



**The Irish Advantage**

Connecting Australian and New Zealand  
companies with Irish Innovation.

# Enterprise Ireland

AUSTRALIA &  
NEW ZEALAND  
2021/2022



# #1

Enterprise Ireland is the world's most active Venture Capital investor by deal count

## Ireland

### 139



R&D investments in EI client companies worth more than €50,000

### 184



Companies assisted in entering new markets

### 125



Companies supported with investment, totaling more than €48m in 2021

### 207,894

People employed in Enterprise Ireland companies in 2021 - an increase of 11,911 on 2020



### 1,375

New overseas contracts secured with Enterprise Ireland's assistance





**David Eccles**  
Director  
Australia/ New Zealand

Enterprise Ireland is delighted to welcome you to today's event, particularly given the last two difficult and highly disrupted years worldwide. With pandemic restrictions easing in many countries in recent months, including in parts of Australia and back home in Ireland, we are privileged to be able to welcome you in person to celebrate Irish innovation and the growing commercial relationship between Ireland and Australia and New Zealand.

Ireland has a global reputation for being a highly innovative and entrepreneurial country, and is home to the biggest names in tech, life sciences and financial services. Alongside this the domestic Irish business ecosystem has fostered the emergence of indigenous companies making a global impact, delivering innovative solutions to some of the world's most pressing challenges. Enterprise Ireland proudly invests in Irish businesses and partners with them through all stages of growth, supporting them to start, innovate, scale and achieve success in global markets.

While international travel has been highly disrupted since early 2020, Irish business has remained resilient in its commitment to the ANZ market. Latest figures show Enterprise Ireland backed businesses saw an increase in export revenue across Australia and

New Zealand in 2021, with exports reaching a record high of over \$600m. This included significant growth in the region for clients such as Combilift, Daon, Fenergo, Fineos, I Am Here, Novaerus, Nutritics and Portwest.

In addition, over 40 innovative Irish companies established a presence in the region over the past year - companies such as Keltech IoT, Evercam and Aryza, to name just a few, have been building out their teams in-market despite not being able to visit Australia in-person, truly exemplifying the Irish spirit of determination and adaptability to overcome the obstacles that the pandemic has presented. These new Irish presences in Australia and New Zealand are primed to emulate the success of established Irish companies that have used their ANZ base as a springboard to the wider APAC region.

Despite the impact of the pandemic on many industry sectors, Irish companies have continued to innovate and diversify their offerings through investment in R&D to drive their recovery post-Covid. They have also invested in personnel both in Ireland and overseas in international markets, which has contributed to record job growth in Ireland in 2021, an incredible feat considering the times we are living in. Irish companies are feeling optimistic about the year ahead, with 56% of Enterprise Ireland supported businesses indicating that they saw an increase in exports in 2021 compared to 2020, and 91% expecting sales to increase again in 2022.

In this booklet we have highlighted some of the companies making an impact in this market across some of the priority sectors. Our sector specialists will be delighted to speak with you on how Irish innovation can meet the needs of your organisation.

On behalf of Enterprise Ireland I would like to thank you all for joining us today and we look forward to connecting you to the best of Irish innovation.

# Meet The Team

Our sector specialists will be delighted to speak with you on how Irish innovation can meet the needs of your organisation.



**David Eccles**

**Director A/NZ**

david.eccles@enterprise-ireland.com



**Samantha Yule**

**Assistant Market Advisor**

Consumer

samantha.yule@enterprise-ireland.com



**Ray Fleming**

**Senior Market Advisor**

Digital Technologies

ray.fleming@enterprise-ireland.com



**Kim Gilbert**

**Senior Market Advisor**

Construction, Engineering & Lifesciences  
kim.gilbert@enterprise-ireland.com



**Scott Patterson**

**Senior Market Advisor**

Financial Services  
scott.patterson@enterprise-ireland.com



**Judith Harrington**

**Market Advisor**

Digital Health, HR Tech & EdTech  
judith.harrington@enterprise-ireland.com



**Niall Casey**

**Market Advisor**

Agribusiness, Lifesciences & Equine  
niall.casey@enterprise-ireland.com



**Eoin Hughes**

**Market Executive**

Energy  
eoin.hughes@enterprise-ireland.com



**Brendan O'Connell**

**New Zealand Pathfinder**

brendan.oconnell@crannora.co.nz



Ireland. We make it happen.

## OPPORTUNITY GROWS HERE

Welcome to Ireland. A leading hub for financial services, life sciences and technology. A place where the world's top companies have put down roots and flourished. All supported by our young, highly educated, English speaking workforce, our pro-business philosophy and our commitment to the EU.

With a can-do attitude - and long-standing links between our countries - we're a natural fit for Australian businesses in search of a stable and sustainable base in Europe.

Ready to find out more? Visit [idaireland.com](http://idaireland.com)

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# A year in highlights

Scale Up Down Under Mentor Programme launches with 6 Enterprise Ireland companies participating



Construction Advisory Panel with Industry leaders



Digital Fieldays 2020 & MagGrow wins Fieldays Innovation Award

March 2020

MagGrow Office opening and first contract with Kennedy Spraying

June 2020

Launch of Agritech advisory panel in New Zealand

July 2020

September 2020

Gym plus Coffee launches in Australia

November 2020

Insurtech Event

Swoop Australian Office Opening in Sydney



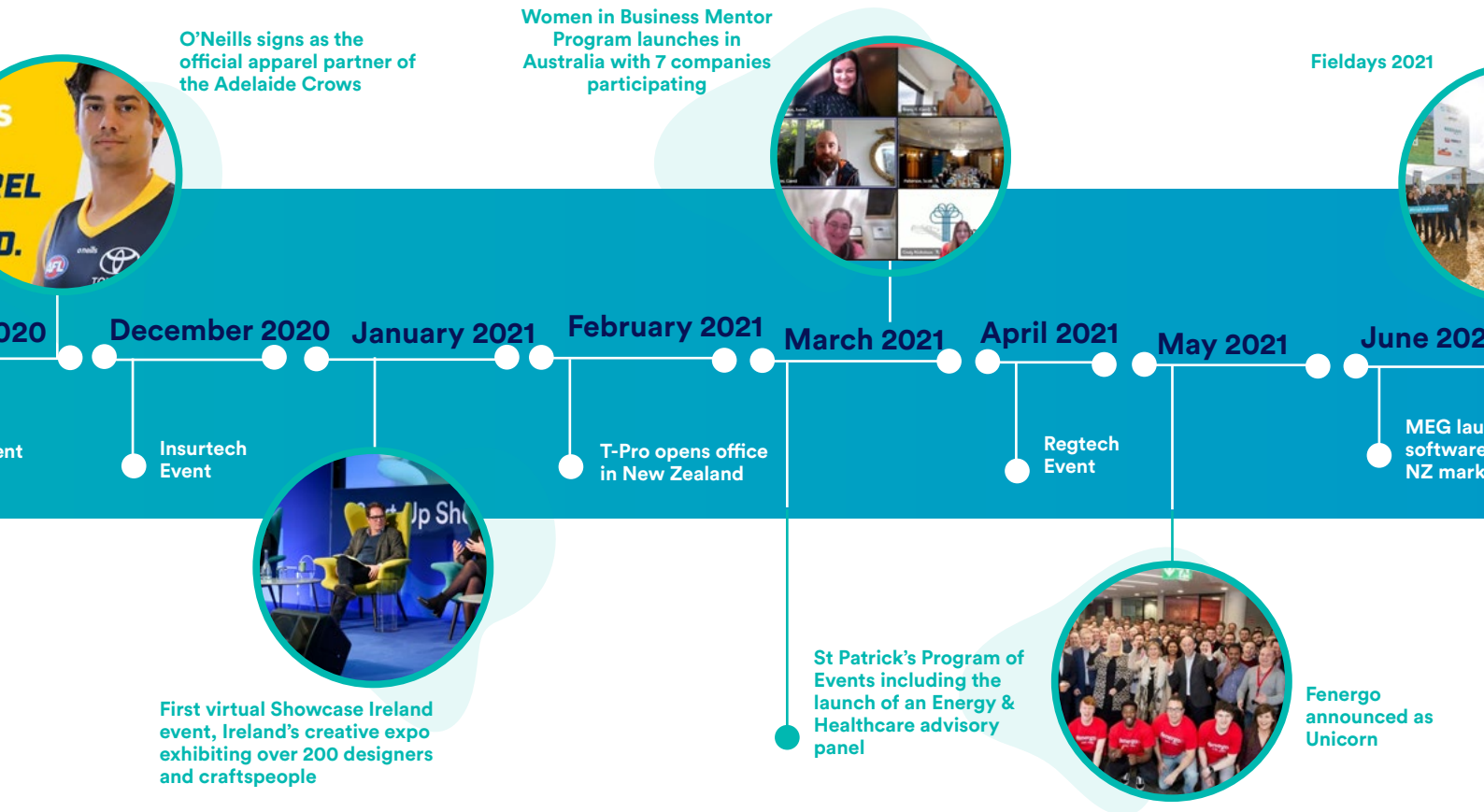
First In-person New Zealand Advisory Panel



First Virtual International Markets Week in Enterprise Ireland









21

launch their  
into the  
market'

Novaerus Office  
Opening and signed  
new partnership deal in  
Australia

Penrith Panthers win the  
2021 AFL Grand final wearing  
O'Neills as their official  
apparel partner



August 2021

September 2021



Irish Agri Machinery  
Expo coincides with  
National Ploughing  
Championship



Spotlight Teeth Whitening  
launches in Australia with  
the Beauty Closet

October 2021

Legaltech  
Event

Aryza office  
opening &  
acquisition of Insol6

November 2021



Med in Ireland 2021 two-day  
virtual event showcasing  
innovative Irish Medtech &  
Digital Health solutions

Wayflyer announced  
as Unicorn



December 2021

El Cybersecurity  
Innovation Series of virtual  
events, including APAC  
Market Awareness event

January 2022

# A year in highlights ●

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@EI\_A/NZ



Enterprise Ireland A/NZ



EnterpriselrelandTV

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

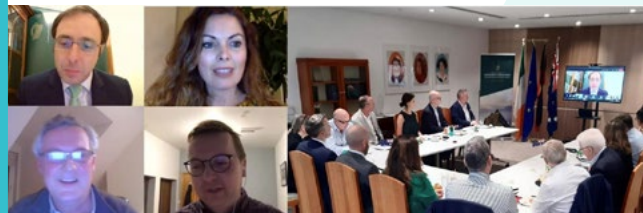
[www.irishadvantage.com.au](http://www.irishadvantage.com.au)



## Scale Up Down Under Mentor Programme

2020 was the inaugural year of our annual in-market mentor programme – Scale Up Down Under – for Irish companies entering or scaling in the Australian market. 6 Enterprise Ireland supported companies participated in the structured 16-week programme. During this time they received mentoring support from senior in-market executives, each of whom generously donated their time and expertise. The 6 mentors, located in Sydney and Melbourne, are all members of the Enterprise Ireland ANZ Business Advisory Boards and are either members of the local Irish diaspora or are close ‘friends of Ireland’.

Year 1 of the program was a huge success and it ran for a second time in 2021, with 4 Irish companies participating.

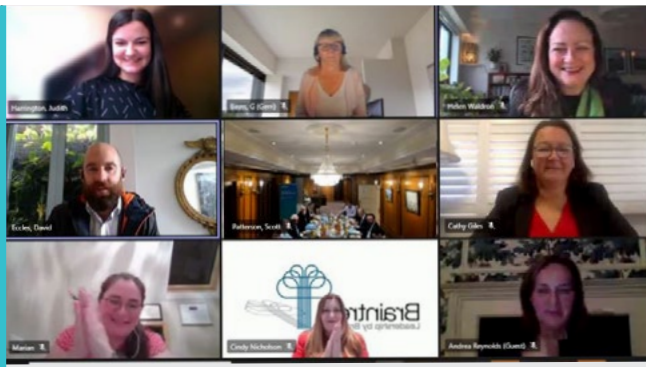


## St. Patrick's 2021 Business Events

In March 2021, while lockdown restrictions persisted at home in Ireland, we were fortunate enough to be able to organise 20 virtual and in-person events around St. Patrick's Day to celebrate Irish Business Successes within ANZ over the previous year. This series of events kicked off with the launch of the Women in Business Mentor Programme which was followed by a mixture of in-person and virtual Advisory Panels supporting the Healthcare, Construction, Agri and Energy sectors. We also hosted our Ireland Revisited events in Sydney and Melbourne, inviting people who have visited Ireland with us over the last decade to reconnect.

We also participated in #AccelerateRegtech2021 hosted by Australia's peak industry body RegTech Association, with Enterprise Ireland participating as a panelist in a Global Trade discussion and supporting 7 client companies at our Digital Expo stand. Finally to finish off the month, our Innovation Showcase took place with several of Enterprise Ireland's corporate partners across ANZ.

It was great to see such a high level of activity take place over the month despite the constraints of Covid and we were grateful to have clients join us virtually from Ireland despite travel restrictions.



## 2021 ANZ Women in Business Mentor Programme

In March 2021, EI Sydney launched the inaugural A/NZ Women in Business Mentor Programme developed in line with Enterprise Ireland's Action Plan for Women in Business. The aim of the programme is to increase the number of female-led Irish business exporting and scaling in Australian and New Zealand markets and increase the number of females in senior leadership in Irish companies with the help of an in-market mentor.

For the first edition, six Irish business leaders from a variety of sectors were paired with an Australian mentor to take part in a 16-week programme involving mentor sessions, pitching workshops, and advisory panel presentations. Participants came from a variety of sectors with goals ranging from developing leadership skills and shaping company culture, to market positioning and network building, developing leadership skills and shaping company culture, to market positioning and network building.



## Fieldays

Despite the challenges that Covid brought, New Zealand National Fieldays again took place in 2020 albeit in digital form. Ireland was again represented at the show with three Irish companies taking part in the online event. The event was a key opportunity to showcase the Irish advantage in AgriTech and we were delighted that Irish firm MagGrow took home the New Zealand Fieldays Online Award for International Innovation.

In 2021 Fieldays returned in its more traditional form in Mystery Creek. We once again hosted an Ireland stand, putting on show some of the most cutting-edge agriTech solutions. The event marked Enterprise Ireland's first in-person trade show anywhere in the world since the beginning of Covid and our 15th consecutive year in attendance at the show.



# Agribusiness & Food

Ireland is one of the world's most profitable and efficient agricultural economies globally. World-renowned for the quality of its agricultural systems and products, Ireland is today regarded as a global centre for Agritech innovation, delivering forward-thinking solutions to combat some of the industry's greatest challenges.



**€13.5bn**

Total agri-food sector  
exports in 2021



**200 years**

Ireland's farming methods are  
steeped in tradition and driven  
by over 200 years of innovation

**90%**

Portion of Irish Food and Drink  
production which is exported



**50m**

With a population  
of 5 million people,  
Ireland produces  
enough food for 50  
million

Total Irish agricultural  
area devoted to silage,  
hay and pasture

**84%**





Abbey Machinery is one of Ireland's largest and oldest agriculture engineering manufacturers. The company manufactures smart, sustainable solutions catering for the 'Total Cow'. Machinery product line includes slurry tanks, low emission slurry applicators, agitators, pasture toppers, vertical diet feeders and more for agriculture customers around the globe.

#### KEY MARKET CONTACT

##### Clodagh Cavanagh

E: [clodagh.cavanagh@abbeymachinery.com](mailto:clodagh.cavanagh@abbeymachinery.com)

W: [www.abbeymachinery.com](http://www.abbeymachinery.com)



Agri-Spread International, are an award-winning family owned and operated business with over 50 years' experience in the design and manufacture of multipurpose precision application fertiliser, lime, manure and bulk product trailed spreaders.

#### KEY MARKET CONTACT

##### Terry Reilly

E: [terry@agrispread.com](mailto:terry@agrispread.com)

W: [www.agrispread.com](http://www.agrispread.com)



Cashels is a leading international designer, manufacturer and global exporter of specialised industrial equipment. Their extensive product range includes one of the largest selection of Bale Handling equipment in the world and their renowned Fuel Handling range is approved for transporting and storing diesel, petrol, aviation fuel and AdBlue/DEF.

#### KEY MARKET CONTACT

##### Peter Cunnane

E: [pcunnane@cashels.net](mailto:pcunnane@cashels.net)

W: [www.cashels.net](http://www.cashels.net)



Dairymaster is one of the world's leading hi-tech dairy farm equipment manufacturers. Its innovative product range encompasses five key areas: Milking Equipment; Automated Feeding Systems; Manure Scrapers; Cow Health & Fertility Monitors & Milk Cooling Tanks. Technology is a big focus throughout.

#### KEY MARKET CONTACT

##### Sean Stack

E: [sstack@dairymaster.com](mailto:sstack@dairymaster.com)

W: [www.dairymaster.com](http://www.dairymaster.com)



DROMONE specialises in the design, manufacturing and marketing of agricultural tractor Pick Up Hitch technology and construction excavator Quick Coupler technology. DROMONE incorporates up to date technologies, lean systems and continues to invest in Research and Development to provide our customers with superior performing products.

#### KEY MARKET CONTACT

**Patrick Duffy**

E: Patrick.Duffy@DROMONE.IE

W: www.dromone.com



Emydex Technology is the market leading supplier of Factory Floor Data Capture, Production Reporting and Traceability software systems to leading Meat, Fish and Food Processing companies around the world.

#### KEY MARKET CONTACT

**David McMahon**

E: david@emydex.com

W: www.emydex.com



Established in 1988, HiSpec Engineering Ltd is a family owned company based in Co. Carlow, Ireland. Since the company's inception we have grown progressively and established a solid reputation throughout the agricultural industry as a manufacturer and supplier of high quality machinery. Our core activity is design, manufacturing and maintenance of high quality, innovative and reliable machinery for use throughout the agricultural industry.

#### KEY MARKET CONTACT

**Liam Hines**

E: liam.hines@gaz.co.nz

W: www.gaz.co.nz



KEENAN's innovative diet feeder technology is paving the way for farms of all sizes to become part of a circular economy as they maximise efficiency, eliminate waste, and significantly reduce emissions.

There are many environmental benefits to feed precision. Firstly, KEENAN machines maintain feed consistency, resulting in higher rates of milk and meat production while using less product. Secondly, dietary efficiency helps animals to properly digest proteins, reducing the number of nitrates and ammonia that end up in our water supply. Lastly, with KEENAN's technology and nutritional support, farmers can use locally grown crops to create their own, finely tuned feed.

#### KEY MARKET CONTACT

**Donal Blackwell**

E: [alltechaustralia@alltech.com](mailto:alltechaustralia@alltech.com)

W: [www.alltech.com](http://www.alltech.com)



MagGrow is a patented, proprietary technology that significantly reduces waste associated with conventional pesticide applications, delivering your important plant protection products where they matter the most. The MagGrow system has no moving parts, is easy to install and maintain, and can be fitted to a new or existing crop sprayer.

#### KEY MARKET CONTACT

**Geraldo Caspary**

E: [gcaspary@me.com](mailto:gcaspary@me.com)

W: [www.maggrow.com](http://www.maggrow.com)



Major Equipment (Intl) Ltd is an award-winning manufacturer of innovatively designed agricultural machinery, professional mowers and construction equipment.

#### KEY MARKET CONTACT

**Stephen Millar**

E: [smillar@alamoag.com.au](mailto:smillar@alamoag.com.au)

W: [www.major-equipment.com](http://www.major-equipment.com)



Malone was founded in the West of Ireland in 1999 and is dedicated to designing and manufacturing, innovative and reliable grass harvesting machinery. Ireland has a long history in intensive grass based farming and so is an ideal location for developing high quality grass harvesting machinery. The Malone Grassline product range is aimed at optimising the volume and quality of forage whilst reducing the cost of fuel, time and labour.

#### KEY MARKET CONTACT

**Fearghail Connolly**

E: [fearghail@malonefm.com](mailto:fearghail@malonefm.com)

W: [malonefm.com](http://malonefm.com)



Moocall specialise in the production of non-invasive technologies that seek to monitor pregnant cows, notifying the user when the animal is close to calving. Moocall is on a mission to develop products that use modern mobile technology, which integrate into agricultural life and operations seamlessly and in a cost-effective manner to improve farm productivity.

#### KEY MARKET CONTACT

**Romina Fernández**

E: [romina@moocall.com](mailto:romina@moocall.com)

W: [www.moocall.com](http://www.moocall.com)



Nutribio is an Irish cooperative specialized in the manufacture of premixtures, complementary feeds & water-soluble solutions for the animal nutrition industry. We offer a worldwide complete contract manufacturing service in order to ensure your product is in a safe pair of hands and long-term relationships are established. Let us co-innovate!

#### KEY MARKET CONTACT

**Conor Cleary**

E: [ccleary@cahg.ie](mailto:ccleary@cahg.ie)

W: [www.nutribio.ie](http://www.nutribio.ie)



SAMCO is an award winning innovative Agricultural company founded in 1997 by Managing Director Samuel J. Shine. SAMCO was initially established to design and manufacture the SAMCO 3 in 1 machine which sows seed, sprays the soil with pre-emergence herbicide, and lays a thin layer of Biodegradable Plastic Film over the seed bed. This operation protects the young plants from late frost, increases the soil temperature and thereby maximises Maize yield per hectare.

#### KEY MARKET CONTACT

**Sam Shine**

E: [sshine@samco.ie](mailto:sshine@samco.ie)

W: [www.samco.ie](http://www.samco.ie)

# Equine

The Irish racing and bloodstock industries are integral components of the Irish economy. Ireland has an international reputation for breeding some of the most exceptional thoroughbred horses in the world. Now more than ever, Ireland is seen as a premier source of cutting-edge veterinary solutions and products to support elite performance in all aspects of the equine industry. Irish companies are having a strong impact on the industry and have been critical to the success achieved by horse owners, trainers and breeders in Ireland, Australia and around the world.



**\$1.3bn**

Total Value of the  
Irish equine Industry



**140,000**

Ireland's estimated  
Sport Horse  
Population



**3rd**

Ireland is the third largest  
producer of thoroughbred  
horses in the world



**15,000**

Total number of active  
breeders in Ireland



**\$450m**

Value of Irish-foaled  
exported horses sold  
through auction



Equilume, head quartered at the heart of the Irish Equine Industry in County Kildare, is a world leader in the research and development of light therapy solutions to assist the global horse industry in maximizing reproductive efficiency and performance.

#### KEY MARKET CONTACT

**Amandine Lee-Warner**

E: [amandine@equilume.com](mailto:amandine@equilume.com)

W: [www.equilume.com](http://www.equilume.com)



Founded with a small team in Dundalk in 1985, Horseware have grown to become the world's most trusted producer of horse rugs. Horseware are constantly striving to produce the best and have grown into a leading manufacturer of clothing for horses and riders.

#### KEY MARKET CONTACT

**Sarah Jane**

E: [sarah.jane@leaderequine.com.au](mailto:sarah.jane@leaderequine.com.au)

W: [www.horseware.com](http://www.horseware.com)



Nortev Ltd is a Veterinary Medical Device company based in Galway, on the west coast of Ireland. Nortev are world leaders in veterinary aerosol therapy, with their award winning and innovative Flexineb Equine nebulizer clinically proven at the highest academic level.

#### KEY MARKET CONTACT

**Catherine Trindall**

E: [catherine@trindallequestrian.com](mailto:catherine@trindallequestrian.com)

W: [www.trindallequestrian.com](http://www.trindallequestrian.com)



Plusvital is a world-leading Irish Equine Science company that is at the forefront of developing cutting-edge genetic tests and scientifically-based supplements for the equine sector with a presence in 30 countries.

#### KEY MARKET CONTACT

**Ciara Watt**

E: [ciara.watt@plusvital.com](mailto:ciara.watt@plusvital.com)

W: [www.plusvital.com](http://www.plusvital.com)





Produced at their modern manufacturing facility close to the Curragh of Kildare, home of Irish Thoroughbred Racing, TRM are a world-renowned manufacturer of Nutritional Feed Supplements aimed at performance horses.

#### KEY MARKET CONTACT

**Sarah Jane Colhoun**

E: [sarah.jane@leaderequine.com.au](mailto:sarah.jane@leaderequine.com.au)

W: [www.trmsupplements.com.au](http://www.trmsupplements.com.au)

# Construction & Engineering

Irish construction services and engineering companies are at the forefront of innovative change, introducing the latest technological advancements and pioneering modern work practices. From design to engineering and electrical services, Irish companies have an unequalled reputation for delivering large, complex projects internationally



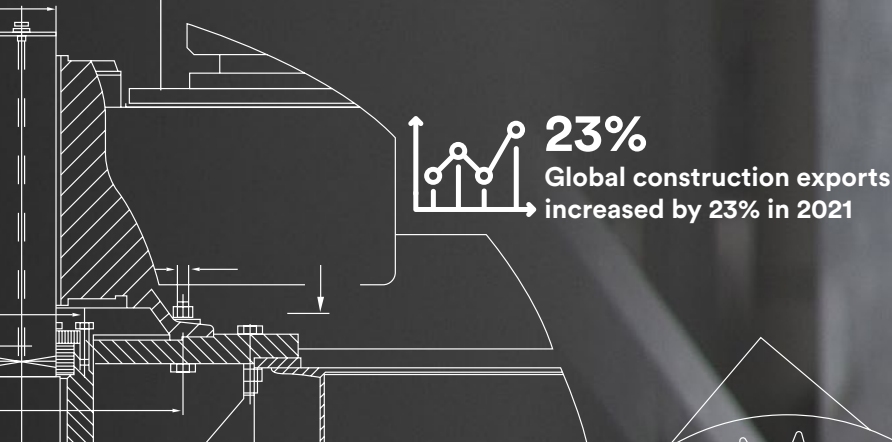
**40%**

Approximately 40% of global data is held in Ireland thanks to our growing data center capability



**23%**

Global construction exports increased by 23% in 2021





**24%**

Dublin has 24% of  
the entire EU's data  
centre market

**1st**

Ireland ranked 1st for  
labour productivity



Through a combination of organic growth and strategic acquisitions, AMCS Group is now the world leader in the development and supply of industry-specific software to the waste management and recycling industry and entities operating in the Circular Economy.

#### KEY MARKET CONTACT

##### **Michael Bates**

E: [michael.bates@amcsgroup.com](mailto:michael.bates@amcsgroup.com)

W: [www.amcsgroup.com](http://www.amcsgroup.com)



Combilift is a specialist forklift & straddle carrier manufacturer producing a wide range of customised handling solutions. The company's pioneering product range includes multi-directional, articulated and pedestrian forklifts as well as straddle.

#### KEY MARKET CONTACT

##### **Chris Littlewood**

E: [chris.littlewood@combilift.com](mailto:chris.littlewood@combilift.com)

W: [www.combilift.com](http://www.combilift.com)



Dexgreen is dedicated to the design, manufacture and support of innovative telecom solutions. Their complete solutions and high-quality products enable our customers to innovate, streamline and improve their telecom infrastructure to reduce faults, increase performance and minimize costs.

#### KEY MARKET CONTACT

##### **Chris Horgan**

E: [chris.horgan@dexgreen.com](mailto:chris.horgan@dexgreen.com)

W: [www.dexgreen.com](http://www.dexgreen.com)



Dortek are the World's leading supplier of hygienic door and window solutions. Our products feature in the facilities of many of the planet's most prominent life-science, biopharma, healthcare, leisure and F&B companies. For more than 50 years Dortek have offered reliable and high quality solutions from their five global bases.

#### KEY MARKET CONTACT

##### **Simon White**

E: [simon.white@dortek.com](mailto:simon.white@dortek.com)

W: [www.dortek.com](http://www.dortek.com)



Ei Electronics is an acknowledged global leader in the design and manufacture of Fire and CO detection products for the residential sector. Throughout its 30 years history Ei Electronics has been at the forefront in product innovation, its worldwide customer base is a testament to its commitment to quality, delivery and customer service.

#### KEY MARKET CONTACT

**Brooks Australia PTY**

E: [marketing@brooks.com.au](mailto:marketing@brooks.com.au)

W: [www.eielectronics.com](http://www.eielectronics.com)



Evercam provides the latest technology in project management & time-lapse cameras designed to document project completion, improve communications and boost productivity. We record in full 4K video, so that in the event of a dispute or health and safety incident on site, you will be provided with the footage you need. Our software uses AI and BIM Integration to give users data on site progress to be shared across teams.

#### KEY MARKET CONTACT

**Jonathan Anders**

E: [jonathan.anders@evercam.io](mailto:jonathan.anders@evercam.io)

W: [www.evercam.com.au](http://www.evercam.com.au)



GM Steel's field of expertise is in the manufacture of equipment for the red meat industry, providing a comprehensive range of material handling solutions for abattoirs in Ireland and Internationally.

#### KEY MARKET CONTACT

**Gerard Muckian**

E: [gerard@gmsteel.com](mailto:gerard@gmsteel.com)

W: [www.gmsteel.com](http://www.gmsteel.com)



Kingspan is a global leader in high performance insulation, building fabric, and solar integrated building envelopes. Kingspan deliver high efficiency, low cost & low carbon sustainable building solutions to their customers across a broad range of market sectors.

#### KEY MARKET CONTACT

**Jonathan Wormwell**

E: [Jonathan.Wormwell@Kingspan.com](mailto:Jonathan.Wormwell@Kingspan.com)

W: [www.kingspan.com](http://www.kingspan.com)



The LED Group manufactures and distributes a range of energy saving light fittings and accessories under the ROBUS brand, which has become synonymous with innovation, quality and value for money.

#### KEY MARKET CONTACT

**Niel De Jager**

E: [ndejager@robus.com](mailto:ndejager@robus.com)

W: [www.robus.com.au](http://www.robus.com.au)



Linesight has been providing professional consultancy services, management support and strategic advice to the global construction industry since 1974. Linesight deliver project success through strategic planning and stringent controls, ensuring value for money at every stage of the development process.

#### KEY MARKET CONTACT

**John Carleton**

E: [john.carleton@linesight.com](mailto:john.carleton@linesight.com)

W: [www.linesight.com](http://www.linesight.com)



LiveCosts was founded by a builder, a carpenter, a project manager and a software engineer who have all built multiple, successful companies. Their frustration with the lack of simple software options available for builders, subcontractors and other small to medium sized businesses operating in the construction sector worldwide led to the development of their solution. They believe Excel and spreadsheets have their place in today's business world, but in a world of machine learning, OCR, process automation and system integration, Excel and spreadsheets are no longer an efficient and effective method to manage a company's project finances.

#### KEY MARKET CONTACT

**Ciaran Brennan**

E: [ciaran@livecosts.com](mailto:ciaran@livecosts.com)

W: [www.livecosts.com](http://www.livecosts.com)



#### **RELIABLE, EFFICIENT, INNOVATIVE WASTE BALERS**

Our world view is simple: manage our waste better, make our world better. That's why we've dedicated the last two decades to innovating and engineering the most reliable and efficient waste balers available, so we can help our customers better manage their waste compaction, disposal and recycling.

#### **KEY MARKET CONTACT**

##### **Michael Murphy**

E: [michael@smartwaste.net.au](mailto:michael@smartwaste.net.au)

W: [www.lsmltd.com/](http://www.lsmltd.com/)

### **MOOVMOR**

Since 1986 we have been committed to designing, manufacturing and delivery of robust, long lasting waste reduction equipment. World renowned for our high quality Balers and Compactors manufactured to the highest standards of Safety & Quality. Moovmor advisors can assist you through each stage of the selection process ensuring that your business has the correct solution. Our design team ensures that each baler and compactor is built to suit your exact requirements. Each baler and compactor is expertly created by our production team of fabricators, painters, electricians, hydraulic engineers and technicians.

#### **KEY MARKET CONTACT**

##### **Orla Anderson**

E: [sales@moovmor.com](mailto:sales@moovmor.com)

W: [www.moovmor.com/](http://www.moovmor.com/)



Founded in 2005 in Cork, Ireland. Nualight offer high performance lighting solutions for the world's leading grocery retailers, refrigeration display case manufacturers and industrial sectors. We empower our customers to fulfil their own visions and create inspiring spaces.

#### **KEY MARKET CONTACT**

##### **Peter Mazalon**

E: [pmazon@nualight.com](mailto:pmazon@nualight.com)

W: [www.nualight.com](http://www.nualight.com)



Taoglas is the world's leading provider of next-generation IoT solutions, combining the latest in high-performance RF antenna with advanced positioning, imaging, audio and artificial intelligence technologies for companies with unique IoT challenges.

#### **KEY MARKET CONTACT**

##### **Rebecca Slevin**

E: [rslevin@taoglas.com](mailto:rslevin@taoglas.com)

W: [www.taoglas.com](http://www.taoglas.com)





A world without landfill! Turmec, world leaders in recycling solutions, is determined to lead the way in reducing waste diversion from landfills, and our plants have diverted over 45 million tonnes of waste away from landfills across the world to date.

#### KEY MARKET CONTACT

**Brian Thornton**

E: [brian.thornton@turmec.com](mailto:brian.thornton@turmec.com)

W: [www.turmec.com](http://www.turmec.com)



Zutec develops and markets cloud-based software solutions, primarily directed to companies within the building and construction industry. Focused on increasing productivity and cost efficiency, Zutec provides solutions within project management, data and document collaboration tools, data enriched 3D-models, defect management, project handover and the operations and maintenance of buildings.

#### KEY MARKET CONTACT

**Annmaree Carmichael**

E: [annmaree.carmichael@zutec.com](mailto:annmaree.carmichael@zutec.com)

W: [www.zutec.com](http://www.zutec.com)

# Energy

The Energy/CleanTech sector is seen as a growth sector in Ireland, with domestic companies possessing diverse capabilities across many energy verticals. Ireland has experienced a rapid period of renewable transition, efficiency adoption and grid transformation in recent years, spawning advanced engineering, technological and innovative abilities. Many Irish energy companies now service global markets with leading green energy solutions, including the US, Europe and Asia Pacific..

**240**

Over 240 companies developing innovation across energy efficiency, renewable energy, waste & water.



**5,900**

Ireland's  
Cleantech sector  
is employing over  
5,900 people







Crowley Carbon has become the foremost multi-disciplinary Energy Services Company in Ireland. The company design and implement solutions tailored to each client that examine existing processes and equipment to improve energy efficiency, and recover waste heat.

#### KEY MARKET CONTACT

**Sam Fairley**

E: [sam.fairley@crowleycarbon.com](mailto:sam.fairley@crowleycarbon.com)

W: [www.crowleycarbon.com.au](http://www.crowleycarbon.com.au)



We are a worldwide leader company in energy management that helps C&I customers better manage their energy usage and help customers participate in grid service by Demand side response, behind the meter batteries, V2G and generation. We are currently present in Ireland, UK, USA, Japan and Australia.

#### KEY MARKET CONTACT

**Stephanie Bashir**

E: [stephanie.bashir@gridbeyond.com](mailto:stephanie.bashir@gridbeyond.com)

W: [www.gridbeyond.com](http://www.gridbeyond.com)



Hanley Energy is a globally recognised, award-winning innovator specialising in the design, supply, installation and support of customised energy and critical power management solutions for a diverse range of business sectors.

#### KEY MARKET CONTACT

**Mary Ramsay**

E: [mary.ramsay@hanleyenergy.com](mailto:mary.ramsay@hanleyenergy.com)

W: [www.hanleyenergy.com](http://www.hanleyenergy.com)



Focused on flexible power and energy assets, Lumcloon Energy was founded to design, develop and deploy solutions onto power systems which will enable a secure and sustainable supply of electricity. Lumcloon Energy has developed Ireland's largest portfolio of Battery Energy Storage Systems.

#### KEY MARKET CONTACT

**Jake Bracken**

E: [jake.bracken@lumcloonenergy.com](mailto:jake.bracken@lumcloonenergy.com)

W: [www.lumcloonenergy.com](http://www.lumcloonenergy.com)

# VIOTAS

VIOTAS Australia is a leading provider of Demand Response Technologies and Services specialising in Frequency Response. They deploy the latest technologies to deliver additional revenue directly to commercial and industrial electricity consumers' bottom line.

## KEY MARKET CONTACT

### **Michael Zammit**

E: [michael.zammit@viotas.com](mailto:michael.zammit@viotas.com)

W: [www.viotas.com](http://www.viotas.com)

# XOCEAN

Ocean data, **delivered.**

Using Uncrewed Surface Vessels (USVs), XOCEAN provides turnkey data collection services to surveyors, companies and agencies. From mapping the seabed to environmental monitoring, our platform offers a safe, economic and carbon neutral solution to collecting ocean data.

## KEY MARKET CONTACT

### **Andrea Phillips**

E: [andrea.phillips@xocean.com](mailto:andrea.phillips@xocean.com)

W: [www.xocean.com](http://www.xocean.com)

# Fintech

Ireland's unique ecosystem has led to the development of a world-leading fintech sector, housing over 250 of the world's principal financial services firms. As a global technology and financial services hub, Ireland is perfectly placed to produce a world-class crop of innovative fintech leaders.



**200**  
companies

Enterprise Ireland  
currently supports over  
200 Innovative Irish  
fintech companies



**6**  
Irish Fintech

Companies are  
on the global  
Regtech 100 list



**26**

The number of Irish Fintechs  
actively looking to APAC as a  
potential export market



**40%**

Over 40% of global  
hedge fund assets are  
serviced in Ireland



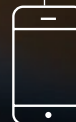
**2nd**

Ireland is the world's  
second largest  
software exporter



**20%**

Global fintech  
exports grew by  
2% in 2020



Enterprise Ireland is the  
world's largest fintech  
investor by deal count





Aryza is a pioneering technology company, we work with our customers and partners to create and deliver solutions that improve the financial health and lives of the millions of people that engage with our products every day. Our mission is to transform the financial relationship businesses have with their customers.

#### KEY MARKET CONTACT

**Ariel Timothy**

E: [ariel.timothy@aryza.com](mailto:ariel.timothy@aryza.com)

W: [www.aryza.com](http://www.aryza.com)



Dimply is an Irish Engagement and Experience platform for global financial services. Licensing infrastructure and intelligence to power healthy 21st-century financial relationships, Dimply builds the bridge between financial businesses and individual customers. Giving organisations agile infrastructure, intelligence and control, and providing their customers with engaging pathways to meaningful financial planning.

#### KEY MARKET CONTACT

**Alan Quinlan**

E: [alan.quinlan@dimply.ai](mailto:alan.quinlan@dimply.ai)

W: [www.dimply.ai](http://www.dimply.ai)



Fenergo is the global leader of Client Lifecycle Management software solutions for Financial Service firms. Fenergo CLM delivers a fully digital end-to-end client journey from initial onboarding to ongoing lifecycle events covering all client types from Institutional Banking, Commercial and Retail Banking to Asset Management and Wealth. Their solution helps manage end to end regulatory lifecycle events covering Entity Data Management, AML/ KYC, Tax, OTC Derivative Reform, Investor Protection, ESG, Risk Rating and Privacy.

#### KEY MARKET CONTACT

**Eoin Keating**

E: [eoin.keating@fenergo.com](mailto:eoin.keating@fenergo.com)

W: [www.fenergo.com](http://www.fenergo.com)



FEXCO is Ireland's most successful multinational payments, financial and business solutions provider, with operations in 29 countries worldwide. Fexco enables customers, companies and economies to unlock their potential in financial transaction services and business solutions.

#### KEY MARKET CONTACT

**Jonathan Lambert Porter**

E: [JLPorter@fexco.com](mailto:JLPorter@fexco.com)

W: [www.fexco.com](http://www.fexco.com)



FINEOS is a leading provider of core systems for life, accident and health insurance. They enable their customers to move from outdated legacy administration systems to their modern customer-centric core product-suite – FINEOS AdminSuite - a comprehensive, flexible and agile suite, it includes absence, billing, claims, payments, policy and provider.

#### KEY MARKET CONTACT

**Anthony Meogrossi**

E: [Anthony.Meogrossi@FINEOS.com](mailto:Anthony.Meogrossi@FINEOS.com)

W: [www.fineos.com](http://www.fineos.com)



Fund Recs develops cloud-based reconciliation software for the global Funds Industry, replacing outdated enterprise software with Software-as-a-Service (SaaS). Fund Recs simplifies complex reconciliation and data transformation processes reducing the time to complete reconciliations by up to 90%. Fund Recs reduces operational costs by delivering automation for the Funds Industry.

#### KEY MARKET CONTACT

**Mark Lacana**

E: [mark@fundrecs.com](mailto:mark@fundrecs.com)

W: [www.FundRecs.com](http://www.FundRecs.com)



Know Your Customer is a global RegTech company specialised in next generation digital onboarding solutions for the financial sector. By providing a single source of truth, Know Your Customer enables clients to reduce AML risk, streamline processes through agile automation, improve data accuracy through live connections to company registries, and comply with local regulations across multiple jurisdictions.

#### KEY MARKET CONTACT

**Jamie Anderson**

E: [janderson@knowyourcustomer.com](mailto:janderson@knowyourcustomer.com)

W: [knowyourcustomer.com](http://knowyourcustomer.com)



MCO provides compliance management software that enables companies around the world to reduce their risk of misconduct. The MyComplianceOffice platform lets compliance professionals demonstrate they are proactively managing the regulated transactions for the firm, the activities of employees, third-parties, and other external entities that the client engages with.

#### KEY MARKET CONTACT

**Kelly-Ann McHugh**

E: [Kelly-Ann.McHugh@mycomplianceoffice.com](mailto:Kelly-Ann.McHugh@mycomplianceoffice.com)

W: [mco.mycomplianceoffice.com](http://mco.mycomplianceoffice.com)



Prommt is a powerful payment request platform with the potential to completely eliminate risky and time-consuming offline payments. With its unique blend of messaging and instant online payment, Prommt helps clients to maximise revenue, minimise risk, reduce costs, and get paid faster, all with a premium user experience.

#### KEY MARKET CONTACT

**Donal McGuinness**

E: donal.mcguinness@prommt.com

W: www.prommt.com



Swoop is a Digital Marketplace which provides SMEs, brokers and advisors access to a broad ecosystem of financing solutions from debt, equity, grants, banking, insurance and utilities products..

#### KEY MARKET CONTACT

**Scott Weddle**

E: scott@swoopfunding.com.au

W: www.swoopfunding.com



TransferMate is a globally regulated, B2B payments technology, which greatly improves the international payments process for banks, businesses and software providers.

#### KEY MARKET CONTACT

**Balwinder Singh**

E: bsingh@transfermate.com

W: www.transfermate.com



Trustap is a secure transaction platform that completely protects you from being scammed when you want to buy or sell with someone you don't know. Founded in Cork, Ireland in 2017, Trustap is growing quickly, with offices in Ireland, the UK, Croatia and the US.

#### KEY MARKET CONTACT

**Mark Boylan**

E: mark@trustap.com

W: www.trustap.com



Unitek is one of Ireland's fastest growing Fintechs. Their innovative no-code Automation Experience Platform enables financial service organisations to quickly build powerful AI workflows to process applications, integrate systems, automate data input, digitise new customer onboarding, and skyrocket efficiency — without touching a line of code.

#### KEY MARKET CONTACT

**Martin Brown**

E: [martin.brown@unitek.ai](mailto:martin.brown@unitek.ai)

W: [www.unitek.ai](http://www.unitek.ai)

# Digital Technology & Services

Ireland is poised as a world leading technology hub spawning the latest in innovative technological solutions. Home to global technology leaders, electronics companies and research institutes, Ireland's tightly knit ecosystem enables Digital Tech providers to develop solutions that collect and transform data into real value.



**9 of the top 10**

Global software companies have their European headquarters in Ireland



**€35 billion**

Vibrant cluster of over 1,000 Digital Tech companies generating €35 billion in exports annually



**Hub**

Global hub for employers in technology, biopharma and financial services has cultivated an excellent talent management sector





## Digitech



Brightflag's A.I.-powered legal spend management software enables top in-house legal teams to understand and confidently manage millions in external spend. Customers in Australia and New Zealand include QBE, QIC, Telstra, Optus, and the Australian Government Attorney-General's Department.

### KEY MARKET CONTACT

#### Alex Kelly

E: [alex.kelly@brightflag.com](mailto:alex.kelly@brightflag.com)  
W: [www.brightflag.com](http://www.brightflag.com)



Daon is an innovator in developing and deploying biometric authentication and identity assurance solutions worldwide. Daon has pioneered methods for securely and conveniently combining biometric and identity capabilities across multiple channels with large-scale deployments that span payments verification, digital banking, wealth, insurance, telcos, and securing borders and critical infrastructure.

### KEY MARKET CONTACT

#### Craig Katz

E: [craig.katz@daon.com](mailto:craig.katz@daon.com)  
W: [www.daon.com](http://www.daon.com)



Eppione is a fully integrated cloud-based HR & Employee Benefits software solution that makes the day-to-day management and motivation of employees easy and hassle-free, saving you time, energy and money.

### KEY MARKET CONTACT

#### David Kindlon

E: [david.kindlon@eppione.com](mailto:david.kindlon@eppione.com)  
W: [www.eppione.com](http://www.eppione.com)



KelTech IoT provides smart solutions for the communications infrastructure and property technology market. A global organisation, with unparalleled experience, we partner with clients to support the development and delivery of innovative communication networks and digital services. Keltech' Dual Distributed Network (DDN) solution was awarded 2021 global winner of the Free Electrons Program.

### KEY MARKET CONTACT

#### Brendan Foley

E: [Brendan.foley@keltechiot.com](mailto:Brendan.foley@keltechiot.com)  
W: [www.keltechiot.com](http://www.keltechiot.com)





Nutritics is the leading provider of food data management and automation software to the food industry and healthcare sector globally. Their user-friendly software allows for ease of compliance with food law, optimal recipe & menu management, food labelling & ordering and facilitates a direct link of food information between suppliers, operators and customers.

#### KEY MARKET CONTACT

**Rory Travis**

E: [rory@nutritics.com](mailto:rory@nutritics.com)

W: [www.nutritics.com](http://www.nutritics.com)



RentalMatics is a proven mobility Telematics platform, Founded by industry experts and technology innovators specifically for rental and mobility Industry Rentalmatics allows car rental companies manage and track their global fleet in real-time. RentalMatics combines in-car telemetry with proprietary algorithms which are specifically designed for the car rental industry and generate proven returns.

#### KEY MARKET CONTACT

**Matilda Walsh**

E: [matilda.walsh@rentalmatics.com](mailto:matilda.walsh@rentalmatics.com)

W: [www.rentalmatics.com/](http://www.rentalmatics.com/)



Solgari is a leading Microsoft ISV, and provides the All-Channel Cloud Communications solution for Dynamics 365 Business Applications customers. The solution is used globally, and provides e.g. voice, video, messaging, chat, and social media channels.

#### KEY MARKET CONTACT

**Sue Bridger**

E: [sue.bridger@solgari.com](mailto:sue.bridger@solgari.com)

W: [www.solgari.com](http://www.solgari.com)



Swrve is the only true enterprise-grade marketing and customer engagement platform that helps the world's leading brands confidently scale communications over millions of customers, and delivers dynamic data and AI driven interactions that are optimized for relevance in real time.

#### KEY MARKET CONTACT

**S Barathan**

E: [barathan.s@swrve.com](mailto:barathan.s@swrve.com)

W: [www.swrve.com](http://www.swrve.com)



Work management redefined, focusing on the work that matters. Teamwork is a work and project management tool that helps teams improve collaboration, visibility, accountability and ultimately results.

#### KEY MARKET CONTACT

##### Pat Murphy

E: [pat@teamwork.com](mailto:pat@teamwork.com)

W: [www.teamwork.com](http://www.teamwork.com)



TitanHQ is an award-winning web filtering, email filtering and email archiving SaaS business. In operation since 1999, TitanHQ has a deep understanding of the complex security threats facing organisations today. We protect 7,500 businesses worldwide and work daily with over 1,500 MSPs. We protect organisations from malware, ransomware, phishing and other cyber threats.

#### KEY MARKET CONTACT

##### Conor Madden

E: [cmadden@titanhq.com](mailto:cmadden@titanhq.com)

W: [www.titanhq.com](http://www.titanhq.com)



Founded in 2008, Visible Thread specialise in the production of AI software that serves to manage clear & consistent communications & language. Visible Thread's solutions drive clear communications across all business and organisation functions.

#### KEY MARKET CONTACT

##### Brian O'Doherty

E: [brian.odoherty@visiblethread.com](mailto:brian.odoherty@visiblethread.com)

W: [www.visiblethread.com](http://www.visiblethread.com)



Workvivo is a new breed of employee communication platform designed to build natural, meaningful connections in teams while helping companies reach and engage their employees in ways that traditional tools simply can't. The result is a communications experience that employees actually want to use, and a powerful way for businesses to align employees to company goals and cultural values.

#### KEY MARKET CONTACT

E: [sales@workvivo.com](mailto:sales@workvivo.com)

W: [www.workvivo.com](http://www.workvivo.com)



Zarion simplifies and transforms work by leveraging Automation and Intelligence to deliver the right work to the right person at the right time, helping the business to improve productivity, agility and decision making.

#### KEY MARKET CONTACT

**Gerry O'Connor**

E: [goconnor@zarion.com](mailto:goconnor@zarion.com)

W: [www.zarion.com](http://www.zarion.com)



With over 20 years experience, Dotser is an award-winning software integration, software development and website development company. Specialising in mobile-first cloud based web applications for the agritech, tools, machinery and event sectors - for example SuperShow - the fastest growing agricultural shows event management platform in Australia (see [www.supershow.io](http://www.supershow.io)).

#### KEY MARKET CONTACT

**Loughnan Hooper**

E: [loughnan@dotser.ie](mailto:loughnan@dotser.ie)

W: [www.dotser.ie](http://www.dotser.ie)

## EdTech/HR



Akari Software's Curriculum Solutions Suite provides comprehensive, easy-to-use online Curriculum Management Software for managing the design, delivery, publication, cost-effectiveness and quality of education courses throughout all stages of the curriculum lifecycle.

#### KEY MARKET CONTACT

**John O'Donnell**

E: [jodonnell@akarisoftware.com](mailto:jodonnell@akarisoftware.com)

W: [www.akarisoftware.com](http://www.akarisoftware.com)



Based in Dublin, The CX Academy set the standard for Customer Experience (CX) certification and qualifications globally. Through our accredited online courses we provide CX training and certification from foundation to Professional Diploma level. We are delighted to work with both individuals progressing their careers and corporate clients.

#### KEY MARKET CONTACT

**Julian Douglas**

E: [julian@thecxacademy.org](mailto:julian@thecxacademy.org)

W: [www.thecxacademy.org](http://www.thecxacademy.org)



ESI helps employers globally to fix their sales talent & skills shortage - online. The ESI solution includes a work-based digital learning and certification solution that develops the skills employers want – but cannot find – in their salespeople today. All delivered online and on-demand 24/7 and proven to be uniquely effective to deliver business impact.

#### KEY MARKET CONTACT

**Gopikrishnan Ramesh (Gopi)**

E: [gramesh@esinstitute.com](mailto:gramesh@esinstitute.com)

W: [www.esinstitute.com/](http://www.esinstitute.com/)



Intuition is a leading global knowledge solutions company. For over 30 years, they have been helping clients to optimize their knowledge capital. This is achieved through the provision of online courses, knowledge services, blended learning solutions and knowledge management technologies.

#### KEY MARKET CONTACT

**Lachlan Robertson**

E: [LRobertson@intuition.com](mailto:LRobertson@intuition.com)

W: [www.intuition.com](http://www.intuition.com)



Learnosity is the global leader in assessment solutions. Serving over 700 customers and more than 40 million learners, our mission is to advance education and learning worldwide with best-in-class technology. Our APIs make it easy for modern learning platforms to quickly launch fully-featured products, scale on-demand, and always meet fast-evolving market needs. Questionmark, our end-to-end enterprise-grade assessment platform, works with corporations and governments to unlock their potential by delivering assessments which are valid, reliable, fair and defensible.

#### KEY MARKET CONTACT

**Gavin Cooney**

E: [gavin.cooney@learnosity.com](mailto:gavin.cooney@learnosity.com)

W: [www.learnosity.com](http://www.learnosity.com)



LearnUpon offers a cloud-based Learning Management System that helps businesses to train their employees, partners, and customers driven by designing and developing a platform that is quick to set up, easy-to-use, and backed up by 24/7 customer support. LearnUpon's LMS is helping businesses around the world unlock learning as their number one competitive advantage.

#### KEY MARKET CONTACT

**Sebastian Pain**

E: [sebastian.pain@learnupon.com](mailto:sebastian.pain@learnupon.com)

W: [www.learnupon.com](http://www.learnupon.com)



Prodigy Learning is an award-winning EdTech business, providing digital skills certifications, learning solutions and professional development for Adobe, Autodesk, Microsoft and other technologies.

#### KEY MARKET CONTACT

##### **Andrew Flood**

E: [andrew.flood@outlook.com](mailto:andrew.flood@outlook.com)

W: [www.prodigylearning.com](http://www.prodigylearning.com)



I Am Here is an evidence-based workplace mental health initiative that trains people to become 'Mental Wellness Ambassadors' and signpost existing support services in their workplace or community. I Am Here is positively disrupting workplace culture, measurably improving help seeking and help offering behaviors in the workplace.

#### KEY MARKET CONTACT

##### **Jim Breen**

E: [jim.breen@pulselearning.com](mailto:jim.breen@pulselearning.com)

W: [www.iamheretribe.com](http://www.iamheretribe.com)



Terminalfour provides a suite of Higher Education focused cloud solutions that help improve the student experience and institutional efficiency in a digital world. They work with over 230 Universities and Colleges worldwide, helping them drive student recruitment, retain students, and more recently modernise their exams and assessments.

#### KEY MARKET CONTACT

##### **Robert Pauly**

E: [robert.pauly@terminalfour.com](mailto:robert.pauly@terminalfour.com)

W: [www.terminalfour.com](http://www.terminalfour.com)



Trusted by the world's leading organizations, including 65 percent of the Fortune 500, Skillsoft is the global leader in eLearning, providing the most engaging learner experience and high-quality content.

#### KEY MARKET CONTACT

##### **Rosie Cairnes**

E: [rosie\\_cairnes@skillsoft.com](mailto:rosie_cairnes@skillsoft.com)

W: [www.skillsoft.com](http://www.skillsoft.com)

## Sector-Specific



### Sector: Recruitment/Staffing

Allsorter is a data science company passionate about transforming business processes through innovation and delivering digital transformation projects globally. The company provide a CV formatting platform for recruiters and HR professionals offering varying SaaS account subscriptions tailored to your business needs.

#### KEY MARKET CONTACT

##### Declan Murphy

E: [dmurphy@allsorter.com](mailto:dmurphy@allsorter.com)

W: [www.allsorter.com](http://www.allsorter.com)



### Sector: Legal

Bundledocs is cloud-first document bundling, delivery and collaboration software used by governments, legal and professional services to help automate time consuming activities, cut costs and maximise in-house efficiencies. We partner with the industry's largest technology providers to deliver a fully integrated document workflow to our global client base.

#### KEY MARKET CONTACT

##### Nick Goldrick

E: [nick.goldrick@bundledocs.com](mailto:nick.goldrick@bundledocs.com)

W: [www.bundledocs.com](http://www.bundledocs.com)



### Sector: Travel

CarTrawler is the Irish technology company behind one of the most widely global online marketplaces in the world, specialising in car rental and ground transport solutions for all types of travel businesses including airlines, online travel agents, and hotel groups.

#### KEY MARKET CONTACT

##### Daniel Buckley

E: [dbuckley@cartrawler.com](mailto:dbuckley@cartrawler.com)

W: [www.cartrawler.com](http://www.cartrawler.com)



### Sector: Retail

The world's leading retailers trust and rely on Everseen's Visual AI™ solutions to improve their bottom line and deliver a better customer experience. Our AI-powered computer vision platform transforms how businesses see and solve their most costly problems. Since 2007 we've been delivering extraordinary value to our customers at scale - radically reducing shrink, streamlining critical end-to-end processes, and shaping great experiences from front to back of store.

#### KEY MARKET CONTACT

##### Chris Taylor

E: [Chris.Taylor@everseen.com](mailto:Chris.Taylor@everseen.com)

W: [www.everseen.com](http://www.everseen.com)



#### **Sector: Gym/Fitness Centres**

Founded in 2014, glofox is the gym management software empowering fitness entrepreneurs to be successful and improve the health and wellbeing of their members. Powering 4000+ fitness businesses, glofox allows fitness entrepreneurs to innovate faster than the competition, deliver exceptional member experiences, and unlock opportunities anywhere in the world.

#### **KEY MARKET CONTACT**

##### **Tim Skarratt**

E: [t.skarratt@glofox.com](mailto:t.skarratt@glofox.com)  
W: [www.glofox.com](http://www.glofox.com)



#### **Sector: Taxi Services**

iCabbi powers over 70,000 taxis around the world with its market leading cloud dispatch technology which enables taxi companies to process and manage more bookings more efficiently.

#### **KEY MARKET CONTACT**

##### **Niall Prenty**

E: [niall.prenty@icabbi.com](mailto:niall.prenty@icabbi.com)  
W: [www.icabbi.com](http://www.icabbi.com)



#### **Sector: Legal**

Keyhouse provide intuitive practice management software to small and medium legal practices. Keyhouse practice management system is the most advanced legal practice software in the industry. Combined with Keyhouse maximises effectiveness and make your firm to run as efficiently and as smoothly as the bigger firms around the world.

#### **KEY MARKET CONTACT**

##### **Aisling Hammond**

E: [ahammond@keyhouse.ie](mailto:ahammond@keyhouse.ie)  
W: [keyhouse.ie](http://keyhouse.ie)



# Medtech & Digital Health

With a proven reputation as a global medtech hub, Ireland is injecting new life into the global medtech industry with inspiring ideas, cutting edge innovation, and products and services that allow us to do the seemingly impossible. It's a uniquely collaborative and integrated ecosystem of industry, academia, government-supported research centres, and clinical capability, all working together to deliver global innovation to the highest standards.



**9 of the top 10**

Home to 9 of the  
world's top 10  
medtech businesses



**€13 billion**

Irish Medtech  
exports are worth  
over €13bn annually.



**200+**

200+ Irish-owned medtech  
companies based in Ireland



**80%**

80% of cardiovascular  
stents used worldwide  
are made in Ireland.



## Top 5

One of the world's  
top 5 global  
medtech hubs



Europe's greatest per  
capita employer of  
Medtech professionals

4th

Ireland: #4 in the  
2021 World Index of  
Healthcare Innovation

# Aerogen®

Pioneering Aerosol Drug Delivery

Aerogen is synonymous with the effective treatment of respiratory illness among patient groups of all ages playing a critical role in emergency departments and intensive care. The company has grown to become the global leader in the design, manufacture and commercialisation of high-performance aerosol drug delivery systems.

## KEY MARKET CONTACT

E: [info@aerogen.com](mailto:info@aerogen.com)  
W: [www.aerogen.com](http://www.aerogen.com)



Aspirico provides technology solutions for health, aged and disability care settings as a means of challenging traditional methods of lifecycle care planning and bringing funding, support plans, goals and other into the paperless, digital age.

## KEY MARKET CONTACT

**Thomas Due**  
E: [tdue@aspirico.com](mailto:tdue@aspirico.com)  
W: [www.aspirico.com](http://www.aspirico.com)

# Frankie

Frankie is a data-driven mental health guide that prevents burnout in modern teams. Frankie reduces stress, employee turnover and sick days, while solving the blind spots of remote and hybrid working. Frankie delivers personalised exercises that develop mental fitness and secure video calls with coaches and therapists. Frankie partners with companies that truly care about employee wellbeing.

## KEY MARKET CONTACT

**James McGann**  
E: [james@frankie.health](mailto:james@frankie.health)  
W: [www.frankie.health](http://www.frankie.health)



HealthBeacon is a medication adherence technology company. We develop smart tools for managing medication. The HealthBeacon is a smart sharps bin for patients who self-inject medications at home.

## KEY MARKET CONTACT

**Kieran Daly**  
E: [info@healthbeacon.com](mailto:info@healthbeacon.com)  
W: [www.healthbeacon.com](http://www.healthbeacon.com)



I Am Here is an evidence-based workplace mental health initiative that trains people to become 'Mental Wellness Ambassadors' and signpost existing support services in their workplace or community. I Am Here is positively disrupting workplace culture, measurably improving help seeking and help offering behaviors in the workplace.

#### KEY MARKET CONTACT

##### **Emma Wilson**

E: [emma.wilson@pulselearning.com](mailto:emma.wilson@pulselearning.com)

W: [www.iamheretribe.com](http://www.iamheretribe.com)



Kastus is an award winning Irish based company producing ground breaking, Antimicrobial surface coating technologies for hard surfaces such as glass and ceramics. We make a patented chemical coating solution that is applied during manufacturing to deliver end products with continuous Antimicrobial protection. Our surface coating products are independently ISO validated to protect surfaces against surface bacteria and viruses, including Human Coronavirus.coaches and therapists. Frankie partners with companies that truly care about employee wellbeing.

#### KEY MARKET CONTACT

##### **Ed Kavanagh**

E: [ed.kavanagh@kastus.com](mailto:ed.kavanagh@kastus.com)

W: [www.kastus.com](http://www.kastus.com)



MEG is a digital quality management system for healthcare. Its suite of configurable mobile and cloud-based tools enables providers to engage staff in data collection and manage quality improvement, patient safety and compliance with accreditation or regulatory standards. Management can collate, analyse and act upon real-time information across multiple sites, consolidating data into a centralised platform.

#### KEY MARKET CONTACT

##### **Mark Cox**

E: [mark@megit.com](mailto:mark@megit.com)

W: [www.megit.com](http://www.megit.com)



Novaerus, a WellAir Company, has been providing medical-grade solutions that address a global problem; unhealthy indoor air. Indoor air is the culprit for many virus-based illnesses, asthma, allergies and a host of long-term health issues. Utilizing NanoStrike technology, Novaerus air disinfection devices help to prevent the spread of infection in thousands of hospitals, senior living facilities and dental offices around the world.

#### KEY MARKET CONTACT

##### **Robert Michael Sbrogio**

E: [rmsbrogio@novaerus.com](mailto:rmsbrogio@novaerus.com)

W: [www.novaerus.com.au](http://www.novaerus.com.au)



As a global provider of interactive patient engagement and clinical workflow solutions, Oneview's platform lets hospitals embrace the growing demand for consumer-centric care, while also empowering clinicians to focus on what they do best improving the lives of those they care for.

#### KEY MARKET CONTACT

##### **Eleni Tzaros**

E: [etzaros@oneviewhealthcare.com](mailto:etzaros@oneviewhealthcare.com)

W: [www.oneviewhealthcare.com](http://www.oneviewhealthcare.com)



Combining industry-proven expertise and a clear cross-functional approach, Orphan Drug Consulting lead pharmaceutical and biotech companies through their product launch strategy development, implementation and maintenance post-launch across EU, US and Rest of World markets focusing on finance/entity planning, supply chain, quality, HR/organizational design, and vendor management.

#### KEY MARKET CONTACT

##### **Evelyn Kelly**

E: [Evelynkelly@orphandrugconsulting.com](mailto:Evelynkelly@orphandrugconsulting.com)

W: [www.orphandrugconsulting.com](http://www.orphandrugconsulting.com)



T-Pro provides clinical documentation improvement software, digitally transforming 600+ healthcare organisations across the UK, Ireland and the APAC region. Our cloud-based solutions enable workflows for efficient & accurate speech recognition, medical transcription and messaging. We facilitate a patient-centred solution by making it easy for clinicians to capture the patient narrative & deliver information when it is needed most at the point of care.

#### KEY MARKET CONTACT

##### **Isaac Boss**

E: [isaac.boss@tpro.io](mailto:isaac.boss@tpro.io)

W: [www.nfo.tpro.io](http://www.nfo.tpro.io)



**Vitrosoftware**

Vitro Software, formerly Sláinte Healthcare, is a leading international technology company that provide software & services that drive efficiencies and quality in healthcare. Through the deployment of their proprietary software they enable healthcare providers internationally to create efficiencies while also reducing costs.

#### KEY MARKET CONTACT

##### **Paul Kruss**

E: [pkruess@vitrosoftware.com](mailto:pkruess@vitrosoftware.com)

W: [www.vitrosoftware.com](http://www.vitrosoftware.com)

# Consumer

The Irish Consumer sector is made up of long-established, family owned companies who have built their business by investing in marketing, product development, design, logistics and IT. While retaining their traditional manufacturing skills they have become increasingly knowledge intensive, flexible and digitally driven.

**280,000**

Over 280,000 - number of people employed in Ireland within the consumer space



**€5,000,000**

in EI backed grants to the consumer retail sector

**6.1%**

of growth across all regions



**1.2bn**

Irish consumer retail exports in 2020







## Baby Elegance®

Baby Elegance is recognized as one of the UK and Ireland's favorite nursery brands. With over 600 nursery products exporting to UK, USA, Europe and APAC.

### KEY MARKET CONTACT

**Gavan Costello**

E: [gavan@babyelegance.com](mailto:gavan@babyelegance.com)

W: [www.babyelegance.com](http://www.babyelegance.com)

## BOTANY WEAVING

Founded in 1934 in Dublin's Liberties, today Botany weaving company is a world leader in the space of Aviation textiles. Their unique individual fabrics and carpets are approved by Boeing, Airbus & The Irish Aviation Authority.

### KEY MARKET CONTACT

**Jonathan Hackett**

E: [jhackett@botanyweaving.com](mailto:jhackett@botanyweaving.com)

W: [www.botanyweaving.com](http://www.botanyweaving.com)



Curamach Strings Ltd specializes in the manufacture of natural gut strings from 1st quality Irish beef serosa. Curamach Strings Ltd is an Irish company based in the West of Ireland.

### KEY MARKET CONTACT

**Noel McDermott**

E: [curamachstrings@gmail.com](mailto:curamachstrings@gmail.com)

W: [www.curamachstrings.com](http://www.curamachstrings.com)

## DUBARRY OF IRELAND



Established in 1937 on Ireland's West Coast, Dubarry initially focussed on Boat Shoes and Performance Sailing Boots. The world renowned outdoor Galway Boot, one of the brands flagship products, was created in the 1990's. Tweed clothing, wax jackets, knitwear, leather goods and accessories form the basis of the Dubarry collection.

### KEY MARKET CONTACT

**Michael Walsh**

E: [mwalsh@dubarry.com](mailto:mwalsh@dubarry.com)

W: [www.dubarry.com](http://www.dubarry.com)

# easydry™

The Better Way to Dry

Orb distribution was established in Australia to distribute eco-friendly, luxurious products for the salon, barber, gym and hospitality sector. Orb Distribution distributes Easydry disposable towels and other products in Australia and New Zealand. Easydry disposable towels and gowns are 100% compostable, hygienic and luxurious. Easydry is The Better Way To Dry.

## KEY MARKET CONTACT

### Angela Byrne

E: [angela@easydry.com](mailto:angela@easydry.com)

W: [www.orbdistribution.com](http://www.orbdistribution.com) - (Distributing Easydry, Refoil and Zimples)

**GlenDimplex**  
AUSTRALIA

Founded in 1973, Glen Dimplex is a leading international group, with annual revenues in excess of two billion euro and over ten thousand employees across four continents. Locally, Glen Dimplex Australia brings innovative and reliable products to market with well-known brands like Belling, Technika, Euromaid, Real Flame, Masport Heating, Morphy Richards and Dimplex.

## KEY MARKET CONTACT

### David Woodward

E: [david.woodward@glendimplex.com.au](mailto:david.woodward@glendimplex.com.au)

W: [www.glendimplex.com.au](http://www.glendimplex.com.au)

# GYM+ COFFEE

Gym+Coffee is an athleisure brand powered by community and with a passion to Make Life Richer. Created in Ireland in 2017 by three friends on a mission to bring high quality athletic clothing to a community of people focused on socialising around exercise, Gym+Coffee is now Ireland's largest, fastest-growing and most recognisable active + athleisurewear brand. Serving our community from our Clubhouses in Ireland and the UK and continuing to expand our online presence in Australia, North America, Europe and the rest of the globe.

## KEY MARKET CONTACT

### Diarmuid McSweeney

E: [diarmuid@gympluscoffee.com](mailto:diarmuid@gympluscoffee.com)

W: [au.gympluscoffee.com](http://au.gympluscoffee.com)

# oneills

O'Neill's Irish International Sports Company Ltd. is an Irish sporting goods manufacturer established in 1918. It is the largest manufacturer of sportswear in Ireland, with production plants located in Dublin and Strabane.

## KEY MARKET CONTACT

### Antoinette Brophy

E: [abrophy@oneills.com](mailto:abrophy@oneills.com)

W: [www.oneills.com](http://www.oneills.com)



**PEACHYLEAN**

Peachylean is an award winning activewear company, selling supportive activewear to women from size 6-26 all around the world. At Peachylean we are on a mission to help women to feel comfy and supported in their skin. We want to help women to feel their best every, single, day.

#### KEY MARKET CONTACT

**Sharon Keegan**

E: [shar@peachylean.com](mailto:shar@peachylean.com)

W: [www.peachylean.com](http://www.peachylean.com)



Portwest is a global manufacturer and distributor of workwear, safetywear and PPE. With 117 years' experience, Portwest combine the latest research in materials and design to create award winning, innovative products that meet international standards

#### KEY MARKET CONTACT

**Paul Giles**

E: [paul.giles@portwest.com.au](mailto:paul.giles@portwest.com.au)

W: [www.portwest.com.au](http://www.portwest.com.au)

**SOLVAR**

IRISH JEWELLERY SINCE 1941

Solvar is an award-winning jewellery manufacturer crafting jewellery themed around culture, heritage and visitor attractions. Known for our Irish jewellery since 1941, we are also trusted to create bespoke jewellery for many leading visitor attractions in Europe & North America.

#### KEY MARKET CONTACT

**Geoff O'Donoghue**

E: [geoff.odonoghue@solvar.ie](mailto:geoff.odonoghue@solvar.ie)

W: [www.solvar.com](http://www.solvar.com)



**Spotlight  
Oral Care**

CREATED BY DENTISTS

Spotlight Oral Care was founded with the goal to create the safest and most effective oral health products for our patients. Our range of products combines the latest advances in oral care research with the highest quality ingredients while always keeping our patients, customers and the planet in mind.

#### KEY MARKET CONTACT

**Francesca Castiglioni**

E: [francesca@spotlightoralcare.com](mailto:francesca@spotlightoralcare.com)

W: [www.eu.spotlightoralcare.com](http://www.eu.spotlightoralcare.com)



Originating from Drogheda, Ireland, WaterWipes have created the world's purest baby wipes made with just two ingredients - 99.9% water and a drop of fruit extract. Waterwipes currently sell in over 50 countries worldwide.

#### KEY MARKET CONTACT

**Dominic Sydney**

E: [dsydney@WaterWipes.com](mailto:dsydney@WaterWipes.com)

W: [www.waterwipes.com](http://www.waterwipes.com)

# Helping You Succeed

Enterprise Ireland assists clients entering new markets with:

## Pre-visit support

Enterprise Ireland has built up an excellent network of individuals in these markets who are able to work with Irish client companies looking to develop their business. This includes market and sector specialists, business accelerators and members of Irish business associations.

## In-market support

- Introductions to buyers and decision makers
- Identification of potential partners
- Facilitating buyer visits to Ireland
- Assistance with product launches and workshops
- Securing reference sites

## International trade events

- Inward buyers' missions to Ireland
- Group stands at international trade fairs
- Overseas trade missions
- Market study visits
- Client knowledge seminars
- Networking events with market contacts



### Introduction to specialists in all areas, including:

- Legal
- Recruitment
- PR
- Taxation

### Access to mentors

Enterprise Ireland has built up an excellent network of individuals in these markets who are able to work with Irish client companies looking to develop their business. This includes market and sector specialists, business accelerators and members of Irish business associations.

### Connections into key organisations

- **Embassy of Ireland, Australia**  
[www.dfa.ie/irish-embassy/australia](http://www.dfa.ie/irish-embassy/australia)
- **Irish Australian Chamber of Commerce**  
[www.irishchamber.com.au](http://www.irishchamber.com.au)
- **The Lansdowne Club**  
[www.lansdowneclub.com.au](http://www.lansdowneclub.com.au)
- **The Ireland Funds Australia**  
[www.irelandfunds.org](http://www.irelandfunds.org)



Enterprise Ireland is Ireland's national export agency. With over forty offices worldwide, our local sectoral specialists work with customers to understand their unique challenges and match them with Irish suppliers that can deliver leading-edge products and services. Our goal is to simplify and enhance the purchase process for customers and build successful, long-term business relationships between international companies and Irish suppliers.