

Ireland named business networking capital

Tue, May 31, 2011

Ireland is the business networking capital of Europe, according to a new survey.

Referral organisation Business Network International (BNI) said its Ireland south and west region earned the title based on an above average business referral rate passed from one member to another.

It said members of the Ireland south and west BNI groups exchanged an average of 30 per cent more business than the rest of Europe.

The title was last year held by Kent.

BNI has more than 15,000 members across Ireland and the UK. Business referrals between members are tracked to ensure they have resulted in an invoiced piece of business.

© 2011 irishtimes.com