

## **Ireland Celebrates Its Business Champions** **European Business Awards, sponsored by HSBC, honours its Irish finalists**

**Wednesday 2 June 2010.** The European Business Awards 2010, sponsored by HSBC, recognised the success of those companies selected as Country Representatives for Ireland at a prestigious event held in Dublin's Four Seasons Hotel last night.

A host of leading figures from Irish business gathered to celebrate the success of the ten Irish companies. The companies receiving recognition were; Alternatives, Aviva Health Insurance Ireland Limited, Dell, Intel Ireland, Kingspan Group plc, Musgrave Group, Paypal Europe Services Ltd, Sicon Ltd - SISK Group, The Taxback Group Limited (taxback.com) and Unicare Pharmacy.

The successful businesses now go on to represent Ireland in the next stage of the competition, where they will battle it out against other companies from across Europe to scoop a Ruban d'Honneur. Final category Award winners will be unveiled at The Westin, Paris, on 16 November.

Alan Duffy, Head of Corporate Banking, HSBC Ireland, said: *"The event brought together like minded business leaders and showed that despite the economic uncertainty of recent years companies can not merely survive but thrive. It was great to see so many business leaders together in a positive frame of mind. I wish all of our representatives the best of luck in the Europe-wide element of the competition and I'm sure they will do us proud."*

Adrian Tripp, CEO of the European Business Awards said, *"The Award event was a great success and we are delighted to have shared in the sense of pride held by the Country Representatives for Ireland. The esteemed panel of judges were looking for organisations that exhibited innovation, business excellence and sustainability and Ireland's representatives have shown great flair to get this far. Now the competition really heats up as the best of the best battle it out in the next stage."*

The European Business Awards is dedicated to raising the visibility and progress of companies who excel in delivering innovation twinned with successful commercial results whilst acting responsibly and positively affecting the social environment they operate in. In 2009, the 99 Ruban d'Honneur recipients had a combined turnover greater than €570 billion and recorded an average annual profit growth of 56%.

**Ends**

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**Photography available.**

## **Notes to editors:**

### **About the European Business Awards 2010:**

The European Business Awards recognises and rewards excellence, best practice and innovation in companies across the European Union. The competition is free to enter and open to organisations of all sizes and from any industry sector. The European Business Awards programme serves three purposes for the European business community:

- It provides examples for the business community to aspire to
- It celebrates and endorses individual's and organisation's success
- It provides case studies and content for learning from these exceptional organisations

### **The eight categories are:**

- The Business of the Year Award
- The RSM International Entrepreneur of the Year Award
- The Business Innovation of the Year Award
- The HSBC Growth Strategy of the Year Award
- The Award for Customer Focus
- The Award for Corporate Sustainability
- The Environmental Awareness Award
- The Employer of the Year Award

### **HSBC Holdings plc**

HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. The Group serves customers worldwide from around 9,500 offices in 86 countries and territories in Europe, the Asia-Pacific region, the Americas, the Middle East and Africa. With assets of US\$2,527 billion at 31 December 2008, HSBC is one of the world's largest banking and financial services organisations. HSBC is marketed worldwide as 'the world's local bank'.

### **HSBC in Ireland**

HSBC is one of Ireland's leading global banks. Over 30 years, HSBC's business in Ireland has continued to grow and prosper and now employs over 580 people across four main businesses Securities Services, Corporate Banking, Private Bank and Insurance. It also employs 110 people in Northern Ireland, providing personal financial and commercial banking services through its six branches.