of growth potential in Japan because its consumers are also well-known for being meticulous about the quality of their food and drink.

"Ireland exports food to 180 countries. Trade with Japan is growing across food categories, and with the EU-Japan Economic Partnership Agreeement, we believe it's an exciting time," McCarthy said.

Irish pork, beef, whiskey and luxury chocolates have become highdemand products in Japan. Although the Irish food industry is largely dominated by meat and dairy, it has seen strong growth in its seafood and alcohol industries recently.

Aside from its high quality products, the Irish food industry has also garnered much praise for its commitment to sustainability. A growing number of Irish farmers and food and beverage firms now seek verification under a program called Origin Green. This added verification has raised the premium of Irish products among Japanese consumers.

Because of its long-term commitment to Japan, Bord Bia plans to organize frequent trade missions to the country and open an office in Tokyo.

"Ireland is a country committed to sustainable food production, and we believe that this is the type of brand that the Japanese consumer is looking for. We are committed to a long-term relationship with the Japanese market. That will be shown in our investment and research, and our commitment to serve the market to the best of our ability," McCarthy said. 🔳

 $\rightarrow$ www.origingreen.com



**Bord Bia CEO Tara McCarthy** 



## **IRELAND AND JAPAN COLLABORATE ON BIOMETRIC INNOVATION**

World-renowned for its technology talent and expertise, Ireland has been a great destination to set up international operations for European, American and Japanese companies over the last 20 years.

One such company, **Daon**, is a global leader in biometric technology, which identifies software users by their unique human factors that — unlike passwords can never be lost, stolen or forgotten. The technology can be used to authenticate existing customers or digitally onboard new customers in a convenient and secure manner.

Thanks to Daon's IdentityX platform, global financial service leaders like Visa, Mastercard, USAA and BNP Paribas have achieved what was once impossible — enabling strong security while maintaining the ease, simplicity and convenience that digital banking demands.

Led by **CEO Tom Grissen**, who was named by Forbes as one of "The Five CEOs Who Are Reinventing Industry Through Digital," Daon was founded in Ireland, but has its headquarters in the U.S. and an ever-expanding presence across most of the world, including Africa, Europe, Australia and Asia, particularly in Japan, where it has forged major partnerships.

Through the technology giant NEC Corp., Daon delivers components into Japan's Ministry of Justice immigration systems and embeds NEC components into many of its largest global programs.

In 2017, Daon launched a joint venture with Sumitomo Mitsui Financial Group Inc., Sumitomo Mitsui Banking Corp. and NTT Data Corp. The project, called Polarify, was born out of the growing demand for biometric technology.

"Around 20 customers have already selected Polarify in less than 12 months of operation, and user feedback is positive. The business benefits for our customers are very strong as biometric authentication facilitates existing expensive business processes to be moved to much more cost-effective digital channels," Polarify President and CEO Tomohiro Wada said.

In a study titled "The Business Case for Biometric Authentication," business and research group Goode Intelligence found that biometrics led to Net Promoter Score improvements, security and compliance benefits, including Open Banking and Payment Services Directive and, most notably, much lower customer acquisition, operational and system costs.

As worldwide adoption of biometric



**Daon CEO Tom Grissen** 

technology continues to accelerate, Daon - with the help of its customers and partners — will be working hard to make the future both secure and convenient.  $\rightarrow$  www.daon.com

### FOUNDER OF TOP IRISH BPO **BUILDS ON JAPANESE EXPERIENCE**

Leading Irish business process outsourcing (BPO) firm Abtran began when its founder, Pat Ryan, took on a Japanese firm as a client in 1997. Through an Irish program for engineering professionals, Ryan spent four years in Japan, where he worked at Alps Electric Co. Ltd., whose subsidiary, in Cork later became his first client. Since then, Abtran has shifted its focus to three main segments: public and financial services in Ireland and the energy sectors in Ireland and the U.K.

One of the firm's biggest milestones was when it secured its first public-sector contract in 2001, when Ryan's team helped Ireland's Department of Finance in the introduction of the euro. It set up contact centers and provided fulfillment or logistics services as part of that project.

"Our business is fundamentally a people business driven by strong processes and technology. We found our base in customer contact center outsourcing and back office processing," Ryan said.

Celebrating 21 years in the business, Abtran is strengthening its leading position in the BPO industry. Looking back, Ryan said: "All my



Abtran CEO Pat Ryan

experiences with the Japanese helped me steer the business to where it is today. I appreciate all this and we will continue to improve."  $\rightarrow$  https://abtran.com

## THE SIGNS ARE GOOD FOR RENNICKS

The products of **Rennicks Group** can be found on the roads in many different parts of the world — from traffic signs to license plates, road safety equipment and high-tech signage. Its imprint on the busy motorways of Ireland, the U.K., France and South Africa makes the company one of the top players in the industry.

The success of Rennicks may be attributed to various factors over its 40-year history. But, its partnership with Nippon Carbide Industries Co. Inc., the Japanese giant that produces reflective films, chemicals and electronic materials, stands out as a very significant factor in its longevity. Nippon Carbide has developed a comprehensive portfolio of retroflective sheeting products for the global license plate, traffic sign and vehicle conspicuity markets.

For about four decades, the two companies have had an exclusive relationship that continues to generate mutual benefits.

"We are their value-added distributor. Our style of business is firmly based on values, wherein both sides respect each other and work toward a win-win situation. That's what is important to us," explained Managing Director Michael Flanagan.

To ensure a long-term future, the Dublin-based company is determined to adapt the latest technology and expand to other markets.

"We're anticipating various opportunities for introducing this technology in the European Union," said Flanagan, who will oversee the development of new products that can be tailored to the needs of its clients.



Rennicks Group Managing Director Michael Flanagan (standing, far left), Group Technical Manager Sean Coffey and Commercial Manager Cathal D'Arcy with the Nippon Carbide Industries team led by Group Sales Manager Hiroshi Ata and Optical Products Development Division Manager Takeo Takamatsu

#### $\rightarrow$ www.rennicks.com

## **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.  $\rightarrow$  www.zutec.com



## **A PREFERRED LEGAL ADVISOR OF JAPANESE COMPANIES**

A&L Goodbody has had long, established relationships with Japanese com- Corp., Ryoshin, MCAP Inc., Orix Corp., Tokyo panies investing in Ireland since the 1980s. In the past, the law firm assisted Asahi Group Holdings Ltd., Hitachi Ltd., Takeda ITC AeroLeasing and Mitsui & Co. Ltd. It has Pharmaceutical Co. Ltd. and Minebea also gained a global reputation for its exper-Mitsumi Inc., among others, in setting up tise on aviation and asset finance. their operations. It also acted for Sumitomo "Through our extensive experien 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.

Sumitomo Corp., Itochu Corp., Kanematsu Century Corp., FPG Investment, Tokyo Star Bank Ltd., Development Bank of Japan Inc.,

## **IRISH DIAGNOSTICS EXPERT TO HELP ASIAN DRUGMAKERS ENTER GLOBAL MARKET**

As several Irish health care companies branch out, **Diaceutics** stands 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 strate-

gies 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 poten-

tially have offices in Japan, China and South Korea in the next couple of **Diaceutics** years. Those would be our big three,' Thornton said. **Better Testing. Better Treatment.** "We definitely see huge poten-

tial 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.  $\rightarrow$  www.diaceutics.com

# **THROUGH FOOD AND DRINK**



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

Ireland and Japan, it would not be absurd taurant and two busy bars, Yamamori Izakaya

With about 10,000 kilometers separating include the original ramen joint, a sushi res-

# **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. Tovota 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. 🗖

ightarrow 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



**BRIDGING IRELAND AND JAPAN** 

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

Mitsui Banking Corp. on its acquisition of ing 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.  $\rightarrow$  www.algoodbody.com

A&L Goodbody

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 wellmatched 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

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.  $\rightarrow$  https://yamamori.ie

#### 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.  $\rightarrow$  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.  $\rightarrow$  www.abakus.ie / kob@abakus.ie

**OBH** Partners Your legal partner for inward investment to Ireland



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