

# Entering the Qatari Market: Byrne Looby Partners' journey

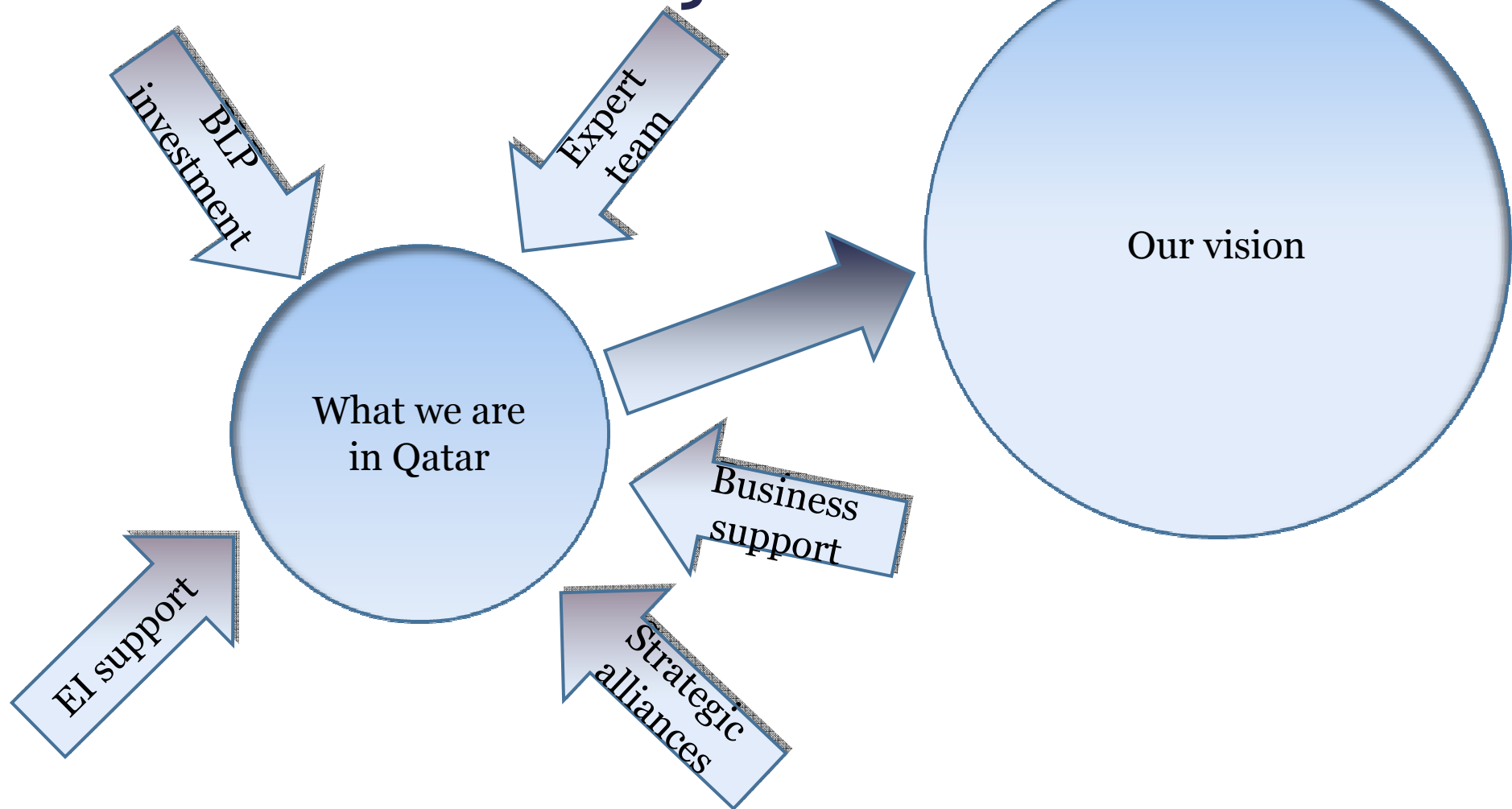
Enterprise Ireland Presentation  
21 March 2013



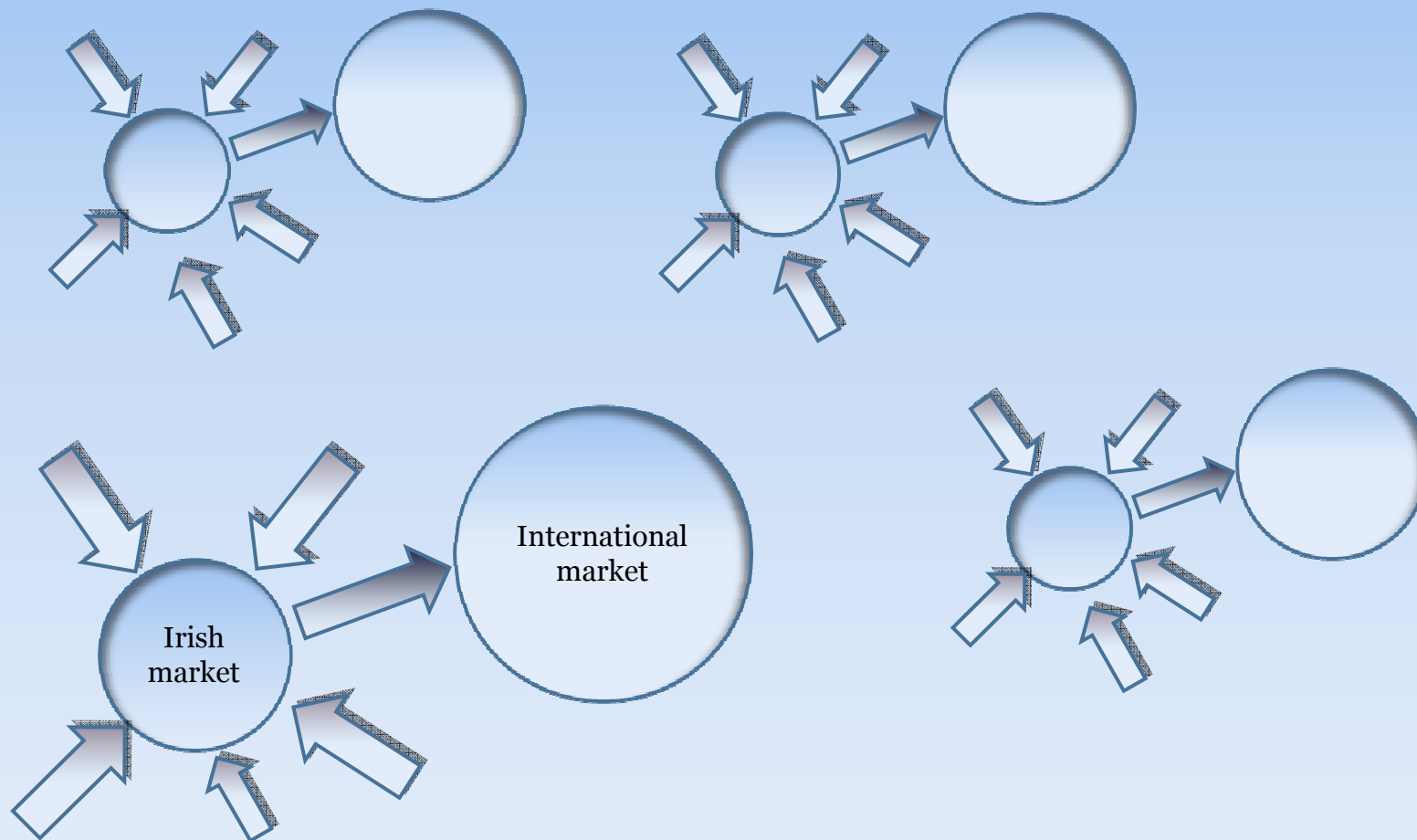
**BYRNE LOOBY PARTNERS**

water and infrastructure services

# Presentation objectives



# Presentation Objectives



# Byrne Looby Partners in Qatar

What we are

- Specialist engineering and Operation & Maintenance service providers in water and infrastructure.



Where we want to be:

## Our vision

- **Byrne Looby Partners will be one of the Top Ten Consultants for Water Engineering in the Middle East in 10 years with a centre of excellence in Ireland**

How can we get there:

# Opportunities in the market

- Technical Deficit in infrastructure in the market
- Burden on delivery due to limited time frame
  - **Competitiveness**
- Cross-selling
- New joint ventures and alliances
- Economies of scale
- Client designers – client representatives



# Our team

## On the ground - Qatar

- Developing a full engineering and business development/management team
- Team responsible for operational delivery, growth strategy, BD and P&L



## Based in Ireland

- Ireland acting as Centre of excellence
  - Team providing the bulk of the Engineering work for the Middle East as well as Admin support
- employment of 18 new engineers through the acquisition of WYG

# What can a Partner offer?



- Networks
- Credibility
- Timing
- Market experience
- Licenses



## How EI helped us get here

“授人以鱼，三餐之需；  
授人以渔，终生之用”

# How EI can help



## **Corporate Education**

- Leadership for Growth – Course and subsequent alumni meetings
- ‘Excel’ Series
- 2 No. Graduates for International Growth
- Development Advisors
- Business Advisors

## **Financial Support**

- New Markets Support
- Feasibility Study Support
- Key Man Support
- Graduate for International Growth
- Jobs Expansion Fund Data – WYG

## **In- country Support**

- Market Advisors
- Key Contacts: Access to the Ambassador; direct access to potential clients
- Trade Missions: Access to Political Influence
- Access to sources of valuable market information
  - EI information centre

## How EI helped us get here

# The results

- Sharpened business skills (strategy, execution, leadership etc.)
- Enhanced knowledge required to enter and operate in international markets
- Better understanding of the market
- Organizational changes:
  - All Business Units became locally responsible for P&L, BD, Strategy & Implementation & Operation Delivery while ensuring alignment with the overall Practice
- New opportunities
- Strategic, Controlled & Sustainable Growth
- New jobs created in Ireland



# Ingredients for success in Qatar

- On the ground presence with a strong team
- Partner Selection
- Networking (Irish Diaspora)
- Enterprise Ireland
- Relevant Technical Expertise
- Non Tech Management skills (BD, Profile, CRM)
- Understanding the markets
- Firm commitment to the market
- Cultural understanding and respect



# What can go wrong?

How would you read this advert?





Introductions

Referrals

Marketing Opportunities

Networking Opportunities

Business Intelligence





## Promoting business and trade between Irish and Qatari entities



Seeking the  
involvement of senior  
Irish representatives

[www.iqbc.org](http://www.iqbc.org)



**Facilitating networking opportunities and knowledge sharing**



BYRNE LOOBY PARTNERS

**Thank  
you!**



**ENTERPRISE  
IRELAND**



**BYRNE LOOBY PARTNERS**

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