

irc business news

Dear IRC Members,

Many new initiatives are currently well underway. In a follow up to the recent EMEA regional meeting in Madrid, Gaye Ozcän, the EMEA Regional Leader, has introduced a new guide to boost cross-border cooperation. We encourage everyone to learn more in the interview below.

IRC Webtemplates allowing our members to develop a brand new local website on an IRC platform at no additional cost are being finalized. We are currently running 2 pilots which along with the back-end platform will be introduced in New York.

Already 60+ attendees have confirmed their participation in our Annual & Regional Meetings in New York! If you still need to register for our meeting or want to register more partners from your firm please do so [here](#).

Best regards,
Patrick Westerburger
President of the IRC Executive Board



Did you know that..

IRC USA –
Rhodes Associates is
proud to welcome
a new colleague?

With an MBA from Harvard Business School and more than 25 years of experience in commercial real estate landing and debt capital markets, [Margaret Blakey](#) (Meg) newly joins Rhodes Associates as its Partner. We look forward to meeting Meg at our upcoming Annual Meeting in New York!



IRC EMEA Region Introduces New Business Development Initiative

Interview with **Gaye Ozcän**, IRC EMEA Regional Leader

Why is the pilot project of the Business Development Guidelines being launched in the EMEA region?

There is a continuous effort to increase the cross-border business in our alliance. In the last regional meeting, we had two different group sessions where members could discuss their expectations and the priority for all members is boosting the cross-border cooperation on a regional as well as a global level. We have come up with a pilot project to structure the efforts, follow up the results and learn new lessons from each other's experience. If the pilot project brings expected added value we will be more than happy to share it with remaining IRC regions.

What are the building blocks of the Guidelines?

In this project, the targeted companies will be identified and approached for solely cross-border business purposes. We target two sets of companies; the first set is multinationals with regional/global hubs and the second set is strong local companies with international branches. We believe that having this targeted approach will contribute to our success. The more focused we are, the more we will increase our opportunities and business results.

How do you expect the Guidelines to help enhance the IRC cross-border business?

This process will contribute to our success. The initial step to increased cross-border business is to know each other better and buddying up is a great way of doing this. I think one of the most valuable outcomes will be sharing our experiences and learning lessons from each other.

Read the EMEA Business Development Guidelines [here](#) and other related documents [here](#).



IRC Calendar

September 30 **2015**
IRC Regional Meetings
New York, USA

October 1-2 **2015**
IRC Annual Meeting
New York, USA

September 28-30 **2016**
IRC Annual & Regional
Meetings
*Location to be
announced in New York!*