



Post-Event Pack | Barcelona 2017

# IR Dealmakers

February 02-04, 2017  
Hotel Arts, Barcelona



# Message from the MD

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A photograph showing a man in a dark suit from behind, standing at a podium and addressing a large, dimly lit conference hall filled with attendees seated at round tables.

Attendees rated their event experience  
**8.8/10**

Dear Attendees,

Thank you to everyone who attended for contributing to such a wonderful event. We have been overwhelmed with the positive feedback and were delighted to hear about the various collaborations and working relationships already forming. From an IR perspective, we really enjoy these smaller, more personal events, as they provide a great opportunity to spend more time with everyone and really get to you know you all.

The title of the event was 'Entrepreneurial Thinking; The changing role of the advisor' and we hope this message resonated. We believe there is an interesting transition happening in the industry at the moment, as businesses needs evolve. This event was about how IR and you the members can position ourselves, as a close strategic partner to the client.

Within this pack, you will find details of all presentations, along with links to photos and video galleries. If you would like a high resolution copy of any image, please contact [rebecca@irglobal.com](mailto:rebecca@irglobal.com).

We're happy to tell you there is still much more to come this year, the next event will be our Singapore 'On the Road' meeting, 10-12th May which will be followed by our Berlin 'Annual Conference', 10th-12th September. These will both be limited ticket events, keeping attendee numbers limited to ensure optimum time for networking and relationship development. To ensure you don't miss out, please reserve your ticket via [events@irglobal.com](mailto:events@irglobal.com).

Please also keep a close eye on group updates, as there are many interesting developments coming soon. It is a great time to be part of IR Global and we are feeling excited about the year ahead.

Finally, if you haven't done so already, could you also [complete the event survey](#) about your experience in Barcelona? Your feedback really is important and helps us continue to grow.

Warm Regards

*Tom Wheeler*

# Event Sponsors

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**Jean-François Alendry, Eurohold**

[jfa@eurohold.com](mailto:jfa@eurohold.com)  
[www.eurohold.com](http://www.eurohold.com)



**Sönke Lund, mmmm**

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[www.mmmm.es](http://www.mmmm.es)

EUROHOLD was founded in 1989 as a Corporate Finance Consulting Company, and it is nowadays one of the most active Mergers & Acquisitions Companies in Spain.

The company mainly operates in Spain (with offices in Barcelona and Madrid), Switzerland (Geneva), France (Paris), Germany (Munich), United Kingdom (London), Turkey (Istanbul), Russia (Moscow), China (Pekin), South Africa (Johannesburg) but also in Italy, Netherlands, Sweden, Norway, Denmark, Ukraine, Mexico, Brazil, India and Japan through its network of partners.

The company is strongly focused in long-term relationships with its clients and is specializing in companies with growth potential in key sectors.

Eurohold offers Corporate Finance services to Multinationals, Private Equity funds and to Private Companies, acting from the conception to the structuring and closing of the transactions, bringing its strong experience in each process step: valuations, Information Memorandum writing, transaction definition, fund structuring, counterparts identification, supervision and management of confidential documents, negotiations organization, Due Diligence and Vendor Due Diligence supervision, Data Room organization, supervising of all kind of contracts including Letter of Intent, Memorandums of Understanding and SPWA (sale/purchase and warranties agreements).

They say that we moved something in the Spanish advocacy since 1989, when we started working in Spain for German speaking clients. The scheme and methodology that we introduced at the time has grown up to be a highly developed document management – and still provide the basis for the contact and interaction with our clients.

We have set standards in cross border legal services with Germany, Austria and Switzerland and have become since then one of the few truly international law firms in Spain. As a law firm we have ever since looked to the future, in order to focus on the needs of our clients. Not only because we want to know where and when you may require service, but also– what kind of service you expect from us.

In recent years, the economy and the business world have changed substantially, we have adapted our management and goals to the paradigm shift inherent in these changes. All to create an efficient customer service as well as profitable.

Through our active participation in both scientific and professional organizations and international associations we are highly recognized in expert circles. Continuous further training and renewal in our practice areas are fundamental principles that we stand by.

# Speakers

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Panel Discussion:

## The Changing Role of the Advisor

Jean-Francois Alendry, Eurohold  
& Leticia Hernandez Santos, MMMM

Jean-Francois is a principal of Eurohold, a leading corporate finance company and one of the most active dealmakers in Spain was joined by Leticia of MMMM, one of most well regarded cross border legal practices in Barcelona. Within this discussion, they tackled a number of different subjects related to deal activity, challenges being faced in the market and how their role as an advisor was evolving

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## The Changing Role of the Advisor

Marc Dufraisse, Authenticoach Partners

[www.autenticoach.com](http://www.autenticoach.com)

Marc is a passionate coach, trainer and change management consultant. He is the inspiration and catalyst of personal, professional and corporate growth. Among his clients there are many multinational companies from different industries. He is trilingual French, English and Spanish and fluent in Italian and Catalan

Marc provided the opening presentation in which he put the event theme into context. He spoke about the need for a strong client focus and the need to become more than just a lawyer or accountant. Today's business leaders want close strategic partners who can help them achieve their vision.

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## Early Financing Trends in Life Sciences

Josep L.I. Sanfeliu, Ysios Capital

[www.ysioscapital.com](http://www.ysioscapital.com)

Josep focuses on medtech investments and on structuring transactions and has over 15 years of experience in law, corporate finance and business development in connection with entrepreneurs and with intellectual property related companies.

During his presentation, Josep spoke in detail about the life sciences sector, trends in the marketplace, the unique approach Ysios Capital take and how they have achieved such fantastic success in recent years. This talk acted as a prelude to our final networking session of the day looking at sector teaming.

Presentation download: [amzn.to/2kvaMja](https://amzn.to/2kvaMja)



## The Impact of AI in the Professional Services Industry

Elisabeth Busquets

[elisabethbusquets@gmail.com](mailto:elisabethbusquets@gmail.com)

Elisabeth has a background in Law (UPF, 2012) and now works in technology and education, where she researches the intersection between humanity and technology, her main focus being AI.

During her presentation, she approached the fascinating subject of artificial intelligence. This covered the rapid rate of development and the impact this is having across the world. She then spoke more specifically about what this means to the professional services sector in the coming years.

Presentation download: [bit.ly/2kW7vGB](https://bit.ly/2kW7vGB)



# Networking Tables

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During the conference we rotated attendees in three networking sessions. These were coordinated to ensure each member had optimal networking time and so they could connect with as many of the firms which shared the same interests.

## 1. How is your firm innovating and thinking entrepreneurially to create opportunities for your clients?

Identify ways to create opportunities for each other in the network rather than sitting and waiting for things to happen (this can include sharing creative ideas for marketing collaboration – events, co-publishing, approaching clients together etc.)



## 2. Innovation and progress is inexplicably connected to technology, both in how we adapt and implement this into our existing practices.

Clients demands / expectations are constantly evolving and the advisors most willing to change, are those who will succeed. What tools and platforms is your firm using now both in regard to deal making and the general running of your business? What are you considering or would like to hear from others about?



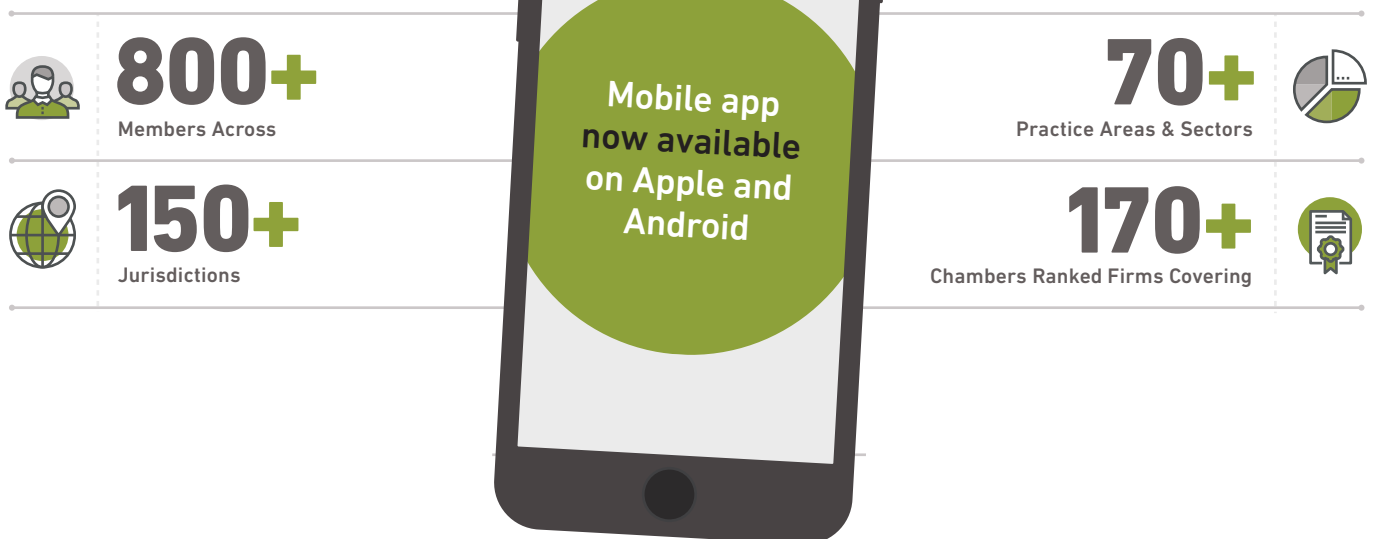
## 3. Sector Teaming, in this session we will be identifying sectors in which members can cooperate together and go after new business in smaller teams.

Information gathered from the pre-event questionnaire on the sectors members are involved in will be used, so we can position attendees together who share common areas of interest.



# IR Global Update

Tom Wheeler and Ross Nicholls gave a group update in which they spoke about investment into the group's infrastructure, various tools / initiatives being introduced in 2017 and the recent M&A research carried out.



## Group Infrastructure

**Recruitment of new senior level staff members**  
to support the growth of the group.

**Increased marketing & advertising spend**  
for raising the IR Global brand profile.

**Introduction of referral protocols,**  
quality standards and reporting procedures.

**Marketing Guidelines for promoting the network,**  
including a client pack for distribution.

**Support services**  
including design, editorial, social media, firm management and cyber security services.

## New Tools, Initiatives & Events

**Member Forums**  
within the private area of the website for sharing opportunities.

**Member Mapping**  
Identifying each firms sector and geographical interests.

**Strategic Partnerships**  
creating incoming referral channels and added value services.

**Virtual Series**  
marketing collaboration projects tackling important subjects to a global audience.

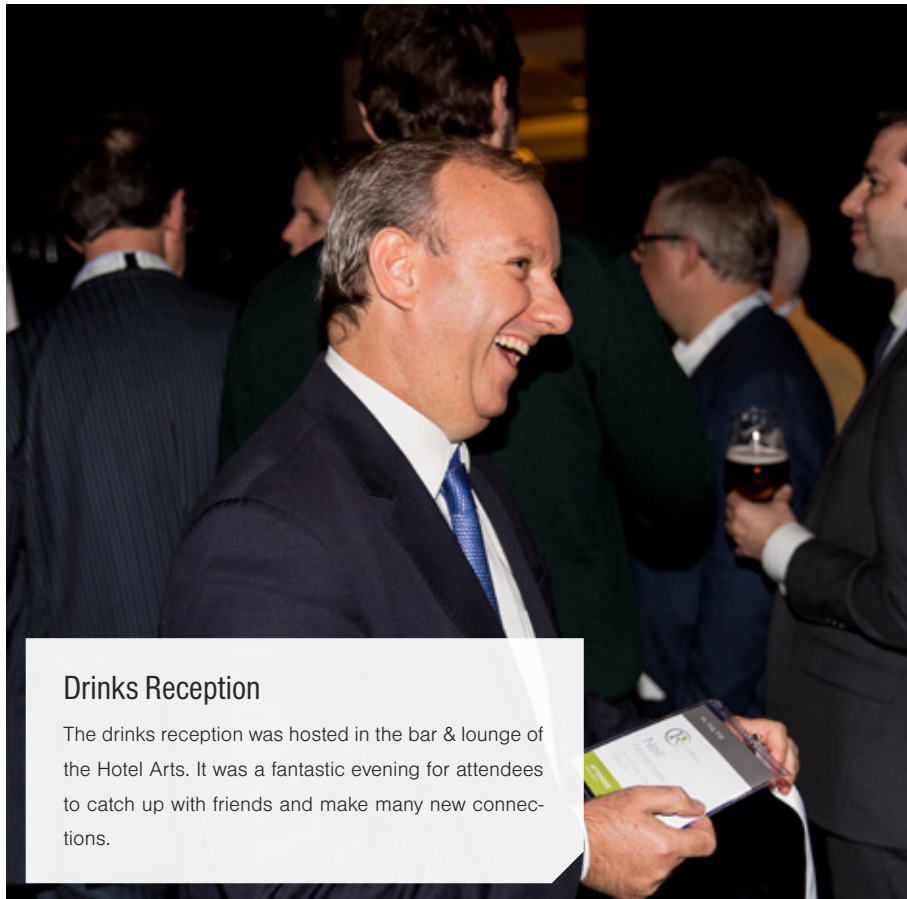
**Forthcoming Events**  
Singapore 'On the Road' 10th - 12th May,  
Berlin Annual Conference 10th - 12th September.





### Pre-Event Dinner

Prior to the official start of the event, local member and event sponsor MMMM arranged a wonderful dinner in a local restaurant for around 20 members coming from all other the world.



### Drinks Reception

The drinks reception was hosted in the bar & lounge of the Hotel Arts. It was a fantastic evening for attendees to catch up with friends and make many new connections.

### Dinner

On the Friday evening, we hosted a vibrant networking dinner at the Xalet de Montjuic in their revolving restaurant which provided astounding views overlooking the city.



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## Excursion

For our guests staying over the weekend, we took a private back stage tour of the Liceu Opera House. Followed by a memorable lunch at the unique Opera Samfaina restaurant.





# Attendee Testimonials

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“This was my first IR Global conference and I was blown away by how well organized this event was, how fantastic the support staff was and how welcoming all the members were.

This has been, by far, the best international networking event I have ever attended (and there have been many). I look forward to future events.”

— *Jacob Stein, Aliant LLP, US - California*

“IR Global is unique in that members are all focused on creating value for their entrepreneur clients. To truly understand the needs of an entrepreneur, one must be an entrepreneur.

Conferences provide the face to face engagement with other members, building relationships, which allow referrals to occur efficiently and effectively.”

— *John Curzon,  
CCK Strategies, PLLC, US - Oklahoma*

“IR has pulled off another stellar event at the Hotel Arts in Barcelona!”

— *Donald K. Densborn,  
Densborn Blachly LLP, US - Indiana*

“A fantastic event. Our attendance served to strengthen existing business relationships and also make some new ones.”

— *Adrian Oton,  
Europe Emirates Group, UAE*

“IR Barcelona first dealmakers event: a truly deal making and social event, well done.”

— *John Wolfs,  
Wolfs Advocaten, Netherlands*

“I have never in such a brief period of time met so many such interesting persons with similar professional interests.”

— *Daniel MacIntyre,  
Parker MacIntyre, USA - Georgia*

“A really worthwhile event and led to productive discussions and real opportunities for working with other IR members.”

— *Chris Downing,  
Inspire Professional Services Ltd, UK*

“It was again a great event. I met a lot of new valuable contacts and interesting people.”

— *Friggo Kraaijeveld,  
Kraaijeveld Coppus Legal, Netherlands*



Thank you for a wonderful event and the opportunity to meet and connect with colleagues and potential business partners from all over the world”

— *Anna Martine Stubben Skovsgaard-Holst, Law Firm -Denmark*







The opportunity to connect with established collaboration partners and to meet new ones continues to be an extraordinary experience provided at IR Global events.”

— Dave Sheppard,  
MedWorld Advisors, US - Massachusetts



It is always a pleasure to renew business and personal relationships at an IR event and the February 2017 Barcelona event afforded me the opportunity to enhance my relationships with my global IR colleagues!”

— Stephen I. Siller,  
Shipman & Goodwin LLP, US - New York



Again the IR team put together a great event and the network is proving to be more and more valuable. Looking forward to the next one!”

— Luis Santine,  
InfoCapital, Curacao (Dutch Caribbean)



# 2017 Events

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Our 2017 'On the Road' event will be in Singapore and held at the Marina Bay Sands Hotel, renowned for having the largest rooftop infinity pool in the world. This event will engage communication and collaboration between our members in this region and the rest of the world. Again there will be a strong emphasis on the social program, providing maximum time for members to connect and get to know each other well.

Pre Event Pack: [amzn.to/2fbmZsb](https://amzn.to/2fbmZsb)

Ticket Booking: [singapore2017.irglobal.com](https://singapore2017.irglobal.com)

Hotel Booking: [bit.ly/2aNmjXM](https://bit.ly/2aNmjXM)

Hotel: [marinabaysands.com/hotel.html](https://marinabaysands.com/hotel.html)



Our Annual Conference will move to Berlin in 2017, at the prestigious Ritz Carlton. It will run over a number of days including one dedicated to break out sessions and another to more formal presentations. In addition, there will be an extensive social program including our annual IR golf championship, drinks reception and dinners.

Pre-Event Pack: [amzn.to/2lyHG1](https://amzn.to/2lyHG1)

Ticket Booking: [berlin2017.irglobal.com](https://berlin2017.irglobal.com)

Hotel Booking: [bit.ly/2iF4Wg3](https://bit.ly/2iF4Wg3)

Hotel: [ritzcarlton.com/en/hotels/germany/berlin](https://ritzcarlton.com/en/hotels/germany/berlin)





Watch the event highlights video at:  
[youtu.be/hNMLgNWitTs](https://youtu.be/hNMLgNWitTs)





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## USEFUL LINKS

**Event Photography**  
<http://bit.ly/2klhOml>

**Post Event Survey**  
<http://bit.ly/2gDCpVf>

**Barcelona Event Videos**  
<http://bit.ly/2IR6NMT>

