



## 'Doing Business in Saudi Arabia' Webinar Event

Hosted by Ireland Saudi Arabia Business Council and Leman Solicitors

### Event Details:

Tuesday March 23, 2021

10:00am (Dublin) 1.00pm (KSA)

Zoom virtual event, register [HERE](#)

### Session Agenda

- ✓ Welcoming remarks and overview by ISABC chairman
- ✓ Contract/Business Relationships with Saudi Arabia
- ✓ VAT & Tax Issues when trading with a KSA customer
- ✓ Saudi Arabia Business Culture
- ✓ Q&As

### Speakers:

ISABC Chairman, Joseph Lynch

Mairead Finlay, Head of International Real Estate at Leman Solicitors

Mark Roberts, Corporate Partner at Leman Solicitors

Cormac Doyle, Tax Partner at Crowe Ireland

Representative of the Council of Saudi Chambers

Samiha AlShaikh, Consultant to the Ireland Saudi Arabia Business Council

Brendan McQuaid, Group CEO, Alliance Aviation Group Ltd

### Speaker Profiles:

#### ISABC Chairman, Joseph Lynch



Joseph served as Irish Ambassador in Nigeria, Ghana, Switzerland and Algeria, earlier postings included Beirut, London, EU Brussels and Washington DC as DCM. As First Secretary he helped establish the first Irish Embassy in the Kingdom in Jeddah in 1976. He has an abiding interest in the KSA and in promoting business between the two countries. In 2011 he established the Ireland Saudi Arabia Business Council which signed an agreement with the Council of Saudi Chambers. Since the first Joint Business Council in 2013 there have been over 19 agreements between Irish and Saudi companies. ISABC is delighted to be working with Leman Solicitors.



### **Mairead Finlay, Head of International Real Estate at Leman Solicitors**

Mairead is a senior lawyer and head of Leman International Real Estate. She has extensive experience in all aspects of real estate law both in Ireland and internationally. Before moving to Leman, she spent over six and a half years working in the Middle East as a partner in the International law firm Trowers & Hamblins. Although now based in Dublin Mairead continues to maintain her connections to the Middle East and her international experience through her work at Leman, advising international investors on their acquisitions in the Irish market as well as Irish businesses working and investing in the Middle East.



### **Mark Roberts, Corporate Partner at Leman Solicitors**

Mark is a partner in Leman's Corporate Department and heads the firm's life sciences practice. He has represented clients and investors in a variety of sectors and has substantial experience advising on a range of corporate matters, including equity investments and offers of equity securities, corporate finance, mergers & acquisitions, share purchases, asset purchases, venture capital and private equity transactions for both public and private companies. Mark also leads Leman's corporate governance practice, advising on company law and company secretarial compliance issues.



### **Cormac Doyle, Tax Partner at Crowe Ireland**

Cormac is a partner in the firm's tax department. A fellow of Chartered Accountants Ireland (FCA) and an AITI Chartered Tax Adviser (CTA), he has over 17 years' experience working in professional services. He has significant experience working with Irish business owners, investors and employees who are looking to expand overseas. He provides support across all areas such as setting up, international tax planning and compliance, managing VAT reporting for cross border trading and payroll taxes related to global mobility. Through coordination with our Crowe Global colleagues, Cormac can provide a seamless service and single point of contact for all international tax requirements.



### **Samiha AlShaikh, Consultant, Ireland Saudi Arabia Business Council**

Samiha's work experience and skills includes providing business consulting services, arranging corporate events and event planning services. Her skills include content strategy and management as well as public speaking, management consulting and corporate training.

She also offers translation and writing services. Samiha AlShaikh is a consultant to the Ireland Saudi Arabia Business Council and is a valued member of the team. Samiha can help and guide Irish companies to succeed in managing the diverse cultural contexts and communication business patterns when operating or doing business in Saudi Arabia.



### **Brendan McQuaid, Group CEO, Alliance Aviation Group Ltd**

Brendan began his aviation career in 2003 as a private pilot and continued to fly until 2012 until his move to aircraft management, operations and AOC development. He is the co-founder of the JDM Software platform in 2005 built around charter sales, charter management and FBO management. JDM today is the operating system for AOCs (fleet management) trip support companies and FBOs. Brendan assisted with the set-up of Quintessentially Aviation and brought Q Aviation to Shannon airport in 2012, initially to set up a VIP passenger lounge for US Pre Clearance flights, and into a licensed ground handling agent. In 2019 Brendan set up Alliance Flight Support, with assets and base operations in both Ireland and Jeddah. This joint operation was responsible for coordinating €22 million of charter sales, the sum of 210 missions from Europe into Saudi Arabia.

In June 2020 Alliance Aviation Group acquired an AOC company in Malta. This skilled team is preparing to expand the management fleet to up to 10 aircraft over the coming 18 months and are in the process of opening Alliance Jet Dubai to cater for countries in the Middle Eastern region.