

Annual Recap 2024

We Are Global Irish Inc.

We Are Global Irish Annual Recap 2024

Reflection and Celebration

This has been an incredible year. We are very grateful for all the inspiring businesses and organisations who have been a part of the journey. We celebrate your successes and are here to support our member's journey on the road ahead.



We Are Global Irish



Reflection and Gratitude: A Remarkable First Year

A message from CEO Jackie Gilna



As we approach the close of our first operational year, I reflect with immense pride and gratitude on the progress we've made together at We Are Global Irish. This past year has been extraordinary, marked by significant achievements, meaningful connections, and the collective strength of a global Irish business community united by a shared vision.

Thanks to your commitment, our network has grown, fostering collaborations and meaningful relationships. Together, we've innovated, shared expertise, and created opportunities that will endure well into 2025 and beyond. These accomplishments are a testament to the power of community, and I thank each of you for your contributions to this incredible journey.



As we step into 2025, our focus remains on expanding our network, continuing to connect professionals worldwide and supporting Irish businesses in navigating complex global economic conditions. The foundation of our success lies in you, our members. Your belief in our mission to connect and bring together Irish businesses and professionals across the globe to grow and prosper together, fuels our purpose. Wishing you and yours a joyful Christmas and a happy holiday season surrounded by family, friends, and loved ones.

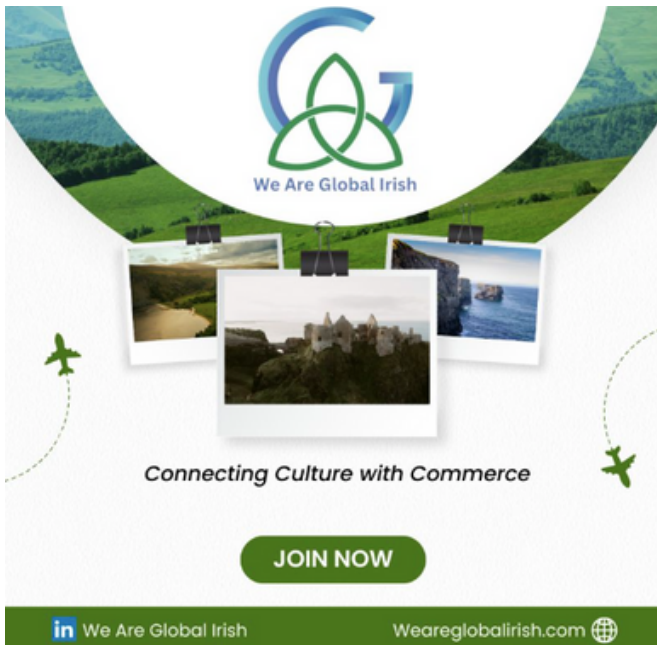


Jackie Gilna
CEO, We Are Global Irish Inc.



WE ARE GLOBAL IRISH

A Look Back Over the Year



February - Setting Sail

We were excited to officially open the doors of the We Are Global Irish Network in February as we embarked on a journey to connect Irish culture with global commerce. Our team got to work building a plan to connect, showcase, and support Irish businesses and organisations through a single dedicated hub. With a fragmented global search and no dedicated platform for the global Irish community to search, select, and connect, we knew we had to step up to the plate and take on the challenge!

March - St. Patrick's Day

Every year, St. Patrick's Day offers the opportunity for an Irish global take-over where millions across the world take to the streets to celebrate the Irish through parades, festivities, and wearing green colours! We had the opportunity to help expand our members networks and Irish relationships by connecting our members in the United States and Ireland. A great example of how we connect one to the other was facilitating Western Development Commission CEO, Allan Mulrooney's participation in the New York St. Patrick's Day Parade alongside our member, the Irish Business Organization New York (IBO), the NY Mayor's breakfast and more.



WE ARE GLOBAL IRISH

A Look Back Over the Year



April - June

Enhancing The Digital Experience

Our team focused on enhancing your digital experience by upgrading the technical aspects of our website to ensure a smoother, faster, and more user-friendly experience. We've also been exploring and testing new features based on member feedback, making our platform even more aligned with your needs. We will continue to develop and improve our digital infrastructure to ensure we support our global network the best we can as we grow and prosper together!



The Power of Membership

Whether you're looking for networking opportunities, market insights, or a supportive community, our membership offers exclusive benefits designed to help you thrive in global markets. Join us today and become part of a vibrant community that's passionate about driving Irish innovation and global success.

Join Now

<https://weareglobalirish.com/memberships/>



Driving Success through Consulting



On the consulting front, we've established valuable partnerships with several Irish companies, providing them with strategic support to expand their reach and unlock new opportunities within our extensive international networks. By leveraging our global expertise and connections, we aim to facilitate their growth and success on a broader scale. This initiative is a testament to our unwavering commitment to building meaningful, long-lasting relationships that drive economic development, foster innovation, and contribute to sustainable growth for everyone involved.

WE ARE GLOBAL IRISH

A Look Back Over the Year



July - The Dargan Forum

The We Are Global Irish team was invited to attend the annual Dargan Forum in Dún Laoghaire, Co. Dublin. We met with Irish businesses leading the way in pioneering a greener, digital friendly future for localities. We also met up with our network members and discussed We Are Global Irish's future with Western Development Commission CEO, Allan Mulrooney and Connected Hubs Program Manager Stephen Carolan, pictured left.

September - IBES 2024

We were super excited to launch our inaugural hybrid event, the International Business Expansion Summit 2024, which saw businesses and organisations from around the world come together for a series of thought provoking expert panel discussions. Moderated by Ivan Yates, the opening address was delivered in person by the Minister for International Development & Diaspora Sean Fleming, followed by Saratoga Economic Development Corporation President, Greg Connors. The event was an inspiring story of our network growing & prospering together as we shared insights, experiences, and expertise.



November - WebSummit 2024

After hopping on a flight from Dublin Airport to Lisbon Portugal, our Head of Digital Media & Marketing - Jordan Millar, had the opportunity to attend the world class event, WebSummit! This was an incredible opportunity to meet thousands of businesses from across the world. Jordan interviewed several businesses showcasing at the event. Alongside our Broadcast Partner Paul Collins, CEO at Ballywire Media, the duo uncovered and showcased some of the inspiring stories of Irish businesses attending the event.

A DEEPER LOOK



The International Business Expansion Summit 2024

A Global Gathering

The (hybrid) International Business Expansion Summit (IBES 2024) was hosted in Galway City, Ireland, a cultural and economic hub in the west of the country. The event took place at PorterShed, a renowned venue recognised for its contributions to business development and international collaboration. Over 240 attended from seven countries. Thank you, CEO Mary Rodgers and team for excellent event support.

IBES 2024 was sponsored by Western Development Commission, Buymedia, Setanta Solutions, Saratoga Economic Development Corporation, Ibec Global, Ballywire Media, Three2E & Chambers Ireland. We also received support from The White Hag Brewery Sligo, Clonakilty Distillery, Failte Ireland, SKG Catering and Web Summit who supplied a number of complementary tickets for our members to attend WebSummit 2024 in Portugal.

Ivan Yates, moderating the event, set the stage with opening remarks. Jackie Gilna, CEO of We Are Global Irish, shared the organisation's vision of connecting Irish communities worldwide to foster innovation, strengthen economic ties, and expand networks.

IBES Guest of Honour, the Minister for International Development & Diaspora Sean Fleming, delivered the opening remarks. Minister Fleming highlighted the need for strong global networks such as We Are Global Irish to help connect the Irish abroad and diaspora to each other and, back to Ireland. He stressed the importance of consistent investment in infrastructure and reflected on pivotal moments in Ireland's history, such as joining the EU, underscoring the power of international connections.



The summit featured remarks from Greg Connors, President of the Saratoga Economic Development Corporation (SEDC), who provided insights into economic opportunities in Saratoga, New York, emphasising collaboration and innovation. We have great news on the Saratoga front to share with you in January, stay tuned!

Panel discussions followed, covering topics such as preparing for international expansion, market entry strategies, and managing global operations. Experts discussed the critical role of funding, education, and emerging technologies in scaling businesses globally and the need for understanding market-specific complexities, leveraging strategic alliances, and utilising global networks to overcome operational challenges.

The event concluded with practical advice on navigating the international business landscape, highlighting the value of targeted resources, local expertise, and collaborative networks to ensure sustainable growth and success across borders.

IBES 2024 was just the beginning, and we can't wait to take it to new heights as we build on the lessons we've learned this year. Join us now!

We Are Global Irish



Community News & Updates

With the dawn of a new year just around the corner, we are ready to share the news and updates we've been working on to take our global network to all new heights! From new features, events, and opportunities, here's a preview of what you can expect in the next chapter of We Are Global Irish!

The Gathering

Commencing in 2025, the We Are Global Irish Network will feature "The Gathering" - quartile gatherings where members come together to share expertise and insights, showcase their businesses, and build new connections across the network. Each meeting of The Gathering will feature a distinct theme that will provide members with insights on latest trends, themes, and topics, as well as hear from experts across our network as we grow and prosper together. If you are not a member it's time to join now!

Brand Ambassadors

We are actively seeking to expand our team of Brand Ambassadors - passionate individuals who share our vision and want to help deepen economic ties with Ireland. If you have a drive to promote Irish innovation and global collaboration, we'd love to hear from you.



Investment Opportunities

Join our sole investor CEO Jackie Gilna for a chance to play a pivotal role in shaping the future of Irish business on the global stage while benefiting from the success of our thriving network? Let's have a conversation.

EMAIL: jgilna@weareglobalirish.com

Get in Touch!

Want to get in touch about any of the exciting opportunities here at We Are Global Irish?

Then be sure to Email us at:
info@weareglobalirish.com

MEMBERSHIP

Ready to join the global movement and take your place among the We Are Global Irish Network?

Then be sure to check out membership!

<https://weareglobalirish.com/memberships/>

COMMUNITY FOCUS

Bringing Together a Powerful Global Community



Western Development Commission

The Western Development Commission (WDC) is a key initiative driving growth in Ireland's western region, including Donegal, Leitrim, Galway, Sligo, Mayo, Roscommon, and Clare. Led by CEO Allan Mulrooney, the WDC focuses on regional investment, development, and policy through its "Work Smarter, Live Better" Strategy (2019-2024), which emphasises Regional Promotion, Leadership, and Sustainable Enterprise. The WDC also leads the Atlantic Economic Corridor Project, a 20-year plan for growth from Donegal to Kerry. We were delighted to support WDC in joining the NY St. Patrick's Day Parade alongside our member, IBO New York. We were thrilled to demonstrate our mission by collaborating to help and support the trip. The visit helped advanced the Irish abroad and diaspora engagement with the WDC. Also, a special Congratulations to WDC who marked their 25th anniversary with the team's inaugural Regional



**WESTERN
DEVELOPMENT
COMMISSION**



Development Summit and the launch of the Bridging the Divide economic impact report, highlighting €4.8 billion in economic contributions and over 66,000 jobs, a significant impact across the Western Region!

Irish Stew Podcast

The Irish Pod Awards shortlisted the Irish Stew: Conversation for the Global Irish Nation in three award categories—Best Society & Culture Podcast, Best Hosting Duo/Trio (John Lee and Martin Nutty), and Best Editor.

The Irish Pod Awards looked for "originality, boldness, and voices that can't be ignored" in naming its nominees. They will announce the winners at their awards ceremony on 9 January 2025 at The Alex in Dublin.

In addition to the Irish Pod Awards nominations, Irish Stew celebrated its fourth anniversary, dropped its 100th episode, was featured on Newstalk FM, and made its first road trip recording a full season of episodes in Northern Ireland coinciding with the annual Belfast International Homecoming.



COMMUNITY FOCUS



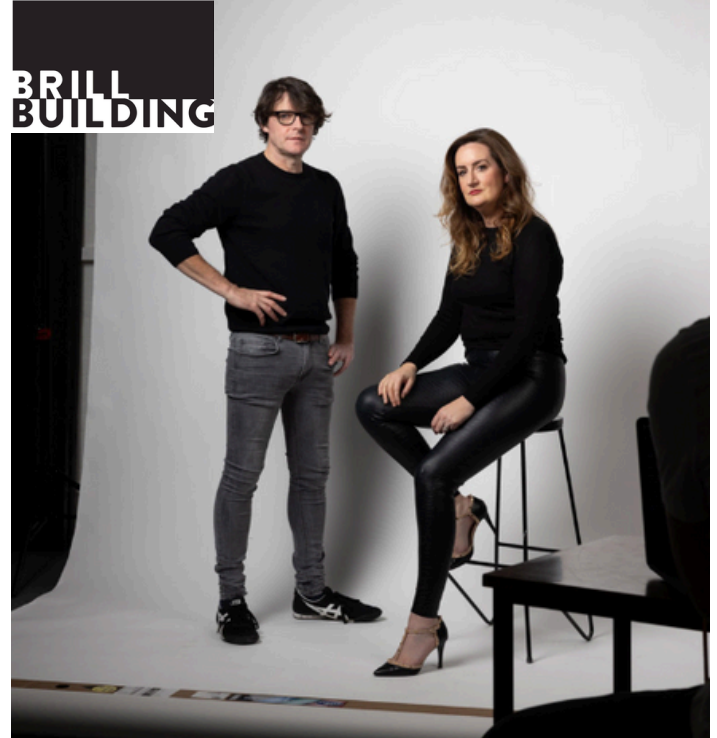
Bringing Together a Powerful Global Community

The Brill Building

Founded in 2019 by Roisin Keown, The Brill Building was built around a single goal: to make things better. After leaving a globally networked agency where she served as Head of Creative, Roisin set out to create a new kind of agency—one that was truly creative-led.

By bringing together the best creatives, strategists, innovators, and craftspeople, Roisin built an agency that could deliver exceptional, "briller" solutions. In just a few short years, The Brill Building transformed from Ireland's most awarded new creative agency to one of Europe's leading independent agencies. Their multi-disciplinary teams work closely with clients, clearing the path for brilliant brand ideas to meet the world and achieve fame.

The agency takes its name from the iconic Brill Building in New York, a legendary creative hub of the 1960s where talented writers, composers, producers, and musicians worked together to create Motown hits. Much like its namesake, The Brill Building agency is a place where big ideas are brought to life through collaboration and creativity, turning them into hits that resonate worldwide. In the build up to our event, the International Businesses Expansion



Summit 2024, Roisin and the team were an incredible support, collaborating on designs and collateral for promoting the event. We were thrilled to welcome the Brill Building as a member and feature Roisin as a panelist for one of the IBES 2024 discussions, diving into the world of market entry strategies and how to craft a winning strategy.

The Networking Institute

The We Are Global Irish Network immensely appreciates the support of one of the world's leading Master voices on the power of networks, Mr. Kingsley Aikins, CEO of the Networking Institute, pictured with another great leader in diaspora engagement, Dr Martin Russell and Jackie Gilna. The Networking Institute is a powerful community of experts and leaders who have come together to share decades of experience in networking and relationship building, through a series of training courses, educational tools, and digital resources providing lessons in building powerful networks & cultivating a global competitive advantage.



COMMUNITY FOCUS

Celebrating the Success of our Global Community



Brand Ambassador: Niall Watters

We are proud to spotlight our Brand Ambassador, Niall Watters, whose creative vision is revolutionising children's entertainment. Inspired by Irish folklore, Niall's brand: Carlichauns Entertainment, brings the magic of leprechauns to a global audience in a fresh, engaging way.

In 2022, Niall and collaborator Stephen Woods launched a preschool entertainment brand rooted in Ireland's mythical heritage, inspired by Stephen's father, Kevin Woods—the "last leprechaun whisperer" and operator of a folklore park in County Louth. They created the Carlichauns: a vibrant group of leprechaun characters for children. Plans include an animated TV series, YouTube content, digital books, games, and merchandise, offering a modern take on Irish traditions.

Supported by co-founders Tim Patterson, a former Nickelodeon and Disney executive, and retail expert Eoin McCormack, the team invested €200,000 and secured €750,000 in seed funding from North American and Irish angel investors, along with Enterprise Ireland. The project has high-profile backers, including Celtic Studies scholar Dan Mulhall and PAW Patrol creator Keith Chapman. Early successes include captivating social media content



and the Carlichauns Adventure Trail, an augmented reality mobile app launched in Ireland and Los Angeles. Future plans involve digital books on Amazon, a merchandise line with t-shirts and school bags, and collaboration with an Irish animation studio, with TV production starting next year.

We Are Global Irish is proud to support Niall as he helps grow our network and celebrates his success as a shining example of Irish creativity and ambition. We look forward to seeing the Carlichauns enchant audiences worldwide.

Buymedia : Trailblazing Innovation

We're also proud to highlight the incredible success of our network member Buymedia, who have gone from strength to strength this past year as they've been awarded various achievements and accolades. Some of the team's achievements include:

- The Excellence in Innovation Award at the Galway Chamber Business Awards 2024
- Best Application of AI in an SME at the AI Awards Ireland
- 4th place in the prestigious Deloitte Technology Fast 50 Awards 2024



Buymedia is a data-driven platform that helps companies plan, manage and buy advertising easier through merging advertising and tech to create an AI platform, empowering companies with more effective advertising decisions. Buymedia also featured as a sponsor for the International Business Expansion Summit 2024 with COO Dervilla Kelly joining as one of our panelists!

MEMBER SPOTLIGHT

A Community Growing & Prospering Together



The New York City St. Patrick's Day Parade

We are thrilled to welcome the New York City St. Patrick's Day Parade as one of our most recent members of We Are Global Irish. As one of the most celebrated and enduring traditions in New York City, this historic event holds a special place in the hearts of millions and serves as a beacon of Irish pride and heritage around the globe.

The New York City St. Patrick's Day Parade has a legacy that stretches back over 260 years. Its inaugural event on March 17, 1762, brought together homesick Irish immigrants and Irish soldiers stationed in New York under British command. During a time when wearing green was forbidden in Ireland, the parade offered participants a unique chance to express their pride openly by speaking the Irish language, singing traditional songs, and wearing the symbolic green.

Today, the parade begins at 44th Street and 5th Avenue at 11 a.m., making its way to 79th Street. It is viewed from the steps of St. Patrick's Cathedral by His Eminence, Timothy Cardinal Dolan, Archbishop of New York. This cherished tradition of marching past St. Patrick's Cathedral has been upheld since the parade's earliest days, initially passing the Old St. Patrick's Cathedral in SoHo, now a basilica.



Under the exceptional leadership of Chairman Sean Lane and the dedicated support of a skilled Board of Directors and passionate volunteers, the New York City St. Patrick's Day Parade continues to thrive. The team ensures the parade remains a vibrant celebration of Irish culture for generations to come. Moreover, the NYC parade has become a global inspiration, influencing countless St. Patrick's Day parades and events around the world as communities "Green Up" to celebrate Irish heritage every March 17th.

The economic impact of the New York City St. Patrick's Day Parade is truly phenomenal. In New York, the parade draws millions of spectators and thousands of participants, generating significant revenue for local businesses, including hotels, restaurants, and retailers. The parade's global reach strengthens international ties, showcasing Ireland's rich culture and highlighting opportunities for foreign direct investment (FDI).

Cities worldwide that host a St Patrick's Day parade also benefit from a significant economic boost, using the festivities as a platform to promote economic growth, tourism, trade, and cultural exchange. As the flagship event, the NY Parade fosters bilateral relationships between Ireland and nations across the globe.

We're looking forward to the new opportunities coming to our Global Network as we welcome this incredible new addition to the We Are Global Irish community!



MEMBER SPOTLIGHT

A Community Growing & Prospering Together



Ireland Canada Business Association: Building Bridges Between Two Nations

The Ireland Canada Business Association (ICBA) plays a pivotal role in fostering strong trade and industrial links between Ireland and Canada. As the leading business association dedicated to this important relationship, the ICBA has been instrumental in supporting businesses on both sides of the Atlantic, creating opportunities for growth, collaboration, and innovation.

Founded in 1978, with the Canadian Ambassador initially as its Patron, the ICBA has a long standing tradition of excellence. Its diverse membership includes businesses of all sizes and government agencies focused on export promotion and business support.

The Ireland-Canada trade relationship has seen remarkable growth in recent years, benefiting both economies. ICBA Chair Dr. Deirdre Giblin highlighted these successes at our 2024 International Business Expansion Summit in Galway, emphasising the potential for further collaboration. Economist Jim Power's recent ICBA report revealed record-breaking trade growth, affirming the ICBA's mission to connect, communicate, and influence.



For Canadian businesses exploring opportunities in Ireland, ICBA membership offers access to an exclusive network, industry insights, and advocacy to support market entry and growth. Through events, reports, and government connections, the ICBA drives bilateral trade forward.

The ICBA's initiatives and advocacy efforts help create a supportive environment for businesses to thrive, whether they are entering new markets or expanding their operations. Visit their website to learn more and join this dynamic network shaping Ireland-Canada trade at [Irelandcanada.com](https://irelandcanada.com).

New Member Spotlight: Agile Executives

Led by Managing Director Tony Dignam, the company is expanding its reach to better service clients across the globe and is a great fit with We Are Global Irish and our member network. Agile Executives is deeply committed to helping businesses with their growth and development. Agile Executives specialise in Providing fractional/senior executive services, Delivering dedicated mentoring and Offering expert consultancy. The team also provides expert services in other areas of business development such as Assisting



with grants and funding, and Facilitating state-backed growth programmes! Welcome Tony and Team Agile Executives to the We Are Global Irish Network!



Conclusion

To Our Members...

From all of us at We Are Global Irish Inc, we wish you a joyful holiday season!

As we reflect on the year, we are grateful for our amazing community and the connections that bring us closer together, no matter where we are in the world. Here's to a season of warmth, love, and togetherness—and an exciting year ahead! Let's grow and prosper together.

Nollaig Shona agus Athbhliain Faoi Mhaise Daoibh!

See you
soon!

