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**PRESS RELEASE**

**New consultancy promises fresh approach to international conflict**

Dublin, Ireland 20 April, 2015 – A new international security and analysis consultancy, specialising in some of the most dangerous parts of the world, has begun operations. Promising what it calls 'a new approach' in the field of security analysis, 'Security Analysis and Research' (SAR), based in Ireland, specialises in areas where few other organisations operate, such as Nigeria and Libya.

"The world is changing. Security environments are becoming more interconnected and more complex. SAR is a response to this rapidly changing situation," said SAR's Co-founder, Sheelagh Brady. "We provide personal, knowledgeable and professional advice to governments, organisations, businesses and individuals who need it."

Brady cut her teeth in the international security field with a landmark report for the European Union on organised crime in the Balkans. A former police officer in the Irish police, Brady went on to work for the UN in Nigeria and European Union in North Africa.

SAR's headquarters are in Ireland but its reach - and its contacts - go to the heart of many of the world's most challenging security environments. Having substantial experience working in these places, SAR's co-founders have built up unrivalled knowledge developed relationships with some of the most influential players in these environments be they political, security or economic figures.

"We have two main areas of work," said SAR's other co-founder, John Roberts, whose international experience ranges from conflict and post-conflict environments, from Asia to Africa. "The first is the production of research and analytical pieces in the areas of rule of law, terrorism, organised crime and security. This provides clients with the unique information they need to inform their decision-making processes. The second, is the provision of security-based analysis and risk assessments, for NGOs and businesses in hostile environments, or for businesses looking to enter such markets."

SAR's initial clients include government Ministries, international NGOs and private businesses. "We have been impressed by the number of people and organisations that have already shown an interest in what we can offer," said Brady. "We offer the personal connection and specialist knowledge that few others can match."

For more information on the services offered by SAR Consultancy, visit [www.sarconint.com](http://www.sarconint.com) or email [info@sarconint.com](mailto:info@sarconint.com)