



The Irish Government's inward investment promotion agency is responsible for the attraction and development of foreign investment in Ireland.

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Innovation Ireland, Briefing & Networking Lunch Sydney 9th May 2011

Learn about ICT business opportunities in Ireland and using Ireland as a springboard into the European market of over 500 million people.

Take part in a briefing on Ireland and its ICT opportunities, including presentations by Philip Cronin, General Manager, Intel Australia and New Zealand. **Intel, has been expanding in Ireland since 1989 and employs over 4,000 in advanced manufacturing, R&D and software development.** Brian Conroy, Director Asia Pacific, IDA Ireland, the Irish Government's inward investment promotion Agency and David Howard, General Manager Austrade.

Event Details:

- DATE:** Monday 9th of May 2011
- TIME:** 12.30 – 2p.m. Networking, Light lunch and Briefing.
- VENUE:** Department of Trade & Investment, Regional Infrastructure & Services, Level 47, MLC Centre, 19 Martin Place Sydney NSW 2000.

At This Briefing, you will:

- Receive a high level overview from Austrade of Trade & Investment between Ireland and Australia.
- Acquire a practical and first-hand knowledge of the business environment in Ireland.
- Learn about the ICT business opportunities in Ireland.
- Learn about activities undertaken by overseas companies in Ireland as a springboard into the European market.
- Receive direct advice and tips from an experienced company who is successfully doing business in Ireland.

Who Should Attend?

Software technology companies that are considering expansion into the lucrative European market of over 500 million people.

RSVP:

Teresa Keating, Manager, IDA Ireland, Australia and New Zealand
Teresa.keating@ida.ie;
Tel: 02 9273 8524.

This is a free event, places are limited, RSVP essential.

LinkedIn <http://www.linkedin.com/pub/teresa-keating/9/b82/29>

Twitter <http://twitter.com/idaireland>

YouTube <http://www.youtube.com/InvestIreland>

Ireland - Some Key Facts:

2010 was an excellent year for new investment in Ireland, with a large number of the world's top companies announcing significant projects (100+ jobs). These included HP, IBM, Dell, Telefónica, Google, eBay, Electronic Arts (EA), Facebook, Salesforce.com, Accenture, Stream Global Services and D&B. Their investments are testimony to their confidence in Ireland and the commercial and financial benefits that Ireland will bring to their companies. IDA Ireland is confident that 2011 will be another successful year and over the coming months a further number of high profile investments will be announced.

Ireland's track record, talent quality and availability, 12.5% corporate tax rate, and technology attributes, coupled with greatly enhanced competitiveness were central, and will continue to be central, to investment decisions.

- Ireland is the second largest exporter of software in the World
- Number of companies investing for first time in Ireland in 2010 up 20% on 2009
- 9 of the World's top 10 software companies have substantial operations in Ireland
- World's number 1 provider of employable graduates (EU Commission study Nov 2009)
- Ireland: 1st for FDI and Corporate Tax regime (2009 Global Innovation Survey)
- 1st for investment incentives ¹
- 1st for immigration laws that do not prevent companies from employing foreign labour ¹
- 1st in Eurozone countries for doing business (Forbes 2010)
- 2nd most globalised economy ²

¹ IMD World Competitiveness Yearbook 2009/2010

² EIU / Ernst & Young 2011. Measure reflects openness to trade, capital movements, exchange of technology and ideas, labour movement and cultural integration.





Philip Cronin MAICD
General Manager
Intel Australia and New Zealand

Philip Cronin is Intel's General Manager for Australia and New Zealand. His role encompasses managing the sales and marketing of Intel's computer business and promoting the company's position as a leader in providing technologies that are changing the way people live and work.

In the community, Philip was elected Chairman of the Australian Information Industry Association, (AiiA) in October 2010, having served as a board member of the since 2005, driving debate on local industry issues. He has a particular interest in how Intel's technologies are leading efforts to enhance the Digital economy, environmental, education, and how IT can improve the delivery of health care.

Philip is also an active member of the Starlight IT Fund for Kids, an ICT industry based charity which raises funds to utilise ICT in delivering benefits for children suffering with long term illness. In 10 years the IT Fund for kids has raised over \$3 million.

Philip is a member of the Australian Institute of Company Directors, in 2009 he was elected to the ARN ICT Industry Hall of Fame and was voted in the Top 10 Most Influential People in Australian ICT.

Philip joined Intel in 1997, and following success in a number of roles, in 2004, Philip was appointed General Manager for Australia & New Zealand.



Australian Government
Australian Trade Commission

David Howard
General Manager, National Operations

David Howard returned to Australia in December 2007, after five years as Austrade's Senior Trade Commissioner in New York.

During his time in New York Mr Howard had responsibility for overseeing Australia's trade interests across the North East region of the USA, with particular focus on securing outcomes for Australian exporters in industries such as financial services, ICT, consumer goods and professional services. He has also had Senior Trade Commissioner roles in Washington DC and London.

With over 25 years experience in sales, marketing and company management, Mr Howard has held senior executive positions with public and private companies in the ICT value added services, Engineering, and Consumer Durables sectors.

Immediately prior to joining Austrade, he completed five years with a U.S. financial services technology company, having led Australian, New Zealand and Japan operations before moving to North America to manage global strategy and establish operations in Canada.

Mr Howard is a graduate of the Australian Institute of Export and Australian Institute of Company Directors courses. He is a Fellow of the Australian Institute of Company Directors.



Brian Conroy
Director Asia-Pacific IDA Ireland

Brian Conroy is Director for Asia-Pacific of IDA Ireland and has over 20 years experience working with many of the world's leading MNC's across a range of industry sectors such as Financial Services, Information and Communications Technologies and Life Sciences.

IDA Ireland is the Irish Government's dedicated agency for attracting Overseas Investment into Ireland. With a successful track record stretching back over 40 years IDA Ireland is one of the world's leading inward investment promotion agencies responsible for the establishment of over 1000 Multinational companies using Ireland as a base for their European and Global operations. According to the 2009 Global Location Trends Annual Report, published by IBM, in October 2010, Ireland experienced significant absolute and relative gains in inbound investment as a result of the country's strengths in services and R&D. This is reflected in Ireland being the top destination globally for jobs by inward investment per capita.

IDA Ireland is promoting Ireland as an ideal destination for Australian companies looking to establish or expand their operations in Europe. With a combination of very low corporate and business taxes, financial support from the Irish Government for suitable projects, availability of technical and business skills and a welcoming business environment Ireland is an excellent choice for Australian companies in Europe.

