



Andrew Pease, Senior Site Director, eBay, Deborah Davis, VP Customer Support & Operations Europe, eBay, Ireland's Prime Minister Brian Cowen, and Barry O'Leary, CEO, IDA Ireland at the announcement in March 2010 of eBay's 150 person expansion of its European Centre of Excellence in Dublin.

"The decision to expand eBay Dublin is a reflection of our confidence in the standard of skilled workforce within the Irish market. The roles created are in areas that will support the execution of our Global and European strategy", Andrew Pease, Site Director, eBay Dublin.



"This [Ireland] is still a very good place to be hiring on an incremental labour costs basis and I would prefer to put the people here. I've got the workforce. They are well-educated. I've got the management team and I've got the infrastructure here already. We actually do the math very carefully", Eric Schmidt, Google Chairman & Chief Executive, on a visit to Ireland in October 2009. (Source: The Irish Times, October 22, 2009).

For many years, Ireland has been the location of choice for corporate International Business Service Centres. The ready availability of high quality multilingual, technical, customer support, financial and managerial talent, at competitive cost, Ireland's 12.5% corporate tax rate, coupled with a pro business environment, an advanced telecommunications infrastructure, and EU and euro membership, have all been key influencing factors in company decisions to invest in Ireland.

Global Leaders Invest in Ireland

Today, Ireland has over 100 Business Service centres, employing over 35,000 people. Ireland continues to add to its base of centres, and over the past two years, leading global players have made very significant business service investments. These include:

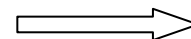
Customer Support

eBay, which employs 1,600 in Ireland with PayPal its online payment system, announced in March 2010 the creation of 150 new jobs in customer service at its European Centre of Excellence in Dublin. The new roles are in addition to 100 extra jobs announced by PayPal in January 2010 and a further 100 announced by PayPal in October 2009. EBay established in Ireland in 2004.

HP, which employs 4,000+ people in Ireland, announced in March 2009 a 500 person expansion of its multilingual Global Service Desk operation in Kildare. The operation provides multilingual support in 16 European languages.

Blizzard Entertainment in May 2009 announced that it now employs over 600 people at its European Customer Support Centre in Cork, which opened in 2007. The centre has capability in 25 European languages.

"The Cork centre has played an integral role in providing support to our European players, and with the help of IDA Ireland, it has greatly exceeded our initial expectations", Paul Sams, COO, Blizzard Entertainment.



Skills - Salaries Lower by up to 20%

Over the past year, Ireland has become a more competitive location for Business Service centres, primarily as a result of sizeable reductions in the cost of hiring new employees.

Salaries for new finance personnel are lower by up to 20% on 2008/2009, with the larger decreases of up to 20% more prevalent for senior finance and accountancy positions, particularly for newly qualified accountants. Decreases of 10-15% exist for other financial shared service positions.

The cost of hiring new technical support personnel has also decreased substantially, with salaries lower by up to 20% on 2008/2009, due primarily to increased availability. Systems administrators and application support staff are all in greater supply. Finance and IT management salaries are lower by up to 20%.

Bonuses has been greatly reduced and eliminated in many instances. New employee expectations are much lower, and employees are more flexible. Employers have a greater choice to choose from. Further salary decreases are expected in business services.



Barry O' Leary, CEO IDA Ireland, Greg Bentley, CEO Bentley Systems, Ireland's Deputy Prime Minister Mary Coughlan and David Hollister, CFO, Bentley Systems at the opening of Bentley's International Shared Services, Sales & Marketing Centre in Dublin. (Sept. 2009).

"Our decision to locate Bentley offices in Dublin was based on Ireland's highly talented pool of multilingual professionals encompassing all of the key skill sets that we require for our international operations. Moreover, Bentley is an innovative company, and the culture of innovation that exists in Ireland assured us that we would benefit greatly by locating offices here", David Hollister, Chief Financial Officer, Bentley Systems.



Ireland has a multilingual and multicultural business services community, with 25% of computing professionals in ICT service companies non-Irish.

Accountants are available at up to 20% lower cost than in 2008/2009.

For further information on investing in Ireland, please contact:

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Financial Shared Services / Inside Sales

Maxim Integrated Products opened its International Business Centre in December 2009. The centre will employ 100 over three years, and will have responsibility for financial shared services, supply chain management and customer support.

Bentley, a provider of software for infrastructure, established its International Shared Services, Sales & Marketing Centre in Dublin in September 2009. The centre will create 150 high level positions, including multilingual personnel employed in finance, customer support, sales and product release.

McAfee announced in September 2009 the expansion of its Cork operation with a 120 person inside sales EMEA team.

Other significant business service investments since January 2008 were made by Facebook, LinkedIn, Cerner, Citrix, Siemens, Big Fish, Trend Micro, Gala, Channel Advisor and StreamServe. In addition, Microsoft in September 2009 officially opened in Dublin its first EMEA Cloud Computing Services Centre, a 300,000 sq ft facility to service online customers.

Multilingual Talent Readily Available from EU

As a member of the EU, Ireland has been readily able to attract multilingual, business and ICT technical talent from Europe, due to the free movement of labour within the EU and Ireland's welcoming approach to foreign talent. Ireland is regarded by continental Europeans as an attractive place to work in, due to a large base of multinationals and the country's English language.

These factors, coupled with Ireland's flexible work permit regulations for non EU citizens, have contributed to the rapid growth and success of Business Service centres in Ireland. About 25% of computing professionals in ICT services companies are non-Irish, with some multilingual centres having a 50%+ non national workforce, particularly those in customer support activities. In many of these centres, the non national population is from 20+ different countries, including China, Japan, the Nordics and Eastern Europe.

New IP Legislation to enhance Ireland's attractiveness as a Business Services Location

Ireland's 12.5% corporate tax rate, coupled with extensive double taxation agreements (48 countries) and a favourable holding company environment, have contributed (with skills availability, etc) to multinational companies setting up business service centres that also serve as International/EMEA headquarters.

Ireland's attractiveness as a location for such centres has recently been enhanced with new legislation providing for tax relief (capital allowances) for the acquisition of intangible assets and Intellectual Property (IP). This relief will significantly reduce the cost of transferring IP to Ireland. No stamp duty is payable on IP transfers to Ireland. Ireland is regarded as having a modern and sophisticated legal framework for protecting IP. Ireland's corporate tax system is recognized internationally as being fully transparent, while the OECD agrees that the 12.5% rate meets its international standards.

Global Leaders with Business Service Centres

Microsoft	HP	IBM
EMC	Oracle	Siemens
Symantec	Dell	SAP
Apple	Trend Micro	Micros Systems
Google	Ebay	Yahoo
Accenture	Bentley Systems	Kellogs
Hertz	Amazon	AMO
Pepsico	Cerner	Pfizer
Citi	Whirlpool	Allergan
Solarwinds	Bvlgari	Novell