

OCO

Knowledge Hub  
at OCO Belfast



# Who we are?

OCO Global is a specialist trade & investment advisory firm headquartered in **Belfast**. In response to client demand for flexible, responsive and low cost research solutions we have established a **Knowledge Hub** that employs close to 30 experienced multilingual analysts that work to deliver research and support client acquisition services for global clients.

Our client base includes both public and private clients who work with OCO to supplement their internal knowledge management resources and to expand their understanding of markets and opportunities. The team are empowered by the latest data mining tools and our own proprietary analytical tools.

OCO has built its own network of overseas offices and associates to help navigate the most significant global trade and investment markets. We can offer clients representation and trade services in these countries, underpinned by our knowledge hub.

We have outlined some of our team's bio highlights below:

## Project Leads

**Mark O'Connell**



*Belfast*

- Over 25 years' experience in trade and investment
- BA(Hons) Business and French
- MA in Marketing Management
- Multi-sector focus
- Native English speaker with French

**Laurent Sansoucy**



*Paris*

- Over 20 years' experience in economic development
- MSc in Agronomy
- Sector specialisms in life science, transport technologies and ICT
- Bilingual French/Italian speaker with fluent English and basic Spanish

**Dr. Joachim Arnold**



*Frankfurt*

- 10 years' experience in trade & investment
- Environmental energy sector specialism
- PhD in Economic Geography
- Native German speaker with fluent English

**Colin McCullagh**



*London*

- 18 years' experience in trade & Investment
- ICT sector background working as an international business development manager for IBM and LogicaCMG
- BA (Hons) Marketing
- Native English speaker with Portuguese

**Alan Stevenson**



*New York*

- 10 years professional experience
- Business development professional in ICT & Financial Services sectors with US market expertise
- BA (Hons) Modern History
- Native English speaker

**Brian Shaw**



*Tokyo*

- Over 25 years professional experience, previously Managing Director at UKTI
- Harvard Adv. Management Diploma
- Japanese market specialism
- Native English speaker with Japanese

## Research Team

**Naomi Byrne**



- 9 years professional experience in investment and trade
- BA (Hons) French & Advanced Diploma in Management
- Multi-sector focus
- Native English speaker with French & basic German

**Adam Goodall**



- 7 years' experience in public sector
- ICT & telecoms sector specialism
- BA (Hons) Politics & International Relations and Advanced Diploma in Management
- Native English speaker

**Yassin Nahi**



- 6 years professional experience in trade & investment
- Transport technologies and agrifood sector specialism
- Masters in International Affairs
- Native French speaker with fluent English, Turkish, Arabic and Spanish

**Conall Mullan**



- 3 years professional experience in trade & investment
- Environment, energy & infrastructure sector specialism
- Masters in Economics
- Native English speaker

**Yonghong Beattie**



- 2 year professional experience in trade & investment
- Multi-sector focus
- Masters in Marketing
- Mandarin, Cantonese, Hakka and fluent English speaker

**Izumi Hayashi**



- Over 20 years professional experience
- Chartered Financial Analyst
- Financial Services market specialism
- Native Japanese speaker with fluent English

## Context for our services

Climate of Austerity

Shifting Trade & Investment Sands

Outsourcing Non-Core Services

Access to Specialists

Flexibility

## What we offer?

### Desk based research

- Sector and market profiles
- Company and competitor intelligence
- Market, trade and investment statistics
- Market entry advice (trade regulations, company establishment, tax, employment, property)
- Lead generation
- Forecasts - Market and sector sizing and growth
- Benchmarking studies - comparing locations for trade and investment opportunities
- Supply chain mapping

### In market support

- Export advice
- Trade services
- Export Finance Advice
- Organisation of familiarisation / visit programmes for clients
- Events / trade show participation
- Market / location assessment studies
- Distributor / partner search and evaluation
- Lead generation and surrogate sales
- Office and touch-down space - Belfast, London, Frankfurt, New York, Paris, Tokyo

## What sources do we use?

OCO rely on a diverse range of internationally recognised sources to support our research and have subscriptions to leading databases and partner agreements with key sector and market specialists including Mintel, Frost & Sullivan and Bureau Van Dijk.

We also operate proprietary research tools of our own including Velociti, a company intelligence platform designed to help prioritise and identify high performing companies.

For further information visit: [velociti.ocoglobal.com](http://velociti.ocoglobal.com).

## Example Projects

Our flexibility and responsiveness to client needs is something that we pride ourselves on as a firm.

Some examples of recent projects have been detailed below:

### Sector Research UK Trade & Investment

In early 2014, we were asked at short notice to develop a research piece on re-shoring, this involved identifying companies that had chosen to return to the UK and detail trends. Our research was subsequently woven into the UK Prime Minister, David Cameron's, speech that was delivered at the World Economic Forum in Davos in January 2014.

Sector: **Manufacturing**

### Trade Services SME, Eyefall

In 2013 OCO provided Eyefall (a UK-based SME) with market overviews of the US car dealer networks and relative importance, and set up an inward visit programme for them to meet a number of significant dealerships in California and Florida to present their software solutions. They are currently piloting the application with two major sites.

Sector: **Retail**

### Lead Generation Enterprise Florida

OCO worked with Irish food multinational Greencore to support their US market entry and expansion strategy providing insights on the market, trends in convenience food and packaging/food labelling regulation. We also looked at options to support their market development. This intervention by OCO resulted in a direct investment by the company into Jacksonville Florida. They now employ 400 people in Florida on their manufacturing site.

Sector: **Food**

### Event Services Enterprise Ireland

Assisted Enterprise Ireland with securing speakers and delegates at a Food Innovation event in Chicago. The purpose of the event was to launch the Ireland food FDI agenda in US. OCO secured keynote speakers including the CEO from Kerry Group and Mintel.

Sector: **Food**

### Trade Services British Columbia

Since 2012 OCO has been supporting the Government of British Columbia with delivery of trade services in Europe. We have supported more than 200 SMEs on missions, distributor searches and trade shows in Europe. A major focus has been on software and digital media where the region has key strengths.

Sector: **ICT**

### Business Development UK Bank (private client)

In 2014, OCO conducted a market study on behalf of a UK bank to understand the local market opportunities and understand the share of clients currently engaged with the bank. The final stage of the project involved developing a prospects list for future business development purposes and grow the bank's account base.

Sector: **Banking**

### Market Entry SME

In 2014, OCO was engaged by a Northern Ireland company specialized in the design & development of supportive products for children with disability to support its entry into the Brazilian market. OCO, through its local team in Brazil, conducted research on import regulations and processes; examined the tax and duties of various import strategies; and conducted a distributor search. As a result, OCO successfully engaged the leading institution for children with disabilities in Brazil, AACD.

Sector: **Education**

## Menu of Services & Cost

OCO offers cost effective short-term solutions for agencies. Typical outputs and costs are outlined below. Discounts are available for long-term and larger projects:

Service	Description	Cost
<b>Market Snapshots</b>	An overview of market conditions including trends and forecasts	<b>£1,500</b> (per snapshot)
<b>Sector Snapshots</b>	An overview of a sector or sub-sector including market opportunities	<b>£1,500</b> (per snapshot)
<b>Meetings</b>	Sourcing and arranging business development meetings on behalf of clients	<b>£500</b> (per meeting)
<b>Trade Show Support</b>	Attending trade shows alongside or on behalf of clients	<b>£500</b> (per day)
<b>Event Organising</b>	Organising the logistics for an event and assisting with hosting on the day	<b>£350</b> (per day)
<b>Velociti</b>	Company targeting	<b>£200</b> (per profile)

## Why work with OCO?

- 1** A proven partnership delivery model.
- 2** In-depth understanding of the global trade and investment climate.
- 3** We offer flexible and cost effective solutions for companies and agencies.
- 4** Global experience and physical presence in the key global economies.
- 5** A focus on outcomes and impact through commercially oriented research.

## What our clients say about us?

"OCO have consistently delivered a high standard of work for Invest in Finland across multiple projects since 2013. We are always pleased with the efforts and communication shown by the OCO team and look forward to working with them in the future."

**Senior Director,  
Business Development  
Invest in Finland**

"This is one of the best pieces of work I have ever received (...) - the information covered is extensive, relevant and produced a week before deadline! Also very well presented and pitched at the right level. The client will find this extremely useful thank you very much!"

**PA Consulting**

"This research looks wonderful - thanks so much! Really appreciate it. Will send this on to (client - company name) and let you know if they need anything else. Really appreciate getting this before the deadline too, so thanks for all your hard work!"

**Enterprise Ireland**

"These guys should really be acknowledged for the trade service work... This is an excellent example of our trade agenda directly impacting job creation."

**British Columbia,  
Economic Development  
Team**

"I have gone in detail through all the proposal and I have to say that it is fantastic. It is really well structured and more than covers all the information that the client could be expecting to receive."

**UK Trade and Investment  
Investment Services Team (UK)**

"It was a real pleasure working with you... I am impressed and extremely grateful for the help with reaching developers, publishers and VCs in Europe"

**Canadian Digital Media  
SME**

## How to commission OCO services

In most client cases we establish a framework contract which covers the scope of services, fees and the response times for different types of work.

Once in place we appoint a project lead to be the single point of contact on our side for the commissioning of work. Each time the client has a research requirement we can respond rapidly and without any bureaucracy.

We typically have a contract review meeting with the client on a monthly basis to ensure that service level agreements are met and the work is of a consistently high standard.

## Get in touch

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