Evolve UK
THE NEW UK: A MARKET IN EVOLUTION
Evolve UK is an Enterprise Ireland response to the new UK – a market in evolution, yet one that remains of vital strategic importance to Irish companies with growth ambition.

As the nature of the future relationship takes shape and the regulatory and investment direction of the UK Government emerge, Irish exporters are seeking to react with agility and respond to the associated change the disruption will bring. They are also alert to the fact that disruption brings opportunity as well as challenges.

Our role in Enterprise Ireland in the UK is to ensure that the intelligence gained on the ground by our sector experts is shared in a timely way so that existing and new exporters can be confident, with the right approach and market insights, they will be successful. The team in London and Manchester remain a committed partner for our clients. This programme provides an overview of the activities planned based on evolving needs of clients in a time of change.

EVENTS

**JANUARY**
- **SHOWCASE IRELAND**
  - Dublin | Allyson Stephen
- **CITY INSIGHTS, EVOLVE UK MENTORING PROGRAM**
  - London | Jack Finucane Clarke | Padraic Geraghty
- **AEROSPACE – ADS ANNUAL DINNER**
  - London | Sean Long

**FEBRUARY**
- **EI CLIENT INTELLIGENCE SHARING/NETWORKING ROUNDTABLE**
  - Dublin (EP) | Laura Brocklebank | Kevin Fennelly
- **AEROSPACE STUDY VISIT TO “SAFRAN”**
  - Wales | Sean Long
- **INWARD MISSION BY “AEROSPACE WALES” MEMBERS**
  - Limerick / Dublin | Sean Long
- **NEXTech 20, TALENT TECHNOLOGIES CONFERENCE**
  - London | David Corcoran | Aimee Palmer

**MARCH**
- **STUDY VISIT TO “SPIRIT AERO” & “SCOTLAND ADVANCED ENGINEERING CENTRE”**
  - Scotland | Sean Long | Deirdre McPartlin
- **AMP 7 WATER INDUSTRY SEMINAR**
  - London | Conor Stone | Darragh Cotter
- **BPO UK MARKET OPPORTUNITIES SEMINAR**
  - Dublin | David Corcoran
- **SPORTS TECH KNOWLEDGE SEMINAR AT HARLEQUINS RUGBY CLUB**
  - London | Padraic Geraghty
- **CONSTRUCTION IN THE UK & IRELAND 2020 & BEYOND**
  - Dublin (EP) | Anne Corr
- **OCEANOLOGY INTERNATIONAL**
  - London | Darragh Cotter
- **GREATER MANCHESTER COMBINED AUTHORITY - LOCAL AUTHORITY PROCUREMENT EVENT**
  - Manchester | Laura Brocklebank | Kevin Fennelly

**APRIL**
- **E-COMMERCE SALES LEAD**
  - London | Sarah McNabb
- **SUSTAINABLE DIGITAL & MANUFACTURED HOMES**
  - Cavan | John Hunt
- **OFFSHORE WIND FORUM**
  - Dublin | Darragh Cotter
- **STUDY VISIT TO NORTH WEST AUTO SECTOR (JLR & BENTLEY)**
  - Manchester | Sean Long

**MAY**
- **CYBERIRELAND CONFERENCE**
  - Dublin | Sarah McNabb
- **DIGITAL DISRUPTION**
  - London | Padraic Geraghty
- **PHARMA STUDY VISIT**
  - North England | Laura Brocklebank | Kevin Fennelly

**JUNE**
- **PACKAGING STUDY VISIT**
  - England | Conor Stone
- **LONDON TECH WEEK**
  - London | Padraic Geraghty | Sarah McNabb
- **GLOBAL OFFSHORE WIND**
  - Manchester | Darragh Cotter
- **INFOSEC EUROPE**
  - London | Sarah McNabb
- **5G WORLD SUMMIT STUDY**
  - London | David Corcoran

**JULY**
- **RECFEST RECRUITMENT EXHIBITION**
  - London | David Corcoran | Aimee Palmer
- **FARNBOROUGH INTL AIRSHOW**
  - Farnborough | Sean Long

**SEPTEMBER**
- **WORLD AVIATION FESTIVAL**
  - London | Padraic Geraghty
- **TRADE MISSION: VARIOUS SECTORS**
  - Liverpool | Laura Brocklebank | Kevin Fennelly
- **OFFSITE CONSTRUCTION BUYERS & SPECIFIERS FORUM**
  - Coventry | Anne Corr
- **INWARD MISSION NATIONAL PLOUGHING CHAMPIONSHIPS**
  - Ireland | Brian Hourihane

**OCTOBER**
- **DIGITAL CONSTRUCTION WEEK – OPENING RECEPTION**
  - London | John Hunt
- **CYBEREUROPE V 2.0**
  - London | Sarah McNabb
- **GLOBAL ANNUAL AERO / AVIATION SUPPLY CHAIN SUMMIT**
  - Dublin | Sean Long

**NOVEMBER**
- **CUSTOMER ENGAGEMENT SUMMIT**
  - London | David Corcoran
- **UK BUSINESS LEADERS EMBASSY DINNER**
  - London | Deirdre McPartlin

**DECEMBER**
- **FINTECH CONNECT**
  - London | Jack Finucane Clarke

*Insights (Opportunities) | Introduction (Networking) | Trade Fair
WEBINARS & ONLINE INFO SESSIONS FOR Q1 & Q2

These sessions will expand and develop as the UK market evolves post Brexit

<table>
<thead>
<tr>
<th>Period</th>
<th>Name</th>
<th>UK Lead</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>Q1</td>
<td>Establishing a UK Presence</td>
<td>Deirdre McPartlin</td>
<td>A guide to establishing a presence in the UK, investigating the benefits and exploring topics such as; company structure, what is required etc.</td>
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<tr>
<td></td>
<td>Data Driven Decision Making Within Travel</td>
<td>Padraic Geraghty</td>
<td>Travel Tech webinar showcasing the changing world of travel technology in the UK and its opportunities.</td>
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<tr>
<td></td>
<td>UK IR35: Impact on Your Extended Workforce</td>
<td>David Corcoran</td>
<td>UK industry experts explore the changes in the UK’s IR35 legislation, which will have significant impact on off-payroll working rules for companies, contractors and intermediaries in the UK.</td>
</tr>
<tr>
<td></td>
<td>UK Pharma Manufacturing Sector</td>
<td>Laura Brocklebank</td>
<td>A general overview of the opportunities and challenges in the UK pharma sector, the key pharma clusters and pharma companies who manufacture in the UK.</td>
</tr>
<tr>
<td></td>
<td>UK Recruitment Strategy</td>
<td>David Corcoran, Deirdre McPartlin</td>
<td>A webinar with a panel of recruitment specialists and Irish companies with a presence in the UK, to discuss best practice for sourcing and retaining a workforce in the UK. This webinar will feature information on the recruitment process in UK, managing salary expectations and where to find skilled talent.</td>
</tr>
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<td></td>
<td>UK Agriculture Post CAP</td>
<td>Brian Hourihane</td>
<td>As the UK Government reforms support for agriculture, this webinar will look at the new system, what it means for the UK farmer and the potential effects it will have for Irish SMEs exporting to the UK.</td>
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<tr>
<td>Q2</td>
<td>Health &amp; Beauty Fireside Chat</td>
<td>Allyson Stephen</td>
<td>Market insight from the health, beauty and wellness sector. A conversation with experienced sales and marketing professionals from retail and pharmacy.</td>
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<tr>
<td></td>
<td>Navigating the NHS.</td>
<td>Marie-Claire Henry</td>
<td>A focus on challenges, opportunities and access points into the NHS.</td>
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<td></td>
<td>Social Value in Public Sector Contracts Equality, Diversity &amp; Inclusion</td>
<td>John Hunt</td>
<td>Public procurement requirements across England and Wales are evolving to incentivise a wide range of positive societal impacts. With significant spending commitments across transport infrastructure, healthcare and housing this webinar series will focus on EDI, Social Value, and best practice bid writing.</td>
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<tr>
<td></td>
<td>Wealth and Asset Management Post Brexit</td>
<td>Jack Finucane Clarke</td>
<td>Wealth and Asset Management post Brexit, what opportunities there are for Irish companies to take advantage of in the evolving landscape.</td>
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GUIDES AND REPORTS

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<tr>
<th>Status</th>
<th>Name</th>
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<tbody>
<tr>
<td>Published</td>
<td>Northern Powerhouse Report</td>
<td>With a focus on consolidating and growing Irish exports to the UK, the report highlights strong opportunities the north of England.</td>
</tr>
<tr>
<td>Published</td>
<td>Going Global guide to UK</td>
<td>General guide for first time exporters to the UK.</td>
</tr>
<tr>
<td>February</td>
<td>Establishing A UK Presence</td>
<td>A guide to establishing a presence in the UK, investigating the benefits and exploring topics such as; company structure, what is required etc.</td>
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<td>February</td>
<td>Recruiting a UK sales presence</td>
<td>A guide with company case studies, including tips and hints for effective recruitment in a competitive market.</td>
</tr>
<tr>
<td>March</td>
<td>Local authority in the UK</td>
<td>Overview of the UK’s local authorities and their procurement routes.</td>
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</table>
## One Team, Two Locations

<table>
<thead>
<tr>
<th>Person</th>
<th>Location</th>
<th>Sector</th>
<th>Sectoral Expertise/End Markets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deirdre McPartlin</td>
<td>London</td>
<td>UK Manager</td>
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<tr>
<td>Laura Brocklebank</td>
<td>Manchester</td>
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<td>Manufacturing &amp; Local Authorities</td>
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<tr>
<td>Kevin Fennelly</td>
<td></td>
<td>Industrial</td>
<td>Manufacturing &amp; Local Authorities</td>
</tr>
<tr>
<td>Sean Long</td>
<td></td>
<td>Industrial</td>
<td>Aerospace, Aviation &amp; Automotive</td>
</tr>
<tr>
<td>Darragh Cotter</td>
<td>London</td>
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<td>Industrial, Utilities &amp; Cleantech</td>
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<tr>
<td>Brian Hourihane</td>
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<td>Engineering &amp; Agriculture</td>
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<td>David Corcoran</td>
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<td>Aimee Palmer</td>
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<td>Padraic Geraghty</td>
<td>London</td>
<td>Software &amp; Services</td>
<td>Travel, sports &amp; Digital Transformation</td>
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<tr>
<td>Sarah McNabb</td>
<td></td>
<td></td>
<td>Cyber security, Ecommerce &amp; IOT</td>
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<td>Jack Finucane Clarke</td>
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<td>Financial Services &amp; Fintech</td>
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<tr>
<td>John Hunt</td>
<td></td>
<td></td>
<td>Construction Services &amp; Timber, Infrastructure</td>
</tr>
<tr>
<td>Anne Corr</td>
<td>London</td>
<td>Construction</td>
<td>Construction Products &amp; Offsite Manufacturing</td>
</tr>
<tr>
<td>Niamh Kearney</td>
<td></td>
<td></td>
<td>Construction</td>
</tr>
<tr>
<td>Allyson Stephen</td>
<td>London</td>
<td>Consumer</td>
<td>Consumer &amp; Retail</td>
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<tr>
<td>Conor Stone</td>
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<td></td>
<td>Paper, Print and Packaging</td>
</tr>
<tr>
<td>Marie-Claire Henry</td>
<td>London</td>
<td>Life Sciences</td>
<td>Lifesciences &amp; Healthcare</td>
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</tbody>
</table>

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