

# IRELAND-CANADA CHAMBER OF COMMERCE

*In this, the latest of our monthly electronic ICCC Newsletters of 2022, we profile an exciting Irish hotel software company that is breaking into the Quebec market and we reflect on a great function on 23 March at McKibbin's pub hosted jointly by the Chamber and Enterprise Ireland. We also share an Op-Ed, by our President Paul Dunne and Lydia Rogers of Enterprise Ireland, published in the Montreal Gazette.*

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## ***INNOVATIVE IRISH SOFTWARE FIRM TARGETS GROWTH IN CANADA AFTER SUCCESSFUL CLIENT ACQUISITIONS***



*Hotel software solutions provider [P3](#) has announced plans to expand into the Canadian market after completing deals with three new clients in the country so far this year.*

*The three new contracts signed with Épiq Collection in downtown Montreal, The Inn at Bay Fortune in PEI and Somerset Lakeside Resort in Ontario are P3's first in Canada and come as the Dublin-based company, which has 20 years' experience in the hotel technology sector, grows its presence across North America.*

P3's offer to clients is centered around establishing an integrated technology ecosystem. The company designs and builds solutions that encompass the entire guest journey, and which are powered by core products of custom booking engine and online check-in/out. This ecosystem allows hotels to deliver a customer journey that is quick, easy, seamless, digital, and yet still human and personal.

The expansion comes on the back of continued strong growth in recent years, driven by P3's close partnership with hotel reservation system provider Oracle Hospitality and by the hotel industry's permanent need for new and innovative solutions.

P3's technology is richly and solely integrated with Oracle's OPERA. As a Strategic Oracle Partner, hotel operators using OPERA and P3 can benefit from increased operational efficiencies and improved automated functionality.



P3 CEO Phelim Pekaar said: "We're very excited about this collaboration with our recent clients in Canada. Our strong relationship with Oracle has been pivotal to these new acquisitions, and we're delighted to receive confidence from the Oracle sales team in Canada. Our success in the region in just a short amount of time is proof of the potential for growth that P3 has in North America."

The client acquisitions will allow P3 to create new jobs in the region to service assist these and any additional Canadian hotel brands which partner with P3.

The company's success reflects a focus on technology to meet the challenges faced by the hotel sector. Contactless solutions such as online check-in/check-out and integrated secure payments facilitate labor-savings in hotel operations, making it simple to automate manual tasks, thereby freeing up the staff to focus on quality human interaction with guests.

Booking engines that can be fully customized in terms of functionality and design bring real benefits for both hoteliers and guests. A custom system that reflects the hotel's brand identity and meets its business needs, results in a higher conversion rate and direct booking revenue. Customization for guests means giving them more control and choices to tailor their visit to their needs, which in turn yields greater loyalty.

Phelim Pekaar said: "One of the biggest learnings for the hotel sector from the past two years has been recognition of the need to change and innovate, to embrace technology and use it to your advantage. Hotels are clearly more receptive to technology.

"Lots of hotels which previously did not give enough consideration to this are now analyzing their IT infrastructure and are changing their older reservation systems to newer platforms, such as OPERA Cloud, which offer greater automation and operational efficiency.

"They want to realize the benefits that technology offers and are now looking for software solutions which allow them to enhance the guest experience and drive revenue growth. This shift is providing tremendous opportunities for companies such as P3."

**About P3 Hotel Software:** Founded in 2000 in the aftermath of the tech bubble crash, P3 Hotel Software provides customized booking solutions for large independent hotels and hotel groups across the globe. Core products of custom booking engine and online check-in/checkout facilitate a smooth booking process for customers and an enhanced guest experience. P3's solutions cover all stages of the online guest journey and integrate seamlessly with Oracle's market-leading OPERA hotel reservations and property management system.

## *ST PATRICK'S DAY FESTIVITIES WITH ENTERPRISE IRELAND*



March 23rd saw a return to the pubs and networking for ICCC members, thanks to an event co-hosted by the Chamber and [Enterprise Ireland](#). [ICCC corporate member McKibbin's Irish Pub](#) provided a lively atmosphere as members enjoyed the opportunity to talk business and rekindle acquaintances after two years of pandemic restrictions.

[Lydia Rogers](#), Country Manager and Senior Vice-President of Enterprise Ireland joined ICCC Vice-President [Michelle Sullivan](#) in welcoming everyone to the gathering. All assembled raised a glass to the memory of Ambassador Jim Kelly following a warm tribute by ICCC Past-President [Vivian Doyle-Kelly](#).

[Event photos are available in the Past Events section of the ICCC website](#). Be sure to find yours!

Many thanks to McKibbin's staff for their fine work and warm reception, as well as to [Carol McCormick](#) and [Kevin O'Donnell](#) for the event organization.

*Is fearr cairde ná or - Friends are better than gold.*

## *OPINION: BUILDING BUSINESS TIES WITH IRELAND, YEAR ROUND*

***By Paul Dunne and Lydia Rogers - originally published in the Montreal Gazette on March 16, 2022***



St. Patrick's Day is here again. The beer is black, the shamrocks are green and, after a two-year hiatus, Ste-Catherine St. is once again bracing itself for the oldest (and best) parade in North America. This is the week when everyone in Montreal is Irish.

In truth, a lot of us are Irish all year around, too. In the 2016 census, 446,215 people in this province identified themselves as Irish and, according to some estimates, 40 per cent of Québécois can boast an Irish grandparent or great-grandparent. In fact, while the French connection is of course very strong, you could say we are almost as Gaelic as we are Gallic.

And throughout the year, there are groups dedicated to making that Irish-Canadian link even stronger, with the benefit being felt on both sides of the Atlantic.

Formed in 1991, the Ireland-Canada Chamber of Commerce (ICCC) in Montreal is dedicated to fostering close commercial relations between this city and the island of Ireland, offering support and networking opportunities for Irish companies here through seminars, business lunches, social events and expert lectures.

Enterprise Ireland is the Irish Government's trade and innovation agency, investing in Irish companies through all stages of their growth while connecting them to international customers across multiple industries. Enterprise Ireland runs 40 offices worldwide, including since late 2021, in Place Ville Marie.

There are many reasons for Irish and Canadian businesses to work together. The two countries have many similarities. Both are known for their warm welcome and strong entrepreneurial spirit. Canada's affluent, high-tech industrial society has a can-do attitude extremely similar to Ireland's. We are both also strong in a number of key industries, including digital technologies, financial services and fintech, aviation, construction and engineering, education, life sciences and digital health — the list goes on.



Canada's leaders have worked hard to make the country a favourable environment, resulting in the development of the Comprehensive Economic and Trade Agreement between Canada and Europe, with one of the most comprehensive tariff reduction packages ever achieved in an EU free trade agreement. Since its provisional application in 2017, Irish companies working with the Canadian market have enjoyed the elimination of 98.6 per cent of all Canadian tariff lines, as well as the opening of the Canadian services market to Irish firms.

It's win-win.

In recent years, more than 500 Enterprise Ireland clients have been doing business in the Canadian market, employing upward of 6,000 people. This number is growing, and there's room for much, much more. Some Irish enterprises that are successfully doing business in the Quebec market include Multihog (multipurpose snow removal and street sweeping), SportLoMo (sports tech solutions), Keenan, Samco & Prodig (agri-tech and machinery), Combilift (forklifts), Aerogen (health care) and Vybe (e-commerce furniture startup). Keywords Studios (gaming) and Aer Rianta International (airport retail) are Ireland's largest employers in Montreal.

Likewise, Canadian companies have found a natural home in Ireland. IDA Ireland, a sister agency to Enterprise Ireland, has a range of free supports and services for Canadian companies helping them set up offices in Ireland. There are currently 55 Canadian companies with operations there, employing more than 7,000 people. They include Shopify, RBC, TD Bank, Couche Tard, Brookfield Asset Management, Scotiabank, Telus International, SOTI, Lighthouse Studios, Sun Life, Magna International and Greenfield Global. It is interesting to note that Ireland's economy, powering the growth of these companies, has a GDP that is 27 per cent higher than Quebec's, yet with a population 3.5 million less.

Groups like the ICCC and Enterprise Ireland recognize the significant opportunities in Montreal for Irish companies and are dedicated to helping them flourish, thus further strengthening the bonds between our countries. Working together, we look forward to continuing to strengthen Irish/Canadian business partnerships in the future, on March 17 and every other day of year.

*Paul Dunne is president of the Ireland-Canada Chamber of Commerce in Montreal; Lydia Rogers is country manager and senior vice-president, Canada, at Enterprise Ireland.*