



**Ireland  
Connected:**  
Trading and  
Investing in a  
Dynamic World

March 2017

# Our strengths



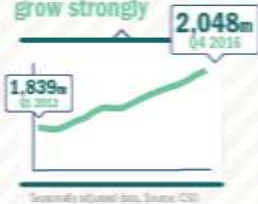
- ✓ Our people – highly educated, open, collaborative, creative
- ✓ Commitment to the EU and access to Single Market
- ✓ Largest English speaking country within the Single Market post Brexit
- ✓ Ireland values international trade –fair rules, high standards
- ✓ Advanced enterprise, entrepreneurial and innovative
- ✓ Connections to global business networks
- ✓ Well established routes to international markets
- ✓ Quality of natural resources

# Ireland's performance



## Ireland - A competitive open economy

Employment continues to **grow strongly**



Irish Exports **INCREASE BY OVER A THIRD** between 2011 and 2016



Destination of Ireland's Goods and Services Exports (%) 2015

○ Goods Exports ● Services Exports

Source: CSO

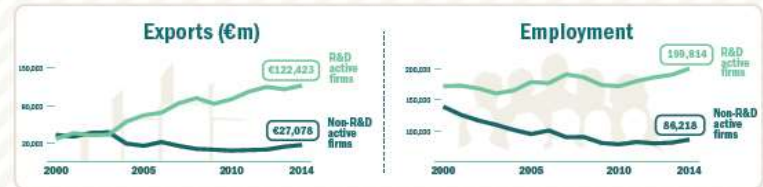


A significant improvement from 24th place in 2011

Source: IMD Competitiveness Yearbook 2015



## Ireland - Innovative and resilient



R&D active agency firms more resilient

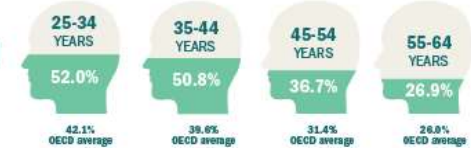


Source: IMD Competitiveness Yearbook 2016



**THIRD LEVEL QUALIFICATION IN IRELAND**

Higher than the OECD AVERAGE in 2015



Source: OECD

# Our vision



## Innovative – creative – resilient

Globally connected through people, business and research

A location of choice for investment, tourism, entrepreneurship and talent

*where competitive enterprises drive export-led growth*

*create sustainable employment*

*and*

*deliver higher standards of living for all*



# Our ambition – delivering outcomes



## International reach - intensify and diversify

Increase Irish  
**INDIGENOUS  
EXPORTS**  
by 26% to reach

↑ € **26** bn

↑ **80%**  
of **INDIGENOUS  
EXPORT GROWTH**  
to reach markets  
outside UK

**AGRI FOOD  
& DRINK**  
to reach

↑ € **19** bn  
by 2025

Increase  
**INTERNATIONAL  
STUDENTS**  
by 27% to reach

↑ **176,500**

Generate

↑ € **5** bn  
in **TOURISM  
REVENUES**

Increase  
**IRISH OWNED  
COMPANIES  
OF SCALE BY**

↑ **30%**

Increase  
**EXPENDITURE**  
in the economy  
by agency supported  
companies by more  
than

↑ **20%**

Increase  
**RD&I SPEND  
in IRISH-OWNED  
ENTERPRISES**  
by 50% to reach

↑ € **1.25** bn  
per annum

↑ **900**  
**FDI PROJECTS**  
by 2019

**Delivering sustainable growth**

# Policy and strategy coherence



Differentiating Ireland's offering in an international context

- ✓ *Connectedness internationally, nationally and regionally – through business, people, researchers, government and technologies*
- ✓ *Talent developing, nurturing and attracting world class talent for the 21st century*
- ✓ *Innovativeness being innovative and creative in what we do and in how we do it*
- ✓ *Place-making developing attractive places to invest, live, work and visit throughout Ireland*

and

- ✓ *Enhancing our supportive business environment:*
  - ✓ *finance; infrastructure; tax environment; cost competitiveness*

# Think globally – act locally



## Region specific approach

- ✓ Adapt to different cultures and ways of doing business
- ✓ Market analysis to inform optimum use of resources
- ✓ Spectrum of supports
- ✓ Open to opportunity – identify, validate, respond

## Taking action

- ✓ Strategies being developed : Asia Pacific – Americas – Eurozone
- ✓ Develop sales & marketing and language skills

# Ireland's comparative advantage



- ✓ Agri food
- ✓ Health lifesciences
- ✓ International financial services
- ✓ Technology
- ✓ Global business services
- ✓ High value manufacturing
- ✓ Construction services

People to people relationships

- ✓ International education
- ✓ Tourism
- ✓ Creative industries

.... an evolving landscape

new opportunities.....

Taking action

Systematic and comprehensive approach to horizon scanning & early assessment of potential





# The Brexit reality – immediate response

- ✓ Increase resources overseas
- ✓ Work directly with companies most exposed
- ✓ Enhanced programmes of Minister-led trade missions
- ✓ Develop sector specific responses, in-depth analysis
- ✓ Roll out Finance Initiative working capital for exporting SMEs
- ✓ Work with stakeholders to safeguard the all-island economy

# Team Ireland : a collaborative approach



Harnessing the distinctive capabilities of our offices overseas

- ✓ Consistent communications
- ✓ Developing Ireland's profile
- ✓ Working with our diaspora
- ✓ Building relationships at all levels
- ✓ Harnessing and disseminating market intelligence
- ✓ Trade and investment missions and events

# A supportive trading environment



- ✓ International transport links:
  - ✓ enhance air connectivity to international markets to support trade, tourism, investment and mobility
  - ✓ Keep sea links under review & essential Landbridge in context of Brexit
- ✓ Extensive double tax agreement network – *developing bilateral and investment opportunities*
- ✓ Foreign earnings deductions - *ensuring alignment with our strategic ambition for market diversification*
- ✓ Enhance Ireland's visa policy - *ensuring continuing access to talent for Ireland*
- ✓ Develop and promote immigrant investor programme

# Team Ireland : at home and overseas



## Team Ireland

The Government's global network

*Agile and responsive : delivering outcomes : harnessing opportunities*