

17th Annual

NEW YORK 20

NEW BELFAST 26

CONFERENCE LUNCHEON

PARTNERS FOR GROWTH

Thursday 18 June 11:30am-2:30pm

In Association with

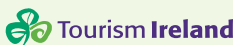


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NYC & Belfast remain cities for all

By Ray O'Hanlon

We hear it a lot these days. We are living in uncertain and unsettled times.

But regardless of forces afoot that generate uncertainty — or as we saw in Belfast last week, fear and loathing — there are also those that reassure us, that offer familiar settings and a continued desire to further progress, strengthen relationships and advance the common good.

And while the challenges in Belfast are indeed severe, Belfast Strong will be our watchword — as illustrated in our cover photo of a young woman at last weekend's rally against racism at Belfast City Hall.

Bringing people together has always been the goal of the New York/New Belfast conference, now in its seventeenth year.

Seventeen conferences ago saw the United States, Ireland, pretty

much the entire world, still crawling out of the wreckage of the Great Crash.

Yes, we might indeed be living in uncertain and unsettled times, but the conversation this year will not quite match that of that inaugural gathering

The 2026 event will be once again a confirmation of the fact that NY/NB is a golden opportunity for getting good stuff done, and at a pace that allows for measured consideration and strengthening of those transatlantic relationships.

Since 2010 the New York/New Belfast conference has been bringing together the leaders of Béal Feirste and the Big Apple, all with the shared goal of building bridges of community, culture and commerce.

Firmly established as the premier event for the Northern Irish diaspora in New York, the conference luncheon at the New



FRONT AND CENTRAL: Comptroller Tom DiNapoli chatting with Lord Mayor of Belfast Tracy Kelly last year at entrance to Central Park in New York Andrew W. Hill

York Athletic Club provides time in a splendid space for the visiting Belfast delegation to showcase the groundbreaking changes born out of 28 years of mostly peace and

progress - political, economic and social - in the city by the River Lagan. Long may the bridge-builders and peacemakers of Belfast (and New York) flourish.



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Longstanding Ties More Vital Than Ever

By Johnny Hanna, Partner in Charge,
KPMG in Northern Ireland

Since 2010, 'New York New Belfast' has brought together business leaders to strengthen the ties between our two cities through encouraging investment and supporting long-term economic growth.

This year's conference takes place against a backdrop of significant geopolitical and economic change. Businesses are navigating evolving trade relationships, technological transformation and continued market uncertainty. In that environment, trusted international partnerships and strong business networks matter more than ever.

Northern Ireland continues to present a compelling investment proposition. Belfast has established a strong international reputation across sectors including technology, cybersecurity, fintech, advanced manufacturing and the creative industries. Combined with a highly skilled workforce, a competitive operating environment and a growing innovation eco-system, the region is well positioned to attract international investment and

support sustainable business expansion.

These attributes are already helping draw US investment and rubber stamp the region's importance as one of Northern Ireland's most important economic partners.

What makes 'New York New Belfast' valuable is its ability to bring influential voices from across sectors and across borders to exchange ideas, build meaningful relationships and strengthen the connections that drive economic

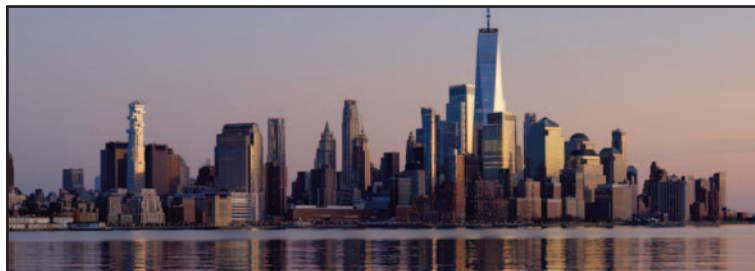
growth. In an increasingly interconnected world, collaboration of this kind is not simply beneficial, it is essential.

KPMG has a long association with 'New

York New Belfast', and we look forward to the conversations, insights and connections that this year's event will inspire.



Johnny Hanna



The Loftlines development rises in the Titanic Quarter of Belfast



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17th Annual

NEW YORK 20
NEW BELFAST 26

*Building bridges of community
culture and commerce between
Belfast and the Big Apple*

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The Grand Council

is honored to support the

NEW YORK – NEW BELFAST CONFERENCE

Since 2010, the New York–New Belfast conference has been bringing together the leaders of Belfast and the Big Apple with the shared goal of building mutually beneficial bridges of *community, culture and commerce.*

SPECIAL RECOGNITION TO THOMAS P. DiNAPOLI COMPTROLLER OF NEW YORK STATE

The Grand Council extends its sincere appreciation to Thomas P. DiNapoli, Comptroller of New York State, for his continued commitment to Belfast and the North of Ireland, and for his steadfast support of the New York–New Belfast Conference and its mission.



*Building Bridges.
Strengthening Communities.
Creating Opportunities.*



FRATERNALLY,
THE GRAND COUNCIL OF UNITED EMERALD SOCIETIES, INC.

Bringing GAA games across the community divide in Belfast

By Maghnus Dunne

Joseph McCarney has served as the first-ever Games Participation Officer for Naomh Bríd, a community sports club in South Belfast, for the past two and a half years. A lifelong member of the club, he grew up playing Gaelic football and hurling, attending St Bride's Primary School locally. In February 2024, while working as a trainee accountant with Deloitte, he accepted this newly created role with no blueprint and no predecessor — tasked with building a participation strategy entirely from scratch.

Programme Growth — Schools

Starting with just one school (St Bride's Primary, 840+ pupils), Joseph expanded the programme to six educational institutions by September 2025:

- St Bride's Primary School — 840 pupils, 25+ nationalities; won boys' & girls' championship titles plus the Developmental Cup (May 2025), with 60+ club members across three school teams



Joseph playing for Naomh Bríd

- Stranmillis Primary School (~420 pupils) — introduced from scratch; won the Belfast Boys' Schools Competition within their first year (May 2025); first girls' team also established
- Victoria College Preparatory School — first-ever Gaelic jerseys received

March 2026; reached competition final in first year

- Cranmore Integrated Primary School — expanded from 2 to 4 classes per week plus an after-school club

- Rathmore Grammar School & Victoria College (secondary) — coaching partnerships established

Key Outcomes

- Weekly participation grew from ~300 to 600+ children regularly engaged in Gaelic games

- After-school clubs regularly exceeded 30 participants per session across football and hurling/camogie

- Stranmillis Primary grew from virtually no Gaelic games to 400+ pupils across all year groups

- St Bride's returned to competitive hurling & camogie in April 2026 after a three-year absence

- 20 girls from the VCB Prep vs Stranmillis debut fixture joined the club directly as a result

- Four summer camps (plus Easter, Halloween & mid-term) now run annually, each attracting 100+ children

- Fundamental Programme (ages 3–5) grew from 5 children to ~30 per week

with trained parent-coaches

- Senior league title won by Naomh Bríd men (July 2024) — trophy brought to children at summer camp

Community Initiatives

Beyond schools, Joseph organised holiday sports camps, supported club sessions for children from age 3, hosted Club Weeks (St Bride's first in September 2025 — 840 pupils + parents), delivered cross-community sports days, and launched a Coach the Coaches programme (November 2025) to upskill club and school coaches. A Fundamental Programme runs every Sunday indoors, with parents trained weekly to become coaches themselves.

Legacy

Gareth Graham, an Honorary Chair of the Belfast International Homecoming, and attendee at the 2026 New York-New Belfast conference will be promoting the work of St Bride's at our Big Apple gathering and is keen to hear from fellow-delegates interested in supporting this vital cross-community initiative in Belfast.

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Red Hook Terminals has the experienced personnel, facilities and equipment to provide outstanding, first class service to our customers in the heart of New York City or in Port Newark, NJ.



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Belfast. This August.

Come for the music. Stay for the craic

Belfast, the only UNESCO City of Music on the island of Ireland has music in its DNA. Our rich musical heritage and vibrant music scene is celebrated across Belfast's many different cultures.

And this summer, Comhaltas Fleadh Cheoil na hÉireann, the world's biggest celebration of Irish music and culture, comes to Belfast for the very first time, as the event marks its 75th anniversary.

Hosted by Belfast City Council and delivered in partnership with the local Comhaltas branch, Ards CCÉ, qualifying performers from all over the world will showcase the very best of traditional music, song, dance and language in All-Ireland competitions from Sunday 2 to Sunday 9 August.

Specially commissioned for the opening event on Sunday 2 August, a 'Sharing Traditions' showcase will fuse traditional Irish music with Dhol drummers, Indian dancers, flute and pipe bands and Highland dancers before traditional Irish music legend Sharon Shannon and her Big Band take to the stage.



As well as top calibre competitions and concerts, including an open air 'Gig Rig' at the iconic Belfast City Hall, there'll be pageants and recitals, dancing at the

Europa Hotel, talks at the historic Linen Hall Library, céilí bands and marching bands, street performances and pub sessions and plenty of family fun.

There'll also be 90+ cultural fringe activities to sample, including a food village in the grounds of St Anne's Cathedral, a vibrant, inclusive Irish language craft and culture market in the city centre and an Irish language hub at The MAC in Cathedral Quarter, offering a full week of language learning, storytelling, workshops and conversation.

Belfast is truly at its best when hosting visitors and this summer, we're looking forward to welcoming over 800,000 people from across the world to enjoy one of the biggest cultural events ever held in the city. Make sure you don't miss out.

Come for the music. Stay for the craic.

Visit www.fleadhcheoil.ie for everything you need to know, from accommodation, to gig tickets, sponsorship opportunities and more.



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Belfast is the #1 UK city for US R&D investments
Source: fDi Intelligence 2025



Belfast is a top Western European location for global FinTech and InsurTech investment
Source fDi Markets FT 2025

www.investinbelfast.com**Belfast City Council**

Hinch Releases Whiskey Toasting America's 250th

By Ray O'Hanlon

It's not entirely clear if the signatories of America's Declaration of Independence toasted their magnum opus with a non-musket shot of whiskey.

But it's never too late, not even after 250 years. We can if we like imagine those bewigged gentlemen sipping a dram or two. And we can literally sip ourselves with a special batch of whiskey released in honor of their work by County Down-based Hinch Distillery.

A couple of years ago Hinch was already spreading the word in the U.S. about what it reckoned was something very special - an Irish whiskey with an historical link to America's independence. This would be its "Signatories Program."

Hinch had set aside 250 casks of its finest Single Malt distilled in 2022. That set aside has now matured as Irish Whiskey in time for the 250th Celebration of the signing of the American Declaration of Independence.

According to Hinch, "Our once in a lifetime release of Irish Whiskey matured exclusively in American ex Bourbon Casks is our recognition of the 9 men from these shores who famously signed that very same declaration. This is an exclusive American release, and when the 250 casks are sold the release will be closed."

Hinch is saluting what it hails as those

"Pioneers, visionaries and rebels who helped shape a nation. At Hinch, we're honoring their bold and uncompromising spirit. That's why we've created The Irish Signatories Series - a limited-edition 250-bottle commemorative release celebrating the 250th anniversary of the American Declaration of Independence. Each release is a tribute to those who thought big, took risks and made history."

Hinch is not the only distillery honoring America's 250th. Not surprisingly, a few on this side of the Atlantic are doing so as well.

But Hinch has a unique link to the Declaration, one that is rooted in its home county.

Says the release accompanying the Signatories Series release: "On June 11, 1776, Congress appointed The Committee of Five, consisting of John Adams of Massachusetts, Benjamin Franklin of Pennsylvania, Thomas Jefferson of Virginia, Robert R. Livingston of New York, and Roger Sherman of Connecticut, to draft a declaration.

"This committee set to work and on July 4, 1776, the Declaration was officially adopted by the Congress. It was printed and distributed by John Dunlap who was from Strabane, County Tyrone.

"County Down, the home of Hinch Distillery, features in the family story of one of The Committee of Five. Robert R. Livingston's great great grandfather was

Rev. John Livingston, the Rector of Killinchy in 1630 and the brains behind the famous ship, The Eagle Wing, which set sail for America in 1636. Little did Rev. John know that his great great grandson would become a Founding Father of the United States."

The Signatories Series will join Hinch's expanding range of whiskey offerings, some having made their mark with international awards.

By way of example, Hinch has received



Hinch Distillery founder Dr. Terry Cross.

three China Wine and Spirit Awards prizes for its distinctive Irish whiskey range. The awards are Double Gold for its Hinch 10 Year Old Sherry Finish Irish Whiskey, Gold for its Hinch 5 Year Old Double Wood, and Silver for its Hinch Peated Single Malt.

Hinch won two gold medals at the prestigious World Whiskey awards in London with its five year old double wood winning Worlds Best Irish Blend 2024. This same whiskey won a gold medal in the New York-based Best 50 in 2023.

Now, in 2026, the Signatories Series is set to join Hinch's roll of honor.

Founded by Dr. Terry Cross, Hinch has created space for itself in what is for sure a ferociously competitive international market. And yet, the distillery, in the bucolic County Down countryside, gives little hint of involvement in this global commercial battleground.

The distillery and visitor center is between Ballynahinch and Belfast and is specifically located in the grounds of the Killaney Estate. The Hinch Distillery takes its name from the nearby town of Ballynahinch, whose name in Irish translates as "town of the island."

The town, thanks to its distillery, is now known well beyond the shores of its native island. And it's about to be known even better in an America ready to proudly toast its semiquincentennial.

More at www.hinchdistillery.com

HINCH
COUNTY DOWN
DISTILLERY CO

THE IRISH SIGNATORIES 250-BOTTLE ANNIVERSARY RELEASE

IN 1776, IRISH COURAGE HELPED FORGE A NATION.

Now, 250 years on, we're commemorating the brave Irishmen who were among the 56 signatories of the American Declaration of Independence.

We are proud to release The Irish Signatories Series, a collection of commemorative batches of 4-Year-Old Triple Distilled Single Malt Irish Whiskey, each individually crafted and released in strictly limited quantities.

Meticulously matured and crafted with intention, it is a fitting tribute to a defining moment in history.



For more information please
scan the QR code or visit
hinchdistillery.com



New York New Belfast 2026 Conference Luncheon Speakers



Alison Metcalfe
Exec. Vice President, USA
& Canada at Tourism
Ireland



Andrea Haughian
Head of Americas Invest
Northern Ireland



Ashleen Feeney
Partner – Markets,
KPMG in Northern Ireland



Bernard McGuire Jr
Managing Director,
57 Stars



Brian Moran
Founder & CEO,
Brian Moran & Associates



Chyanne Holmes
Deputy Director, Northern
Ireland Bureau,
Washington, D.C



Ciara McConkey
Assistant Director,
Version1, Belfast



Clare Guinness
CEO, Belfast Chamber
of Commerce



Eamon McCrory
Senior Business
Development, Vyta, Belfast



Ian McLaughlin
Chair of Belfast City
Council's Strategic Policy
and Resources Committee:
Biography



John Walsh LL.B LL.M
Chief Executive of
Belfast City Council



Karen Kerrigan
President & CEO,
Small Business &
Entrepreneurship Council

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SOCIAL IMPACT

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Whether you're thanking clients, recognizing employees, celebrating milestones, or sending holiday gifts, our handcrafted Irish shortbread and baked treats deliver a thoughtful message of gratitude with every box.

As a social enterprise, Green Island Bakery combines exceptional products with a mission-driven purpose. Thoughtful corporate gifts made easy. Order online at: WWW.GREENISLANDBAKERY.COM

All boxes are produced as a part of **Green Island Bakery's Survivor Program**, where we support vulnerable women through baking therapy and professional mentorship.



Keith Forster
Director of Economic
Development,
Belfast City Council



Kwame Daniels
Creative Director,
North Star



Professor Malachy Ó Néill
Director of Regional
Engagement at
Ulster University



Maura Kelly
Purple Mountain Media



Thomas P. DiNapoli
Comptroller for the
State of New York



TERRY BRADLEY – BUILT IN BELFAST

Born in Belfast in 1965, Terry Bradley emerged from a city defined by resilience, determination and an unbreakable spirit. Growing up during the Troubles, he witnessed a Belfast that lived under the shadow of division and uncertainty. Art became his refuge, a means of expression that would ultimately shape one of the most distinctive voices in contemporary Irish art.

Entirely self-taught, Bradley has developed a style that is instantly recognisable around the world. His iconic dockers, shipyard workers and striking female figures have become powerful symbols of strength, pride, vulnerability and endurance. Drawing inspiration from the people and heritage of Belfast, his work captures the character of a city built by generations of hardworking men and women whose stories deserve to be remembered.

At the heart of Bradley's paintings is an exploration of the human condition. His work speaks of identity, belonging, courage and the emotional scars that conflict can leave behind. Through bold imagery and remarkable sensitivity, he gives a voice to experiences that many find difficult to express, creating art that is both deeply personal and universally understood.

Today, Terry Bradley's work is collected and admired internationally, yet Belfast remains at its heart. His paintings serve as a tribute to the city that shaped him and to the resilience of people everywhere who have faced adversity and emerged stronger. Through every brushstroke, Bradley continues to tell a uniquely Irish story that resonates far beyond Ireland's shores.



The Bradley Gallery, Victoria Square, Belfast BT1 E: info@terrybradley.com www.terrybradley.com

[@livelifetbradley](https://www.facebook.com/livelifetbradley)
[@terrybradleyart](https://www.instagram.com/terrybradleyart)



Strengthening Connections Between Belfast and New York

The Northern Ireland Bureau is proud to support the New York New Belfast Conference, celebrating the enduring partnership between Northern Ireland and the United States and the opportunities that continue to strengthen our transatlantic connections.

As the Northern Ireland Executive's diplomatic mission in North America, we are committed to building meaningful relationships that advance economic growth, innovation, cultural exchange, and investment across the Atlantic.

We are delighted to welcome the newly appointed Lord Mayor of Belfast along with representatives of Belfast City Council, NI Chamber of Commerce and Queen's University Belfast to New York. Their presence reflects Belfast's ambition as a dynamic, globally connected city and highlights the exciting opportunities emerging across business, technology, tourism, education, and the creative industries.

As the United States marks its 250th anniversary in 2026, this conference provides a timely opportunity to celebrate our shared history and reaffirm the enduring bonds between Belfast and New York. Together, we are building on a rich heritage while creating new pathways for collaboration, prosperity, and opportunity for future generations.

A rich heritage. A thriving present. A shared future.



**Belfast
City Council**

BELFAST CITY COUNCIL

Belfast City Council is NI's largest local authority, made up of 60 Elected Members who represent and serve 352,390 citizens.

We have a civic leadership role to ensure a better quality of life for our citizens by providing services and facilities including planning, parks, and leisure, refuse and recycling and community centres and support.

We also work to attract inward investment, build international relations, deliver city centre regeneration, promote culture and the arts, tourism, events, and enterprise and business growth. We regulate and license activities relating to environmental health, consumer protection, building and public safety. We are represented on a variety of bodies and boards, including education and health; and have a consultative role in relation to other government bodies and agencies' functions on issues such as planning, water, roads, and housing.

Belfast City Council has set its growth ambitions for the capital in its community plan "The Belfast Agenda" and has established partnership mechanisms to deliver on these economic, social, and environmental objectives along with public agencies, businesses and communities. Our goal is to deliver significant housing and economic growth, alongside measures to address climate change and biodiversity.

We are also leading on the delivery of the \$1.25 billion Belfast Region City Deal programme of investment; transforming the region's business offer in life and health sciences, the digital and creative industries, and advanced manufacturing. It is also supporting next generation digital capabilities, boosting tourism, and supporting our region's regeneration, underpinned by infrastructure developments and investment in skills to connect people to jobs and services. For full information on Belfast's strategic plans and investment opportunities, go to www.belfastcity.gov.uk and www.investinbelfast.com

From August 2 – 9 2026, we look forward to welcoming around 800,000 visitors to the Fleadh Cheoil na hÉireann – the world's biggest celebration of Irish music and culture. As Ireland's only UNESCO City of Music, Belfast aims to share its wonderful creativity, energy and

spirit through a varied programme of intimate performances, emerging talent showcases and big gig events. We invite you to come for the music, stay for the craic and digest all the detail at www.fleadhcheoil.ie

www.belfastcity.gov.uk
www.investinbelfast.com



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IRISH AMERICAN PARTNERSHIP

Dedicated to connecting Irish America and friends of Ireland to their heritage through targeted giving – the Partnership invests in education, community development, and peace initiatives across the island of Ireland. Since their inception in 1986, supporters have raised over \$57 million for young people and communities, North and South, empowering and educating the next generation of global leaders. The Partnership provides targeted grants to schools, provides university access scholarships, funds education centers for homeless youth, supports peace and reconciliation initiatives in Northern Ireland, and champions Gaelic games, Irish arts, culture, and more.

www.irishap.org
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KPMG

At KPMG we help companies from the US and worldwide get the best out of doing business in Northern Ireland and we've been doing so since 1974. These businesses vary in sector and scale, but they all have one thing in common - a desire to take advantage of the very best that Northern Ireland has to offer.

From unique access to both the UK and EU markets to our dynamic and highly skilled workforce – Northern Ireland delivers benefits to inward investors and entrepreneurs. And at KPMG we can help you make the most of doing business here.

Our audit, tax, deal advisory and consulting teams have unrivalled experience helping businesses achieve their ambitions.

We know how important it is for your project or investment to start delivering without delay. Our pragmatic and commercially focussed approach means that if you're thinking about choosing Northern Ireland, we can help you hit the ground running. And if you're already

here, our teams are ideally placed to help you take your business to the next level.

We're based in the heart of Belfast and we'd be delighted to tell you more about the services, support and advice we provide to businesses in every sector and at every stage of their growth.

We look forward to hearing from you.
www.kpmg.ie



HINCH DISTILLERY

Nestled in the rolling countryside of County Down, Hinch Distillery is one of Ireland's leading independent whiskey distilleries, producing award-winning Irish whiskey and premium gin enjoyed in markets around the world.

Founded by entrepreneur Dr Terry Cross OBE, recipient of the Freedom of the City of London, Hinch was established with a simple ambition: to create spirits that reflect the character, craftsmanship and quiet confidence of modern Ireland. From grain to glass, every stage of production takes place at the distillery's home in County Down, where traditional methods are combined with an uncompromising commitment to quality.

In 2026, Hinch Irish Whiskey received international recognition when Hinch Single Malt was named Ireland's Best Small Batch Single Malt at the World Whiskies Awards, with Hinch Peated Single Malt also securing a Silver award in the same category. These accolades reflect the distillery's growing reputation among whiskey enthusiasts, collectors and industry experts alike.

Today, visitors from across the globe travel to County Down to experience the distillery, enjoy guided tours and tastings, and discover the stories, landscapes and people that shape every bottle. The distillery has become a popular destination for visitors exploring Ireland's food, drink and tourism landscape, welcoming guests from the United States, Europe and beyond.

As Ireland and America celebrate generations of friendship, enterprise and shared heritage, Hinch Distillery is proud to represent a new generation of Irish enterprise - globally ambitious, deeply rooted in place and defined by character.

www.hinchdistillery.com



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Red Hook Terminals is a multi-faceted Terminal Operator, Stevedore and Cross Harbor Barge Operator with three facilities located within the Port of NY&NJ complex. With cargo handling capabilities second to none, Red Hook Terminals specializes in handling any size or type cargo. Whether it is a bulk commodity such as stone aggregates lumber, containers, refrigerated and frozen perishable commodities, heavy lift, autos and Hi/Heavy Ro/Ro and Lo/Lo, OOG or Special Project Cargo.

Red Hook Terminals has the experienced personnel, facilities and equipment to provide outstanding, first class service to our customers in the heart of New York City or in Port Newark, NJ.

www.redhookterminals.com



THE DEAD RABBIT

The Dead Rabbit, located in the Financial District of Lower Manhattan, was co-founded in 2013 by Managing Partner, Jack McGarry, a Belfast-native. Firmly rooted in the philosophy of tradition meets tomorrow, the pub reflects a modern Irish "third place," that celebrates Irish makers, artisans, and collaborators—even adding to its team a Director of Irish Whiskey and Music Director, both based in Ireland.

In recognition of this unending commitment, The Dead Rabbit has received extensive accolades as the world's most-awarded pub, including Tales of The Cocktail Spirited Awards, top honors from World's 50 Best Bars, inclusion on the 2024 North America's 50 Best Bars list, and Excellent status from the Pinnacle Guide in 2024. Guests can enjoy varied experiences embedded into each floor of the five-story, 19th-century townhouse, with The Taproom, The Parlor, The Occasional Room, and The Green Room. In fall 2023, the opening of a second concept, The Irish Exit, furthered The Dead Rabbit's continued expansion with their 10th year behind them, and centuries ahead. In summer 2024, the team opened The Dead Rabbit in Austin, TX on the iconic Sixth Street in the Downtown Historic District. The bar was quickly named "Best Pub" in Austin Monthly's 2024 Best of ATX issue.

www.thedeadrabbit.com

New York New Belfast 2026 Conference Luncheon



TOURISM IRELAND

Tourism Ireland is the organisation responsible for marketing the island of Ireland overseas as a world-class holiday destination. Established under the Belfast/Good Friday Agreement of 1998 as one of the six official areas of North-South co-operation, our mission is to grow tourism to the island and support Northern Ireland in realising its full tourism potential.

We operate under the North South Ministerial Council through the Department for the Economy in Northern Ireland and the Department of Enterprise, Trade and Employment in Ireland. In partnership with Fáilte Ireland, Tourism NI, and industry colleagues at home and abroad, we deliver integrated, high-impact marketing that showcases the island's culture, landscapes, and warm welcome.

Tourism Ireland's team of up to 168 staff work across 15 global markets - including Great Britain, North America, Mainland Europe, Australia, and emerging regions - supported by central offices in Dublin

and Coleraine. Together, we create innovative campaigns that inspire visitors to discover all the island has to offer.

Tourism is one of Ireland's most important indigenous industries. In 2025, overseas tourism generated over €6/£5.2 billion for the island's economy and supported 300,000 jobs, with 70% of those roles based outside Dublin and Belfast. This impact strengthens communities, sustains local businesses, and helps preserve the cultural experiences that make Ireland unique.'

www.tourismireland.com



ULSTER UNIVERSITY

Ulster University is one of the largest and most influential universities on the island of Ireland, with campuses in Belfast, Coleraine, Derry~Londonderry and Jordanstown. Renowned for its excellence in teaching, research and innovation, the university serves more than 30,000 students from across the

world. It plays a leading role in economic development, skills training and industry collaboration, particularly in areas such as artificial intelligence, health sciences, creative industries and business. Its landmark Belfast campus has helped transform the city centre, while its research and community engagement contribute significantly to the social, cultural and economic life of Northern Ireland.

www.ulster.ac.uk



VYTA

Founded in 2001, Vyta is a global IT lifecycle management partner, helping organisations maximise the value of their technology assets while reducing risk and improving sustainability performance. Operating from certified facilities across the UK, Ireland and Germany, and supported by a carefully selected global partner network, Vyta delivers secure, compliant and sustainable solutions throughout the entire IT lifecycle.

Over the past 25 years, the company

has grown from its roots in IT asset disposition to provide a comprehensive suite of lifecycle services, supporting customers from deployment and asset tracking through to refresh, redeployment, refurbishment and end of life management. This circular approach gives organisations greater visibility, control and value across their technology estates.

Sustainability is central to Vyta's mission. As a carbon neutral business, the company helps customers reduce environmental impact through circular economy practices, extending the life of technology and providing detailed carbon impact reporting that connects IT decisions with wider ESG objectives. Vyta supports enterprise organisations across the professional, legal, financial, government, software and technology sectors, helping them align technology management with broader business and sustainability goals.

Known for its strong focus on security, compliance and customer service, Vyta combines advanced refurbishment capabilities, industry leading data protection standards and transparent reporting to deliver measurable outcomes for customers worldwide.

www.vyta.com

New York New Belfast 2026 Conference Luncheon Agenda

11:30am-12noon: **Registration**

Belfast's Global Ambition

Cllr Ian McLaughlin, Chair Strategic Policy and Resources Committee, Belfast City Council

Doing Good While Doing Well

Thomas P. DiNapoli, New York State Comptroller

An Engine for Growth:

Small Business Bridge-Builders

Karen Kerrigan, CEO and Founder, Small Business Economic Council, Washington D.C.

Introduced by Brian Moran, Founder, Small Business Edge

Nurturing Talent, Honing Skills

Andrea Haughian, VP Americas, Invest NI
Keith Forster, Director of Economic Development, Belfast City Council

Malachy Ó Néill, Director Regional Engagement
Ulster University

Bernard McGuire, Managing Director 57 Stars, Washington D.C.

Growing Belfast to the World

Chair: Clare Guinness, CEO, Belfast Chamber of Commerce

Panel: Eamon McCrory, Senior Business Development, Vyta, Belfast

Ciara McConkey, Assistant Director, Version1, Belfast
Ashleen Feeney, Partner, KPMG Ireland, Belfast

Presenting Belfast to the World –

The Role of Flagship Events in City Growth

Moderator: Maura Kelly, Principal, Purple Mountain Media

John Walsh, CEO, Belfast City Council
Alison Metcalfe, Head of North America, Tourism Ireland

North Star

Kwame Daniels, Creative Director, North Star

Close and Thanks

Chyanne Holmes, Deputy Director, NI Bureau, North America

2:30-3pm: Hinch Irish Whiskey Tasting

4pm: An Artist's Eyrie

A Visit to the 30,000 sq ft Studio of Belfast Painter, Film-Maker and Jazz Pianist Marcus Robinson on a top floor of Tower Three of the World Trade Center.

6pm: Farewell Finale

The Dead Rabbit (Third Floor), 30 Water Street, New York, NY

New York New Belfast 2026 Conference Honorary Chairs

A big thank you to our Honorary Chairs



Alison Metcalfe
Exec. Vice President,
USA & Canada at
Tourism Ireland



Andrea Haughian
Head of Americas
Invest Northern Ireland



Brian Sharkey
Grand Council of
United Emerald
Societies, NY



Conor T. McCoy
Senior Vice President –
Investments
Financial Advisor
Wells Fargo Advisors
LLC



Francis Schott
Restaurateur, Stage
Left Restaurant,
New Brunswick, NJ



Harley Semple
Director, Data Solutions
at Options Technology,
New York



Jack Butler
Investor



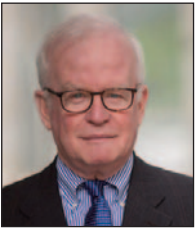
Jack McGarry
Managing Director,
The Dead Rabbit



Jim Clerkin
Board Member Cuervo,
New York



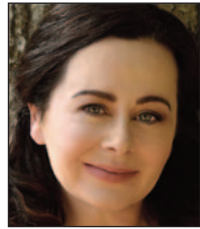
John Lee
Executive Director
Goodman Media
International, NY



John J. Reilly ESQ.



Joseph Aquino
President
JAACRES Commercial
Real Estate Brokers, NY



Dr. Geraldine Hughes
Actor/Writer/
Producer, NY



Larry Kirwan
Founder Black 47



Leo P. McGuire
Principal LPM
Strategies LLC



Martin Gorham
Deputy General Counsel
Stifel Financial /
Keefe, Bruyette & Woods



Maura Kelly
Purple Mountain Media



Michael K. Breen
Partner, Price, Meese,
Shulman & D'Arminio,
P.C



Michael Flannery
General Partner,
Grit Capital Partner,
New York



Mike Brewster,
Managing Director,
Stifel Financial Corp,
Palm Beach Gardens,
Florida



Mike Cusick
President and CEO
Staten Island Economic
Development Corp.



Assemblyman
Mike Fitzpatrick
Long Island New York



Nicolas Malito Partner
Fox Rothschild LLP
New York



Oksana Golovina
Associate Legislative
Counsel, The Medical
Society of the State of
New York



Rory McCreesh
President Duce
Construction Corp



Sean O'Dowd
JP Morgan



Suzanne Aquino,
Global Category Head
- Professional Services,
Chain IQ, NY



Terence Cullen
Director of Media
Relations, Office of
New York City
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Tom Griffith
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