



SME Pinnacle Programme

Helping ambitious SME owners reach new heights

Introducing an innovative programme of interactive lunchtime networking and thought leadership sessions.



Mary Rose Burke, CEO, Dublin Chamber with Naoise Cosgrove, Managing Partner, Crowe Horwath at the launch of the Pinnacle Programme.

Crowe Horwath is delighted to be partnering with Dublin Chamber on this exciting new initiative. Our firm has been supporting and helping Irish SMEs grow for over 75 years.

As the backbone of the economy, small and medium-sized enterprise has been instrumental in delivering a turnaround in Irish industry in recent years. They account for almost half of the private sector labour market and contribute close to one third of the total value of the Irish economy. In today's increasingly complex business environment there are significant challenges facing SMEs, with many failing or struggling to reach their potential.

The aim of the Pinnacle Programme is to provide a valuable platform of support for SME owners. Through our autumn and spring series we hope to provide a forum for owners to come together to share their experiences, build a personal network of likeminded business owners and hear insight from some of Ireland's most prominent SME leaders.

Naoise Cosgrove Managing Partner, Crowe Horwath

The SME sector is incredibly diverse but, despite the wide diversity in the sector, the issues faced are very similar. By working closely with our SME membership we have identified a range of topics and challenges facing today's SME owners. This research forms the basis for the eight themed sessions in this programme.

This programme is a key member benefit of our network and I am confident participating SMEs will gain the insight, advice and guidance to help bring their businesses to the next level.

Mary Rose Burke CEO, Dublin Chamber

About Crowe Horwath

Crowe Horwath is a leading accountancy and business advisory firm in Ireland. For over 75 years we have been supporting and growing Irish SMEs.

The Dublin-based firm consists of 14 partners and over 140 staff and is an independent member of Crowe Horwath International – the eighth largest international accountancy network in the world, with a global network of over 200 firms in over 130 countries.

As a firm we specialise in the SME sector, providing support to Irish owner-managed businesses. We also work with a number of multinational organisations, public bodies and not-for-profit organisations.

Crowe Horwath offers a range of services, including:



**Audit,
Assurance
and Accounting**



**Tax Compliance
and Planning**



**Company
Secretarial**



**Corporate
Finance**



Consultancy



**Restructuring
and Insolvency**



**Outsourcing
and Payroll**



**Corporate
Governance**

About Dublin Chamber

Dublin Chamber of Commerce represents the interests of all businesses in the greater Dublin area and as the leading business organisation in the area, the Chamber offers the opportunity to promote your business and to get involved in its future direction.

Our mission:

Helping your business succeed in a successful Dublin.

Our vision:

- To be THE voice of Dublin business
- To be Dublin's best business network, local and international
- To deliver inspiring business learning and leadership

Autumn 2017 series

Session 1 — September 14

How to attract and retain top talent

How to build a workplace culture that attracts and retains great talent.

Guest speaker: Bob Lee, Founding Director, Great Place to Work UK & Ireland

Session 2 — October 19

Internationalisation

How to maximise opportunities with cross-border trading and expanding into international markets.

Guest speaker: Bob Etchingham, CEO, Applegreen

Session 3 — November 09

Scaling SME businesses

How to prepare, manage and optimise growth in your business.

Guest speaker: Brody Sweeney, Founder, Camile Thai

Session 4 — November 30

Managing a family business

Optimal strategies, business structures and approaches to succession planning for family businesses.

Guest speaker: Caroline Keeling, CEO, Keelings

Spring 2018 series

Session 1 — January 25

SME funding strategies

Funding landscape and optimal strategies for growing your business.

Guest speaker: TBC

Session 2 — February 22

Building lasting value

How to recognise, build and protect value in your business.

Guest speaker: TBC

Session 3 — March 15

Buying and selling SMEs

How to uncover potential and realise value when buying or selling a business.

Guest speaker: TBC

Session 4 — April 12

Building SME brands

How to build a brand that reaches and resonates with your target market.

Guest speaker: TBC

Autumn series guest speakers



Bob Lee

Expert on high-trust, high-performance workplace cultures

Bob is an international conference speaker, author and adviser. A founding director of Great Place to Work UK and Ireland, Bob has held senior leadership positions with the institute, including four years as chair of its Global Advisory Board. He has represented Great Place to Work at Conferences and events all over the world. His first book – *Trust Rules: How the World's Best Managers Create Great Places to Work* – achieved #1 'International Business' Bestseller on Amazon UK.



Bob Etchingham

CEO, Applegreen

Bob Etchingham founded Applegreen in 1992 after working for Esso in the Republic of Ireland and the UK for over 10 years. With over 30 years experience in the retail fuel market Bob has led the rapid growth in the Group's site numbers in recent years, capitalising on the opportunities presented during the recession in Ireland and Great Britain. He has a Master's Degree in Economics from University College Dublin.



Brody Sweeney

Founder, Camile Thai

Brody Sweeney founded the O'Brien's Sandwich Bar chain in 1988, and with his management team built it to nearly 350 outlets in 16 countries. In 2005 he retired from the day to day management of the business and in 2009 exited it. He is founder of the Camile Thai Kitchen Group, a small chain of online delivery restaurants in Ireland and the UK. He is a non-executive director of Bord Bia and chairman of the Little Museum of Dublin. He is author of two bestselling business books: *Making Bread*, published in 2005, and *Small to Tall*, published in 2008.



Caroline Keeling

CEO, Keelings

Caroline Keeling is the chief executive of fruit producer and food distributor Keelings. She joined Keelings as a technical manager in 1994, following two years at Green Isle Foods. Headquartered in Dublin, Keelings operates in Ireland, the UK, Europe and Asia, employing over 2,000 people across five divisions – Keelings Retail, Keelings Fresh, Keelings Market, Keelings International and Keelings Solutions. As well as fresh produce, Keelings has developed produce-specific ERP software solutions as well as consultancy and management services. Caroline holds a number of non-executive board roles.



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