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Irish Exporters Association / Asia Trade Forum Kuala Lumpur Business Visit

October 2013





Business Visit to Malaysia

In association with the Ireland Malaysia Association



The Asia Trade Forum, an initiative of the Irish Exporters Association, was established to increase two-way trade with Asia.

This business visit will provide an opportunity to explore business opportunities and potential partnerships in Malaysia and in the wider Asia Pacific region. It will include participation at the Asia Pacific Ireland Business Forum which is the premier and single largest networking event for Irish business interests operating throughout Asia and is followed by the annual Asian Gaelic Games.





FOREWORD

THE ASIA TRADE FORUM'S VISION is for Ireland to emerge as one of Asia's preferred trading partners for EU trade. The Irish Exporters Association believes that exports have a critical role to play in Ireland's economic recovery and, in particular, exports to the emerging and fast growing markets in Asia.

The statistics speak for themselves and emphasise why looking east for export growth is an imperative for Irish companies.

We are delighted to be visiting Kuala Lumpur and to be participating in the Asia Pacific Ireland Business Forum.

For any Irish business wishing to get a foothold in Asia, Malaysia can offer a strategic gateway; political and economic stability; a well-developed infrastructure; and a sound banking system.

The Irish and Asian cultures appreciate the importance of relationship building to business development. That is our core objective in undertaking this visit; to build on existing relationships and to forge new friendships that can open opportunities for greater Irish-Asian collaboration and trade.

As Chairman of the Asia Trade Forum, I am delighted and honoured to have the opportunity to lead this business visit. I wish to acknowledge the support of the Ireland Malaysia Association, the Malaysian Embassy in Dublin and the Irish government, in particular the Department of Foreign Affairs and Trade. I also wish to thank our sponsors: Enterprise Ireland; Etihad Airways; Euler Hermes; FCm Travel; Grant Thornton; Ulster Bank and William Fry. Finally I would like to acknowledge the advice and support received from Tipperary Crystal, Openet and Steripack.

I hope that this business visit will be fruitful for all involved and will be the beginning of new relationships of mutual benefit for Ireland, Malaysia and the ASEAN region.

Best wishes,

Hugh Kelly Chairman Asia Trade Forum









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AFEX

AFEX was founded in 1979 and since then has grown into a leading global foreign exchange specialist offering services throughout North America, the United Kingdom, Sweden, Australia and New Zealand.

In today's volatile foreign exchange markets, it is imperative that all international businesses exposed to them have the tools and knowledge to manage that exposure. AFEX works with each company individually to understand their motivations and ensure that they achieve the most profitable outcome for their business, whether that means quick and efficient payment systems, reduced transaction times to ensure your suppliers are paid on time, buying at specific target exchange rates 24 hours a day or securing rates in advance of payment dates to protect your profits against fluctuations that occur before the invoice due date.

AFEX seek to meet with companies who have foreign exchange exposure; companies that import or export to and from Asia and get paid in Malaysian Ringgit or USD.

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ASIA TRADE FORUM (IRISH EXPORTERS ASSOCIATION)

The Asia Trade Forum (ATF) is an initiative of the Irish Exporters Association which arose from the Irish Government's Asia-Pacific Strategy. Its role is to develop new strategies and to assist Irish exporters to develop new business in all of the Asian markets.

As part of its 2011 Asia Trade Strategy document, the ATF identified five priority Asian markets consisting of China, India, Japan, Malaysia and the Republic of Korea.

The ATF's primary objective is to promote and increase the levels of trade between Irish businesses and Asia and with a spirit of collaboration, to promote stronger links generally between Asia and Ireland.

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ASSOCIATED MARKETING

Established in 1970, Associated Marketing is a Dublin-based export services company. It works with Irish manufacturers of finished products across a broad range of sectors including healthcare, hygiene and consumer retail to accelerate and de-risk export market development. It assists companies to develop a sustainable export value proposition, channel building, accelerated sales growth, export sales administration, logistics and debtor management. Through its offices in Ireland and overseas, it provides the local market presence solution for SMEs that is so critical to substantial export market development. Its fee model is part-fixed but, uniquely, majority results-based. CEO, Hugh Kelly is currently Vice President of the Irish Exporters Association and Chairman of the IEA's Asia Trade Forum.

Contact: Hugh Kelly Address: B3 Calmount Park, Ballymount, Dublin 12, Ireland Phone: +353 1 450 1514 Email: partners@associatedmarketingltd.com Website: www.associatedmarketingltd.com

CLEVER HYGIENE LTD.

Clever Hygiene's "Handle Hygiene" door handle sanitising system has been designed to help prevent the spread of germs from door handles. Door handles, especially toilet door handles, are a well documented source of harmful bacteria that cause the spread of serious infection. The Handle Hygiene Sanitising System is a simple mechanical mechanism (requires no batteries or power supply) and fits easily to existing doors. It operates in conjunction with the opening and closing motions of the door - thus ensuring reliability and effectiveness every time the door is used - and guaranteeing a safer and cleaner handle. Clever Hygiene will be launching Handle Hygiene in Malaysia and Singapore before the end of 2013 and is currently in discussions with a number of potential distributors.

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CRH PLC

CRH plc is the parent company for an international group of diversified building materials businesses which are engaged in the manufacture and supply of a wide range of building materials and in the operation of builders' merchanting and "Do-It-Yourself" ("DIY") stores. The company is incorporated and domiciled in the Republic of Ireland where it ranks as the largest Irish company.

Contact: Ken McKnight Address: Belgard Castle, Clondalkin, Dublin 22, Ireland Phone: +353 1 404 1000 Email: kmcknight@crh.com Website: www.crh.com

















CROWLEYS DFK

Crowleys DFK is a progressive firm of chartered accountants and business advisors with a dedicated Ireland Asia Division to assist Irish businesses' expansion into key markets in South East Asia. The Division comprises of highly qualified and multi-skilled staff with a strong international background. They have the language and culture skills to support the cross border business requirements of Asian businesses investing in Ireland and local Irish clients expanding into the Asian market.

The Ireland Asia team is led by Vincent Teo. Vincent also acts as the Vice Chairman of the Ireland Malaysia Association, which acts as a commercial platform to promote bi-lateral business ties between Ireland and Malaysia. The firm is a member of DFK International, an association of independent accounting firms from around the world. This includes offices in Malaysia, Hong Kong, Singapore, Kuala Lumpur, Beijing, London and New York among many others.

Contact: Vincent Teo

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ETIHAD AIRWAYS

Etihad Airways, the national airline of the United Arab Emirates, has in just eight years established itself as the world's leading airline. "Etihad" is the Arabic word for "union". Set up by Royal (Amiri) Decree in July 2003, Etihad commenced commercial operations in November 2003, and has gone on to become the fastest growing airline in the history of commercial aviation.

Abu Dhabi, the capital of the United Arab Emirates, is the airline's hub. Etihad's fleet of 66 aircraft operates more than 1,000 flights per week, serving an international network of 84 passenger and cargo destinations in the Middle East, Africa, Europe, Asia, Australia and North America. The airline seeks to reflect the best of Arabian hospitality - cultured, considerate, warm and generous - as well as enhance the prestige of Abu Dhabi as a centre of hospitality between East and West.

Etihad support a range of sporting and cultural events in the United Arab Emirates and worldwide that promote our values of hospitality and team spirit including the GAA Hurling All-Ireland Senior Championship.

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FCM TRAVEL SOLUTIONS

FCm have been providing Travel Management services to a wide cross section of some of Ireland's leading corporates for over 30 years.

FCm are proud to be recognised as one of the largest and most successful corporate travel agencies in the Irish market. FCm provide travel management to many of Ireland's leading companies across a wide range of industry sectors.

FCm has a global network with offices in over 75 countries and can offer extensive reach through the skills and local knowledge of our people across the globe, excellence in technology and the ability to negotiate competitive and preferential rates with industry suppliers.

Contact: Clodagh Flanagan

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IRELAND MALAYSIA ASSOCIATION

The Ireland Malaysia Association was formally established in May 2011. It is a member-driven and democratic association that provides a platform for Irish based organisations or individuals that have an interest in Malaysia through trade, education and culture.

The objective of the Ireland Malaysia Association is to support bilateral trade relations between Ireland and Malaysia. Membership of the IMA offers networking opportunities to make contacts enhance knowledge and share experiences. The focus of the IMA is divided into three core areas: developing trade and business relations between both countries, creating and enhancing links with education and research groups with common interests and introducing and promoting Malaysian culture in Ireland.

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LEGACY CONSULTANTS

Legacy Sports is a niche family owned business who delivers first-class service in brand & sponsorship consultancy, event creation & management and talent representation. Legacy pride themselves on 3 things, their unrivalled passion and knowledge of all things sport, their genuine character & values and belief in building partnerships with their clients and lastly their competitive edge, to always work to the high standards and chase success just like on the pitch!

Contact: Bernard Brogan

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MARTIN BIOTECH LTD.

Martin Biotech is an independently owned Irish biotechnology company that specialises in evidence-based nutraceutical health supplements. It is at the forefront of producing high quality products that have been scientifically formulated and tested by leading Irish scientists.

In 2012, Martin Biotech launched MedColl, a Pro-Ageing supplement with Collagen Precursors. These assist the body to produce its own collagen; a far more effective treatment than ingesting collagen. MedColl also contains Hyaluronic Acid, Vitamin C and other active ingredients which combined work to help the skin fight the outward signs of ageing. Martin Biotech is seeking distributors to promote MedColl through dermatologists, clinicians and pharmacies.

Contact: Hugh Kelly

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PM GROUP

PM Group is a multi-disciplinary project management service offering specialist services in engineering, architecture, project and construction management and technical consultancy across the Life Sciences, Food, Advanced Manufacturing and Energy sectors.

PM Group has been operating in Asia since 2003 and has, to date, worked in Vietnam, India, China, Korea, Malaysia, Philippines, Singapore, Laos, Cambodia and Thailand. It's regional Asia headquarters are in Singapore, with offices now also in Bangalore (projects completed for industrial clients in Mumbai, Bangalore, Bihar, Hyderabad, Ahmedabad and Tamil Nadu) and Shanghai (projects completed for industrial clients in Shanghai, Suzhou, Beijing, Guangzhou, Shenzhen, Jiaxing, Anhui Province, Xi'an and Hangzhou).

Trevor O'Regan is primarily focused on winning and delivering new projects for the Asian Development Bank, World Bank and EU. Since 2009, Trevor has managed a portfolio of new business in Asia supporting the preparation of large-scale investment loans projects - both sovereign and commercial loans - in a wide range of disciplines. Trevor was recently appointed Director for ASEAN on the board of the Asia Trade Forum.

Contact: Trevor O'Regan

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S3 GROUP

S3 Group provides products, solutions and professional services to the Digital TV, Telehealth and Semiconductor industries. S3 Group is trusted by some of the world's leading companies including BSkyB, DirecTV, Motorola, Samsung, Philips, NXP, Fujitsu, Cisco, Iridium, Qualcomm, Micronas, Texas Instruments and many others.

S3 Group also collaborate with world-class technology partners including IBM, ST Microelectronics, OpenTV, Nagravision, Irdeto, Cadence, TSMC, UMC, ARM and Thomson.

S3 Group is interested in establishing a Technical Support Office in Kuala Lumpur.

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ULSTER BANK (RBS GROUP)

Ulster Bank is the Royal Bank of Scotland brand in Northern Ireland and the Republic of Ireland. It serves personal, Bancassurance, corporate and institutional customers through branches and business centres. Ulster Bank are interested in supporting indigenous Irish exporters, Foreign Direct Investment from Malaysia / ASEAN and incoming banking opportunities with local Malaysian financial institutions.

The key objective is to network and engage with entities and individuals who cover the aforementioned areas of business activity and also to gain a greater understanding of the ASEAN market to enhance understanding when dealing with this region on behalf of our clients.

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WILLIAM FRY SOLICITORS

As one of Ireland's largest law firms, William Fry offers unrivalled legal and tax expertise across the full breadth of the business sector. We advise a substantial number of leading Irish and international companies, covering both the public and private sector.

The Firm operates a large international practice and regularly acts in cases involving other jurisdictions, including: the United Kingdom, the United States, Asia, the Netherlands, Germany, France, Spain, Italy, Poland and Eastern Europe. One of the key factors of the service provided by the Firm is the depth of experience and level of expertise it can bring to bear for the benefit of clients. The affairs of every client are assigned to a Partner who will be responsible for guiding our legal team in creating effective working relationships and developing solutions to problems. The Firm's priorities are focused on the need to achieve results for clients. Continued investment in people, technology and research maintain the Firm's ability to provide practical and prompt solutions, while devoting exacting attention to detail.

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Your connection in Ireland



The Asia Trade Forum is an initiative of the Irish Exporters Association established to promote two-way trade between Ireland and Asia.



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