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TITEL VORNAME NAME:

ORGANISATION /
UNTERNEHMEN UND FUNKTION:

FON / FAX:

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UNTERSCHRIFT:

'Internationalise
your Business'-

Register online by:
Friday 28th April
2011

[www.idaireland.com/
internationalisebusiness](http://www.idaireland.com/internationalisebusiness)

Ireland's
experience

Thursday 5th May 2011 /
8.00 - 9.30am /
Embassy of Ireland /
Jägerstraße /
51 10117 /
Berlin /

Ireland



Innovation comes naturally.

The pressure to internationalise businesses at an early stage has never been greater. Liberalisation of world markets and technology advances require start-ups, SME's and multinational companies to operate at a global level. This seminar will present case studies on how leading multinational companies such as Bertelsmann/Arvato, Google, LinkedIn, Facebook, eBay and Big Fish Games internationalised their businesses. Learnings from this event may help accelerate your company's expansion into the global marketplace.

Agenda

8:00AM REGISTRATION & BREAKFAST

8:15AM WELCOME BY **DAN MULHALL,**
AMBASSADOR OF IRELAND TO GERMANY

8:20AM INTRODUCTION BY **JOHN KILMARTIN, BUSINESS DEVELOPMENT MANAGER, IDA IRELAND**

8:25AM **BARRY O'DOWD, VP BUSINESS DEVELOPMENT, IDA IRELAND**
TOPIC: THE EXPERIENCE OF MULTINATIONAL COMPANIES IN IRELAND, HOW THEY INTERNATIONALISED THEIR BUSINESSES AND HOW TO UTILISE THE MULTINATIONAL CLUSTER THAT EXISTS IN IRELAND.

8:35AM **OLIVER COUGHLAN, VP EUROPEAN BUSINESS OPERATIONS, BIG FISH GAMES**
TOPIC: OLIVER WILL OUTLINE THE BIG FISH GAMES STORY WITH EMPHASIS ON HOW THE COMPANY INTERNATIONALISED AND ITS PLANS FOR THE FUTURE.

8:55AM **MATTHIAS MIERISCH, CEO, ARVATO UK & IRELAND**
TOPIC: MATTHIAS WILL OUTLINE THE ARVATO STORY WITH EMPHASIS ON HOW THE COMPANY SOLD THEIR SERVICES INTO MULTINATIONAL COMPANIES IN IRELAND.

9:15AM **DONAL LEAHY – BAKER TILLY ACCOUNTANTS**
TOPIC: DONAL WILL SPEAK ABOUT IRELAND'S TAX ADVANTAGES FOR BUSINESSES.

9:30AM PANEL DISCUSSION

Speaker Profiles

Oliver Coughlan

Oliver Coughlan Is Vice President European Business Operations at Big Fish Games and Former Chief Technical Officer of O2 Ireland. Big Fish Games, Inc. is headquartered in Seattle, Washington, USA, and employs approximately 350 people. The company distributes more games worldwide than any other online site and offers visitors a rapidly expanding selection of content by launching A New Game Every Day™. On a peak day, Big Fish Games distributes more than 1.5 million titles.

Matthias Mierisch

Matthias Mierisch has worked for Bertelsmann and Arvato companies for more than 20 years. As well as leading the growth of the UK & Ireland business, Matthias also heads up the company's focus on global BPO. Matthias established a BPO centre of excellence based in Dublin and played a lead role in winning an international outsourcing contract with Microsoft, based around transformation. Prior to joining Arvato, Matthias held the title of CEO and President at Bertelsmann's BFS finance group. He first joined Bertelsmann in 1988 after studying law and economics at the University of Bonn.



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