



IRELAND PORTUGAL  
Business Network

# Executive Partnership programme

The IPBN is an active business network comprised of more than one hundred Member Companies based in Portugal and Ireland. These companies are from a cross section of industries and professions and represent in excess of 25,000 people.

The Ireland Portugal Business network is a community of people in business who want to explore opportunities, partnerships and collaborations with other business people in Portugal or in Ireland. IPBN is unique as it is the only independent organisation recognised by the Portuguese and Irish Governments and State organisations to provide such cross country facilitation.







## The Mission

- Hosting high quality, industry specific, focussed events with invited industry experts and having our members contribute
- Extensive social media promotion of IPBN members profiles, their activities and successes to our large network of contacts
- Informing IPBN members of opportunities or sharing information that will help them to develop their business
- Introducing IPBN members to organisations and agencies that can facilitate and assist our members develop business in both Portugal and Ireland
- Identifying IPBN members where other members ask for help to find a service or product they need
- Showcasing IPBN members to the business community through open networking events
- Levering other members experiences in entering a foreign market be it Portugal or Ireland



# Board Members

The IPBN has a board of Directors drawn from the Business Community in Portugal and Ireland with many years of experience across a variety of industry sectors, including those core to the network's initial focus of Technology, Tourism, Food and Professional Services.

The Irish Members of the Board retain strong links with Ireland to connect with potential clients and collaborators in Ireland.



**Geoffrey  
Graham**

Chair of the IPBN &  
Senior Partner at EDGE



**Aoife Healy**

Pathway Consulting  
Partner



**Diogo Ivo Cruz**

Invest Lisboa  
Project Director



**Gréag Purcell**

Company Director  
(Audit Committee, Risk,  
Governance and Strategy)



**John Duggan**

Tax Expert



**Mario Gago**

Pink Room - CEO



**Pedro Barata**

Business Development  
Director



**Pedro Teixeira**

Taxlibris Consulting  
Founder & Senior  
Partner



**Richard Hickson**

Apricot | Design, Digital &  
Communication



**Susan  
Cabeceiras, Arq.ª**

Konceptness - CEO



**Sharon Farrell**

Chair of the IPBN  
Algarve Committee and  
Private Client Manager  
at Blevins Franks



## Why Join IPBN

The IPBN is an active business network comprised of more than one hundred seventy five Member Companies based in Portugal and Ireland. These companies are from a cross section of industries and professions and represent in excess of 25,000 people.



### PARTICIPATE & PROMOTE

The opportunity for you to participate in variety of different events that help you to meet the people running businesses in the Portuguese or Irish markets, allowing you to promote your business and connect with other businesses to find opportunities to work or develop ideas.



### TELL YOUR BUSINESS STORY

The IPBN offers the opportunity to tell the story of your business to an interested audience through events, newsletters and social media channels





# IPBN

## FIND SUPPORT

Through the IPBN you can find businesses and services that will support your business. Areas such as legal services, company formation or translation are vital start points for a company entering a new market.

## INDUSTRY EXPERTS

The IPBN holds events which are given by industry experts and leaders, allowing you to learn more about the markets, running businesses in a different country and understanding the marketing, legal, tax and HR issues that may arise.



## STATE AGENCIES

The IPBN is recognised by the State Agencies of both Ireland and Portugal and we provide support to their clients entering the market.

## IPBN SUPPORTS & CONNECTS

The IPBN provides a positive environment to support their members in doing business and connecting with other businesses at home and away.





# IRELAND PORTUGAL Business Network

## IPBN Activities

Regular Member meet Member events where members can present on their business and meet other members.

Promotion of members profiles, stories and successes on Linked-In and in the monthly Newsletter.

Large conference style events aimed at bringing experts from the Irish and Portuguese markets together with smaller Irish and Portuguese companies to discuss developments and innovations.

Networking events where a business leader has an in-depth conversation to highlight their experience and share their knowledge and experience with members.

Events aimed at assisting companies do business in a new market.

Developing relationships between key stakeholders in specific industries to help drive business opportunity.

## Membership

Businesses in the Technology & Telecommunications sector who see a growth opportunity in either Portugal or Ireland. The network can facilitate collaboration with innovation research centres in both countries.

Tourism & Leisure businesses who could exploit the market potential that results from the similarities and differences of our landscapes, cultures, sports and other leisure activities, capitalising on the ease of access between the 2 countries.

Businesses in the Food & Beverage sector who would like to develop a new overseas market by exploiting the gaps for products that can't or are not being produced in there.

Businesses in the Healthcare & Pharmaceuticals sector.

Professional Services firms that can offer general and specialist advice to companies wishing to enter their market.

Any person or company that would like to be part of a busy, vibrant network of forward looking businesses.







# IRELAND PORTUGAL Business Network

## How you will interact with our members

The IPBN runs online and in-person network events that help our members stay informed and connected. Through chats with industry leaders, one-on-one introductions, newsletters, videos, interviews, articles, podcasts, and more, we promote member activities, products, and services and create new business opportunities, assist Irish entrances to the Portuguese market (and vice versa), and help government agencies enhance trade links between the two countries.

But we can't do it all alone. We need your support!

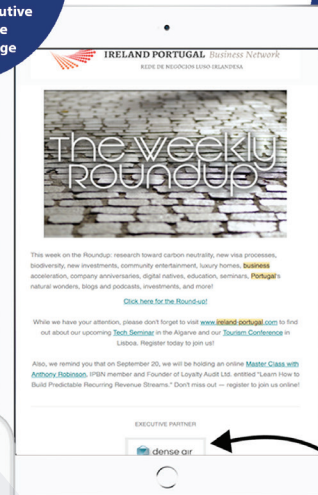
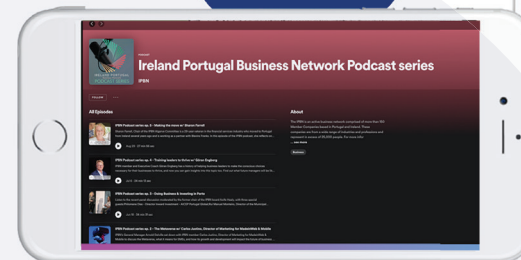


### MASTER CLASSES

Monthly Master Class led by IPBN members from various sectors with Executive Sponsor on the registration page

### PODCAST

Monthly podcast with IPBN members, with mention of Executive Sponsor in each broadcast



### EMAIL

- Monthly Newsletter
- The Weekly Roundup
- Event Announcements
- Registration Reminders

**STATS:**  
830 Subscribers  
40% Open Rate  
2.7% Click Rate  
2x Weekly

Dedicated Executive Partner banner across all email communications

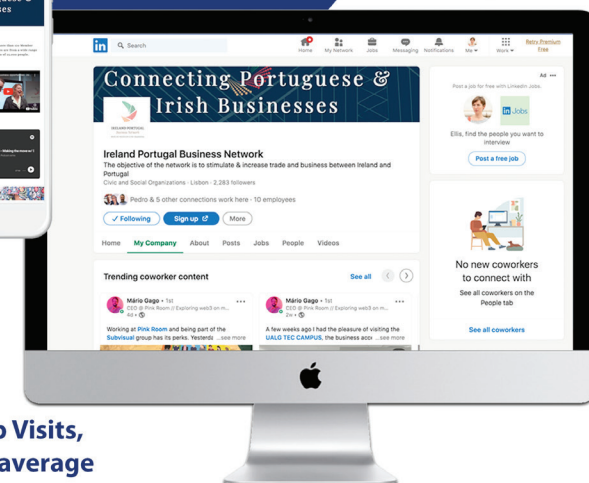


### SOCIAL

The latest network news via posts and videos to an audience of  
**+2.5K**  
across social platforms



**ANNUAL STATS:**  
3.9K views,  
1.6K unique visits



**STATS:**  
18K Annual Web Visits,  
3.25 minutes on average

### WEB

The IPBN site features hundreds of articles, events, and images alongside a fully searchable membership directory. Highly-visible Executive Partner Banner placements appear on almost every page.

### CONFERENCES

- Sustainability (St. Patrick's Day)
- Tourism Conference
- Tech Seminar
- Working and Living in Portugal - Dublin

Top Banner logo placement on all event communications, roll ups, pamphlets and referencing articles



### EVENTS

- Business Success Awards
- Member-meet-Member Networking
- Conversations with industry leaders







# IRELAND PORTUGAL Business Network

Make your business visible  
with the IPBN Network

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## Become IPBN Executive Partner

- Permanent logo on our Weekly & Monthly Newsletter
- Permanent logo on all our invitations/notifications to events/conferences
- Permanent logo on our website as Executive Partner
- Logo on IPBN rollups at all events
- Mention your company name as sponsors of our regular Podcast
- Guest speaker priority at the event(s) of your industry sector
- Table/Privilege position at event of your choice.
- Invitation to participate to at least one Board meeting per year
- Value: €1200

### Executive Partners

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# Platforms to share & interact with members

The purpose and success of the IPBN is based on promoting and sharing information between its members. We want to give our members the chance to interact, meet and share information as much as possible.

We want to help our members growing their business. For that, in addition to the events and other activities, the IPBN have developed the following digital platforms at the disposal of our members.



**Share your success stories.**

**Share what you are planning.**

**Tell us about business opportunities**

**IPBN**

**Ireland Portugal  
Business Network**

[www.ireland-portugal.com](http://www.ireland-portugal.com)

**General Manager**

Arnold Delville

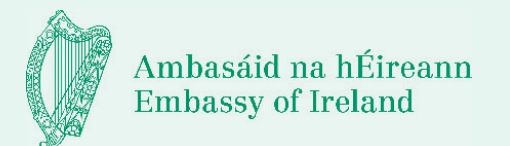
[arnold.delville@ireland-portugal.com](mailto:arnold.delville@ireland-portugal.com)

**Content Manager**

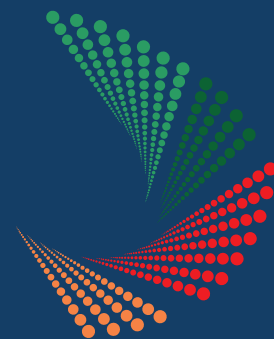
Ellis Dixon

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**Supported by**







# THANK YOU

## CONTACT

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