

Case Study - Trend Micro



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Trend Micro is the largest independent content security company in the world and is one of, a small number of Japanese companies in Ireland. The Cork facility was set up in 2003 to consolidate and back office and post sales support activities across Europe, Middle East and Africa region. From an initial staff of 35, the company now employs over 220 in a variety of roles from sales, finance, technical support and IS.

VP of EMEA Finance & Business Operations, Trend Micro **Norma O'Callaghan:**

“The Cork area has been very good to Trend Micro and we want to give back to the local community so we have been looking closely at our corporate social responsibilities to see how we can work with local charities, educational establishments and with the Chamber. About two years ago we made a conscious decision to become a really active Chamber member. We now work on internal policy related committees and our SVP of EMEA General Manager, Anthony O'Mara, was recently elected to the Chamber Board. We believe we have a strong voice as part of the 1,000 plus membership base and as a multinational we can exert influence and be in touch with key people, particularly those in government. This would not be possible if we worked in isolation.

“A key service offered by the Chamber is access to training. Here at Trend Micro, we believe that our people are truly our human capital and investing in our people through training and personal development is very important to us. Therefore we use the training service to fulfil some of our training needs. We can influence the structure of the training so our ideas are taken on board. The quality of the courses is so good and very competitively priced.

“Earlier this year we were delighted to be one of three companies shortlisted for the Cork Chamber Large Company of the Year Award and received so many good wishes from fellow members, suppliers and our clients.

“Our Chamber membership forms a key part of our corporate social responsibilities in Cork. We recognise the more we put in to our membership, the greater the return to us both from an on-going business perspective but also as a method for influencing policy for future business needs”.