



# PRESS RELEASE

**Category:** Business & Education

**Subject:** Next Inc60 Live FREE Event

**Topic:** First Steps to doing business in the USA

**Date/Time:** Friday 9th October - 13pm - 14pm

**Venue:** IIBC (iHub) GMIT, Westport Road, Castlebar, Co. Mayo

If you're in business you're always looking to expand and grow. You know that only new customers and new markets grow businesses. The United States is the world's largest and most dynamic economy. It has a GDP above \$14 trillion meaning there is no bigger, more bountiful nut for companies to crack.



On Friday, 9th October Inc60™ will hold an event in association with Mayo.ie to assist all types of companies thinking of entering the U.S. market. Participating companies and business people will receive expert guidance and learn how to investigate the U.S. market as a viable business proposition. The United States is enormous, ranking as the third largest country in the world by landmass and population. Going in without pre-planning, without knowing your market or knowing if there is a market for your product, will leave you - as the locals say - whistling dixie. Your resources will quickly disappear into the vast cultural milieu that thunders around you.

This event will be led by Susan Stipa, President of McDay LLC, a Philadelphia based Marketing Communications Services firm. Susan will be joined for a live Q&A session by Bill McLaughlin, founder and Chairman Emeritus of the Irish American Business Chamber & Network in Philadelphia.

Susan Stipa has twenty years' experience in pharmaceutical, technology, financial services, and healthcare related industries. Susan couples a chemical engineering background with a creative mind to carve out a unique offering at McDay LLC. Susan articulates strategy, simplifies complexity and frames branding/outreach for leading companies in technology, life sciences, engineering and finance.

Bill McLaughlin is President of McLaughlin & Morgan, Inc., a company dedicated to offering a full spectrum of Business Development Services with a particular interest in assisting American companies entering the European market through Ireland, and Irish companies entering the US markets.

This event is the first in a series of Inc60™ events on Doing Business in America. It will be held in partnership with Mayo County Council to celebrate the launch of their new Ireland West International Trade Centre in Rhode Island. This exciting venture has been led by Mayo County Council in collaboration with Ireland West Airport Knock, and Local Enterprise Offices and County Councils from across the west of Ireland. It will serve as a soft landing platform for business, entrepreneurs and creative individuals to explore the U.S. east coast markets in Boston, New York and Rhode Island. The centre includes hot desking space, office space, exhibition space and a conference room. The project has received strong support from the Irish Diaspora in the northeastern United States.

The Inc60™ U.S. Market Entry Advice for Irish Businesses event takes place at GMIT, Innovation in Business Centre (IIBC) in Castlebar on Friday, 9th October 2015. It's a sixty minute lunchtime event followed by refreshments and networking. The session is free to attend and commences at 1pm, sharp. Booking is required as this event is strictly limited. For further information or to reserve your place, please visit [www.inc60.com/events](http://www.inc60.com/events).

## BOOKING

Booking is essential for this FREE event as space is limited. Please visit our website [www.inc60.com](http://www.inc60.com) and follow the links to book.

## SOCIAL

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## EVENT PARTNER



**MAYO.IE**

## EVENT CONTACTS

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