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# REIMAGINE NOW

LEA GLOBAL EUROPEAN REGIONAL CONFERENCE

COUNTRY DESKS – PILOT PROGRAM



# Country Desks Steering Committee



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# Country Desks - Pilot Program

## Where are we today?

- Formed Steering Committee to outline goals and framework
- Solicited participation from Germany, Italy and Ireland
- Sent out request for information to pilot participants
- Created Country Desk wireframe

# Intent

## What are we trying to achieve?

- Create a platform for member firms to promote their capabilities to the LEA community
- Increase visibility of member firms
- Facilitate connections between member firms
- Support members in their efforts to acquire and serve clients

# Ask

## What do we require of member firms to participate?

- Complete the submission template form (only 3 questions)
  - Provide 'Doing Business' guide (if available); standardized the information you can provide if you don't produce a guide
  - Provide links to thought leadership on your website
  - Provide key contacts at your firm
- Goal is to leverage your existing content and minimize effort to participate

# Value

## What can member firms expect to receive in return?

- Increased visibility of firm capabilities and thought leadership throughout the LEA community
- Direct access to international team contacts for a fast response to inquiries
- Expanded profile of your firm and key contacts – driving traffic to your site for broader reach of content you are creating already
- Collaboration opportunities with other member firms in your country or other countries

# Country Desks

## Homepage Example

- Table of Contents with links to:
  - ‘Doing Business’ content
  - Thought leadership and events
  - Key contacts

The screenshot shows the LEA Global website's Ireland Country Desk. The header includes the LEA Global logo, a search bar, and navigation links: About Us, News & Insights, Member Directory, Events, Groups, Member Resources, and Service Desk. A breadcrumb trail reads: Home > Member Resources > New Country Desk > Ireland Country Desk. The main banner features a scenic image of the Irish landscape with the title 'Ireland Country Desk'. Below the banner, a paragraph states: 'Ireland is home to five of the top five global software companies, 10 of the top 10 pharmaceutical companies, and eight of the top 10 industrial automation companies. Why do businesses choose and excel in Ireland? There's more to it than luck.' The 'Table of Contents' section lists three items: 1. Doing Business in Ireland Guide, 2. Thought Leadership & Events, and 3. Connect with an Expert. To the right, it says 'This Country Desk was authored by:' followed by the RBK logo.

LEA global

My account

About Us News & Insights Member Directory Events Groups Member Resources Service Desk

Home > Member Resources > New Country Desk > Ireland Country Desk

## Ireland Country Desk

Ireland is home to five of the top five global software companies, 10 of the top 10 pharmaceutical companies, and eight of the top 10 industrial automation companies. Why do businesses choose and excel in Ireland? There's more to it than luck.

### Table of Contents

1. Doing Business in Ireland Guide
2. Thought Leadership & Events
3. Connect with an Expert

This Country Desk was authored by:

**RBK**

# Country Desks

## Thought Leadership & Events

- Link to your firm's events page
- Link to your firm's thought leadership page
- Link to your firm's budget/legislative update page

### Thought Leadership & Events



Included in your membership

#### RBK's Budget 2024 Analysis

Tax Senior Manager, Mike Scanlan, shared his overview and analysis of Budget 2024 at our hybrid event, alongside Oliver Mangan, Chief Economist AIB.



Included in your membership

#### RBK News & Insights

Read the latest news and insights from RBK experts.



Included in your membership

#### RBK Events

Learn more about upcoming events.




# Country Desks

## Connect with an Expert

- Provide your key contacts who will be responsible for:
  - Receiving inquiries
  - Responding in a timely manner

### Meet the LEA Global Experts



**RBK chartered accountants and business advisers** is one of Ireland's leading business advisory and accountancy firms, with over 60 years of experience providing professional services. Established in 1958, the firm offers a comprehensive nationwide service, and has grown rapidly over the last decade by placing particular emphasis on relationships, quality audit and tax advice combined with a range of advisory services and strong business support for its many successful clients. Their team of experienced advisers are available to discuss how your business can gain competitive advantage by structuring their operations in Ireland.

RBK offers a 'one stop shop' for all services a business expanding into Ireland requires. They will work closely with you to assist you in determining the most appropriate structure for your venture with a view to maximising tax incentives in Ireland and deferring / minimizing home country taxation, bearing in mind your expected profit profile and long term objectives with respect to utilization or repatriation of profits. [Visit RBK's website](#)

### Get Connected


**Ronan McGivern**  
International Taxation & Business Advisory Partner  
[Contact Ronan](#)

**Brian Feeney**  
International Taxation Partner  
[Contact Brian](#)

Your name

Email address

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# Country Desks - Pilot Program

## What's next?

- Five firms in three territories participated
- Gather feedback from pilot participants, European conference attendees and LEA member survey
- Discuss results at June LEA strategy meeting
- Determine path forward

# Questions or Comments?

We welcome your feedback on what you'd like to see or any concerns you may have!

# THANK YOU

