
A decorative graphic consisting of numerous green triangles of varying sizes and shades (from bright green to light green) arranged in a diagonal pattern across the page.

What makes Ireland great,
makes Ireland great for business



Ireland is ambitious
learning
discovering
global
open
productive
playful
future

Ireland is the next step
to the future

Trade is the cornerstone of Ireland's present and future success as a country. IDA Ireland, Ireland's inward investment promotion agency, is not waiting for events to unfold. We are actively planning ahead and helping to position the economy for progress. As the world moves towards a more positive phase, Ireland is set to lead the way.

Ireland is where good things happen.
Not by magic or not by muscle but by clever thinking, innovation and a genuine desire to achieve progress on a national scale.

Ireland is a country with all the right attitudes.
Ireland is a positive place for foreign direct investors. Ireland's people welcome the career prospects created by the arrival of so many famous overseas companies. They bring intelligence, adaptability and an innovative spirit right into their working lives. At Government and administrative levels, Ireland's stance is productively pro-business; the country is well-experienced in attracting Foreign Direct Investment – and in living up to the highest expectations of the investors.



Ireland is at the heart of things

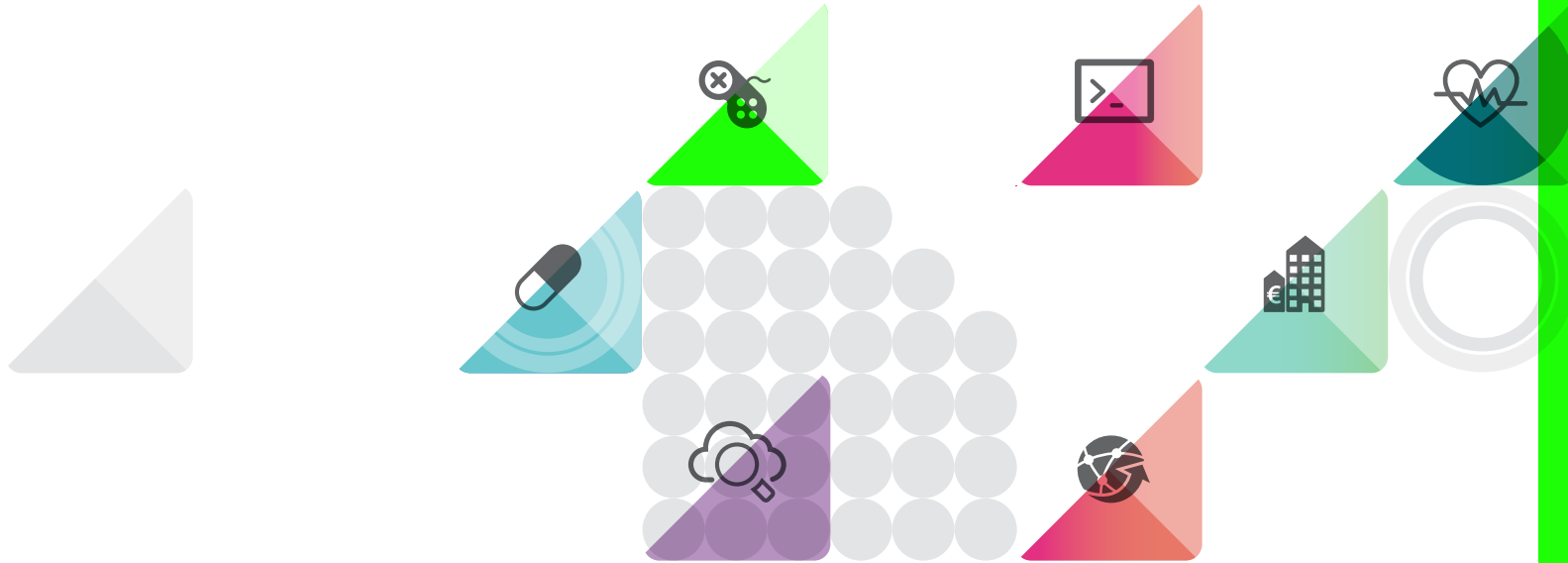
Ireland is right at the heart of the Eurozone - located between the USA, Europe and Asia Pacific.

Ireland is the natural gateway to Europe and is one of the most open economies in the world.

Being open means Ireland benefits from and contributes to the expansion of world trade. Ireland responds fast to changing events. As the economic indicators alter, our cost-base is decreasing while productivity levels is on the increase. As its finances move back towards equilibrium, the country anticipates a welcome economic upturn.

Ireland is open, and open for business. You know what we do, you know where we are, and you know you're welcome.

What makes Ireland great, makes Ireland great for business.



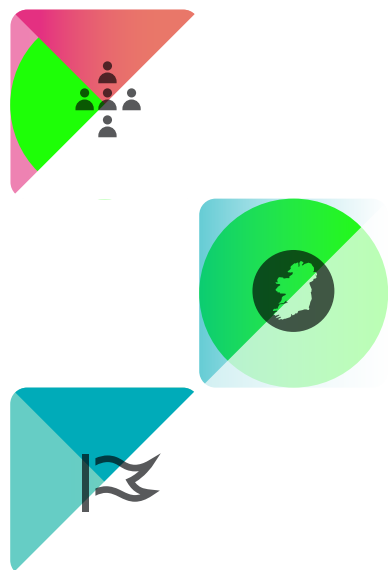
Ireland is a high-performing country with high performance industries

Ireland is home to many of the world's leading high performance companies; **Intel, Twitter, Pfizer, Citi, Huawei, Takeda, Fujitsu, Novartis, Trend Micro** are among the many companies that have set up here. For them, Ireland is an attractive location with an abundance of high-performing people with positive attitudes.

Ireland's economy has shown it is possible to beat global trends as the country enjoyed its best performance in recent years for net job creation through inward investment. Many other countries are highly envious of Ireland's capacity to succeed in growing the volume of foreign investment during challenging economic times.

Among key industries, many of the world's leading corporations have already opted for Ireland as a productive business location. We are delighted to welcome to our shores:

- 9 of the top 10 global pharmaceutical companies
- 9 of the top 10 software companies
- 12 of the top 15 medical tech companies
- 15 of the top 20 financial services companies
- 9 of the top 15 internet companies
- 3 of the top 6 games publishers



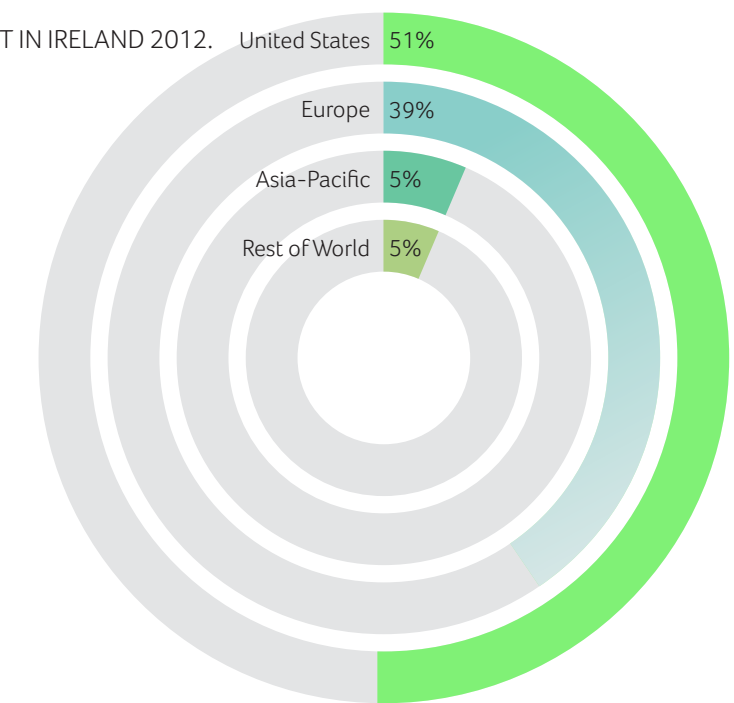
Ireland is a home where people and companies get together

In Ireland, it's easier to achieve and enjoy a healthy positive lifestyle. Ask yourself this question: 'If my career dictates I work away from home, what country would I prefer to live in along with my family?' Time after time, global executives tell us Ireland is their unequivocal location of choice.

Where else can you work in a financial city centre location that is only thirty minutes from the sea, thirty minutes from the mountains and right at the centre of cultural and entertainment life? Health, social and educational facilities are all of the highest quality; family life is cherished and supported.

Ireland is community in the finest sense; there is a real life to be lived here. Enjoy.

SOURCE OF FOREIGN DIRECT INVESTMENT IN IRELAND 2012.



Ireland is ranked No. 1 in the world of Foreign Direct Investment

Right through the recession, business in Ireland continued to punch well above its weight. Independent studies show Ireland ranks No.1 in the world for inward investment when scored against criteria of quality and value. We're also rated:

- 1st in the Euro zone for ease of doing business
- 3rd in the world for availability of skilled labour
- In the Top 10 in the EU for R&D investment
- In the Top 20 world rankings for research capability
- In the Top 20 most competitive countries in the world

Ireland's exporting companies have faced up the most severe economic conditions with great skill and determination. More than ever, they are now leaner, stronger and better positioned for international growth.

Ireland is where your future unfolds today

As global indicators switch to a more positive mode, Ireland is geared for continued economic progress.

Ireland has shown great resilience in maintaining and expanding its market share of world trade.

Among the key influencers are:

- Significant improvement in cost environment
- Companies continue to choose Ireland as one of the best countries in the world to do business
- 12.5% corporation tax
- Government committed to public finance and structural reforms

Ireland is a winning combination

Ireland's 4 'T's' - Talent, Track Record, Taxation and Technology makes Ireland the destination of choice for foreign direct investors.

Talent - Our predominantly young work-force is capable, highly adaptable, mobile and very committed to achievement. The median population age is 35, the lowest in the EU.

Track Record - Over 1,000 multinational companies have already chosen Ireland as their strategic European base.

Taxation - Ireland's Corporation Tax Rate is firmly fixed at 12.5%. Ireland has comprehensive double taxation agreements with 69 countries.

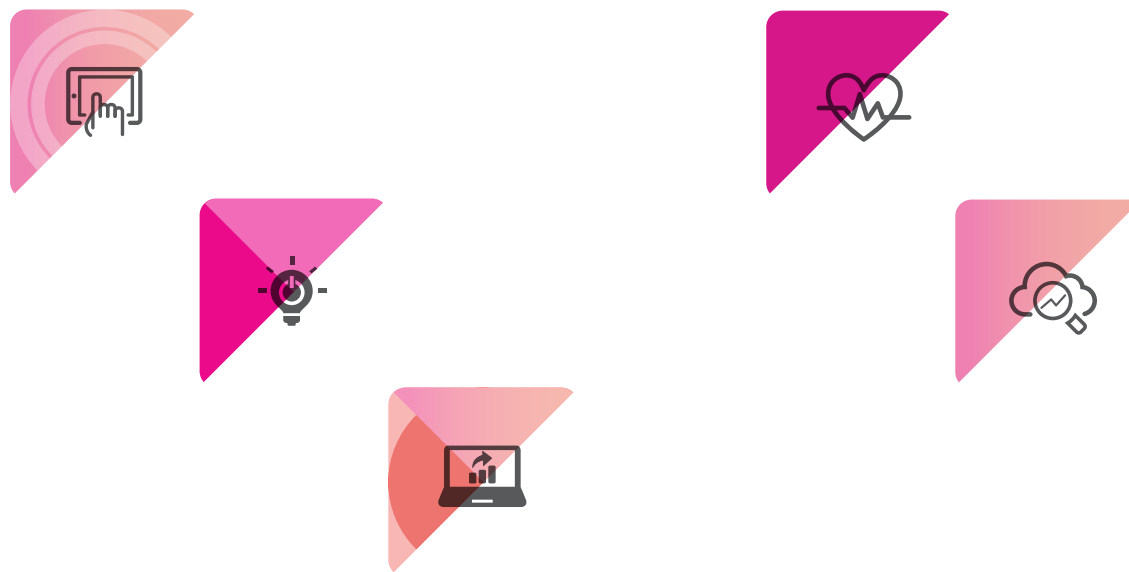
Technology - Significant State investment in R&D helps ensure Ireland stays at the forefront of technological innovation.

Ireland's 3 'E's' - Education, European Market and English Speaking.

Education - Ireland leads in the skills race with a higher percentage of third level graduates than UK, US and OECD averages. An EIU Benchmarking Competitiveness Report ranks Dublin as the best city in the world for human capital.

European Market - Companies located in Ireland benefit from barrier-free access to over 500 million consumers in Europe.

English Speaking - English is the universal spoken language of Ireland.



Location | 53°N 08°W
Size | 70, 273 sq km
Population | 4.5 million
% of Population under 35 | 50%
Old Age Dependency Ratio | 17.9%
Currency | Euro

Ireland is where tomorrow is happening today

This is no time for resting on laurels. Ireland is committed to continuous funding and support of scientific research. The Irish Government recently announced the largest ever research investment programme in our history. Significant new investment will be targeted towards the creation of seven Science Foundation Ireland Research Centres. The focus will be on new-era initiatives including marine renewable energy, drug synthesis, connected health, photonics and nanotechnology – a sure sign of a country that’s thinking ahead.

High-impact measures are also in train to position Ireland as a world leader in:

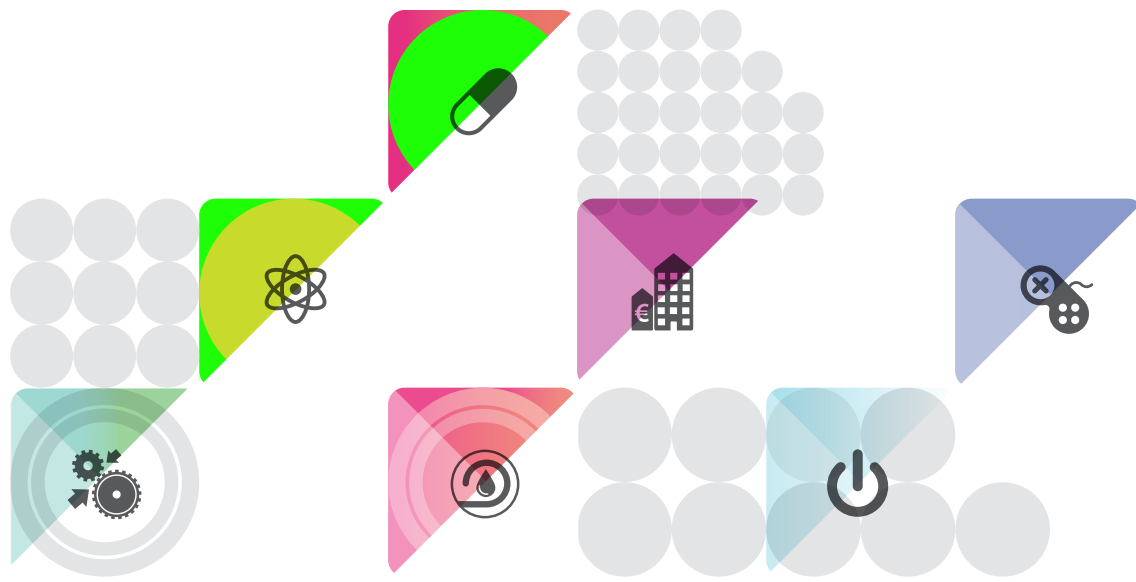
- Big Data
- ICT skills
- Energy Efficiency
- Health Innovation
- Cloud Computing

Unprecedented levels of investment in science and technology has enabled the creation of a vibrant research community in Ireland. *Nature*, the highly regarded scientific journal has highlighted Ireland as one of five countries to watch for research excellence. And proving that one good thing leads to many others, this research-focus has dynamically encouraged the emergence of a stream of technology based start-ups.

Ireland is where people learn fast and live long

Literacy and life-expectancy levels in Ireland are among the highest in the world. Ireland’s population is on the increase. At last count, the population was over 4.5 million. 60% of our people live in cities and towns with 40% in rural areas - a good balance for social cohesion. English is the universal spoken language. Ireland is a long-time member of the European Community and the Euro is the currency. In terms of world trade, Ireland’s Gross Domestic Product is now calculated at almost €160.2 billion. The Services Sector accounts for around 71%, with 26% coming from Industry and Agriculture.

Ireland is a great place for people to grow in harmony with a continuing vibrant transformation of the national economy.

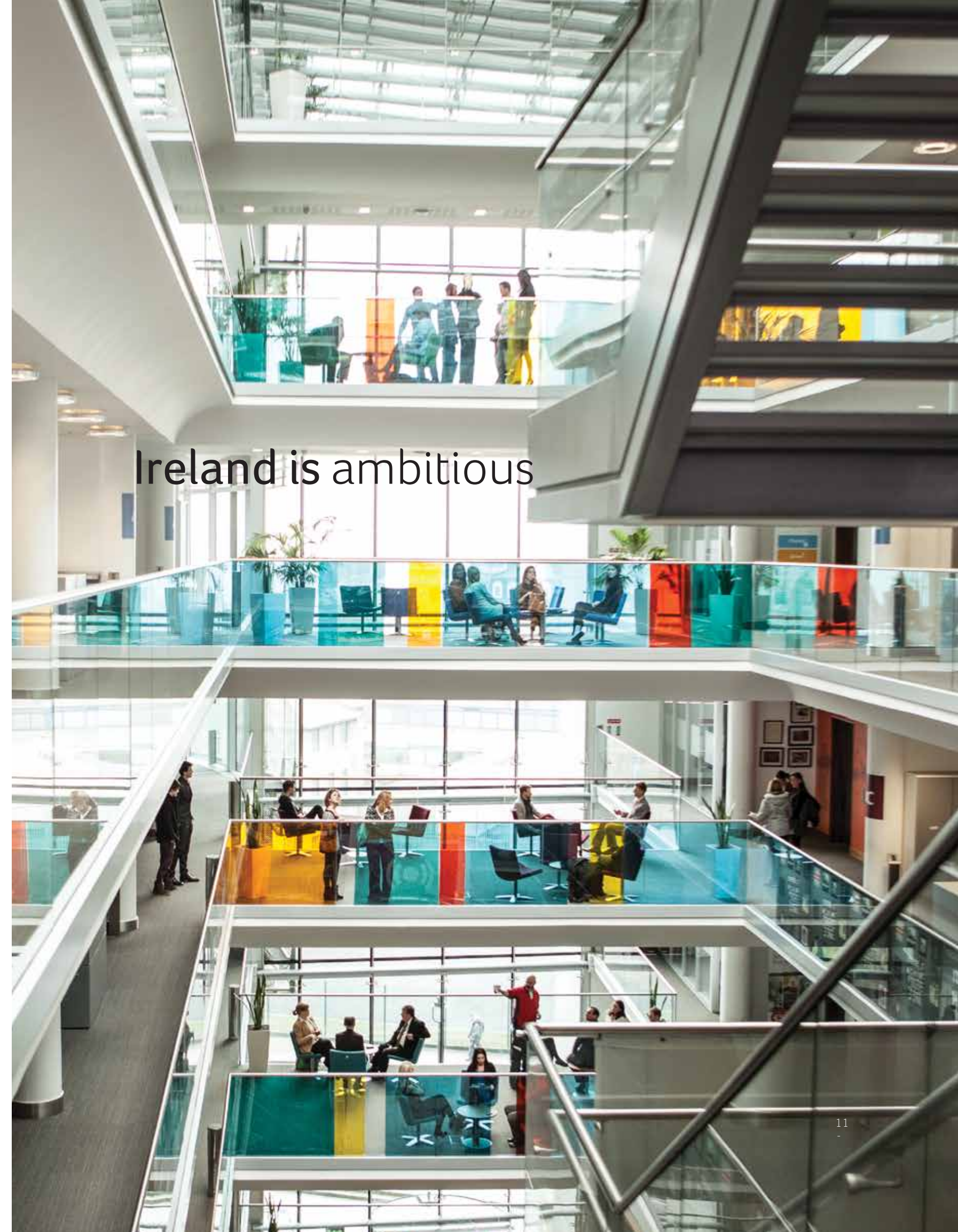


Ireland is where different business sectors grow in harmony

Ireland provides an astute blend of the commercial and the creative; a fruitful combination that works for all. One remarkable aspect of Ireland's industrial success is the sheer variety of varying business sectors that work in close proximity - sharing in and contributing to overall collective success. The common ground all these enterprises enjoy is their active participation in a pro-business, technologically advanced environment.

IDA Ireland leads the nation by being at the forefront of promoting and attracting Foreign Direct Investment with a particular focus on:

- Information and Communication Technologies (ICT)
- Life Sciences – Medical Technologies & Pharmaceuticals
- International Financial Services
- Engineering
- Clean Technologies
- Digital Media, Games & Social Media



Ireland is ambitious

Ireland is discovering

Ireland is future





Ireland is open



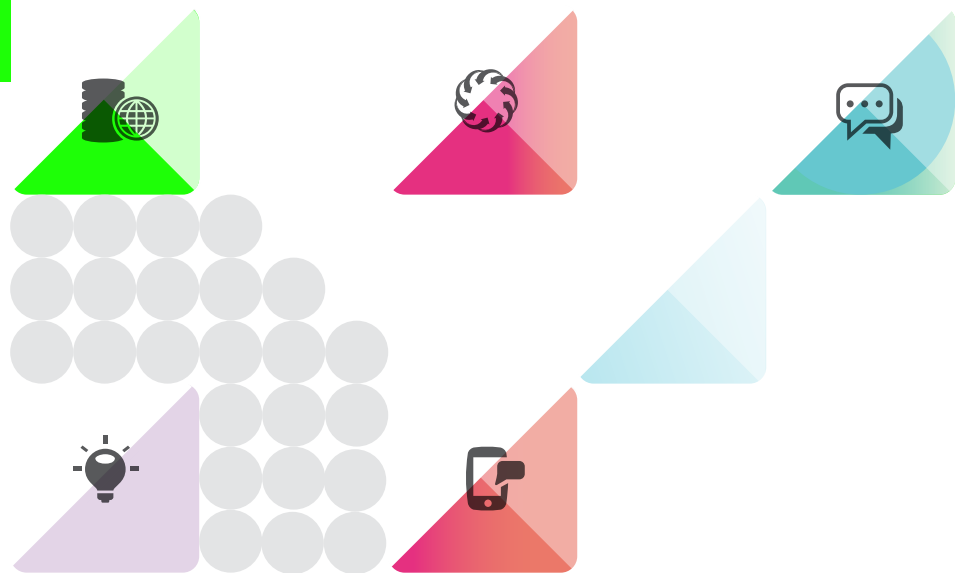
Ireland is a place of promise and prospects

A snapshot of Life Sciences

The Life Sciences Infrastructure in Ireland is designed to attract world class Research & Development, advanced manufacturing operations and global business services. Ireland's Life Science companies operate in areas such as Pharmaceuticals and Medical Technologies. The Sector has grown significantly and currently employs over 48,499 people. Ireland now boasts a leading cluster of Medical Technology industries with over 250 companies employing 25,000 staff - the highest per capita of medical technology personnel in Europe. The majority of the companies follow the development and manufacturing model producing sophisticated devices for global markets carrying CE and FDA certification. In the Pharmaceutical Sector, Ireland is well-represented as a major player with nine of the top ten global companies already in residence.

A high percentage of the world's 'blockbuster' medications are produced here and the industry has seen a successful transition from traditional small molecule drug manufacturing to development and manufacture of biotech drugs and high potency "nichebuster" products. In Biotechnology, continued investment in Research, Training and Manufacturing Technology allied to an increase in graduate numbers and a strong and sustained track record in regulatory excellence are key elements of the Irish value proposition. Within the life science sector there is increased crossover between the biopharmaceutical and medical device sectors in areas such as advanced drug delivery.

The presence of some of the world's leading information and communication technology companies in close working proximity to leading life science companies and major take-up in 'convergence' business initiatives in areas such as data analytics, "smart manufacturing" and connected health bode well for the future.



The Financial Worlds

Since 1987, Ireland has established a reputation as a leading international financial services centre. A number of factors have been instrumental in this success. These include: an attractive fiscal and regulatory environment, the availability of a highly skilled educated workforce, a relatively favourable cost structure, as well as political and economic stability. Ireland has succeeded in building an international financial services industry that is diverse in its activities and enjoys a world-leading reputation in several sectors such as aircraft leasing, insurance, banking and investment management. The International Financial Services Sector in Ireland now has more than 250 global financial institutions employing 33,000 people directly and many more indirectly.

Engineering & Industrial Products leading the way

Ireland's portfolio of Engineering & Industrial Products Sector comprises a broad spectrum of global companies employing over 15,000 people. These companies are involved in activities ranging from the automotive and aerospace sectors to operations in mechanical and electrical engineering, fluid components, process equipment, materials handling, chemicals & plastics. In addition there are companies working in industrial automation and software related activities alongside international civil engineering companies working in infrastructure and exploration sectors. Among the many activities carried out are High Value Manufacturing, Supply Chain Management, R&D, Intellectual Property Management, Shared Services, EMEA HQ, Sales & Marketing and IT Development.

Clean Technology, for our future

Ireland has emerged as a significant location for investors in the Cleantech industry, largely due to its natural resources advantages backed by a talented and skilled workforce, a thriving research and development environment, and pro-Cleantech government policies. The Irish Government is firmly committed to developing the Clean Technology industry and already has a considerable competitive advantage built largely on its international recognised strengths in IT and clusters of MNC's across the country. Clear policy targets have been set: 40% of all electricity generated from renewable sources by 2020, a 20% saving on current energy costs by 2020 and a penetration rate of 10% for electric vehicles by 2020. We are absolutely committed to building businesses that bring new products and services to Irish and global markets demanding clean, low carbon solutions.

A pen-picture of ICT

The Information & Communications Technology (ICT) Sector in Ireland attracts global investment with 9 of the top 10 US ICT companies operating here. The ICT Sector incorporates a full portfolio of high tech activities including R&D, High-Value Manufacturing, Shared Services, Supply Chain Management, Software Development, Inside Sales, and Customer & Technical Support. There are over 200 IDA supported ICT companies, directly employing approximately 36,000 people. They represent 22% of total exports, estimated at €38 billion. The ICT Sector continues to grow in Ireland as companies take advantage of the competitive environment and skills base.

A Focus on Entertainment, Consumer and Business Services.

More and more, Ireland is positioning itself right at the heart of the world's creative content and communications sectors. This is a broad and dynamic area which spans a number of inter-related activities: creative, technological, data and infrastructure. Driving this is the desire to better understand the connected consumer through data analytics whilst also heeding concerns over privacy. Companies here are continuously evolving and devising new business models, driving revenues from new behaviours, and benefiting from Ireland's unique cluster of multilingual, creative, technological and managerial talent.

The Coming of Convergence

Convergence remains at the heart of Ireland's economy. Convergence relates to the worlds of science, media, healthcare, engineering and other disciplines where differing technologies converge to create beneficial new entities. Where better than Ireland - a place where so many like-minded people share so much common purpose - to explore the benefits and possibilities of this business discipline?

Ireland is a country where special skills abound

Ireland's skill-sets have developed out of all recognition during the past five decades. Originally a predominantly agrarian society, contemporary Ireland now exhibits all the intellectual vibrancy of a highly mature technological environment.

High Value Manufacturing

Moving up the value chain is vital to Ireland's manufacturing future. IDA Ireland is committed to achieving growth in HVM and is focussed on securing foreign investment in areas such as Capital & Skills Intense Operations, production of High Value Products, Pilot or Short Production Runs and Demand Fulfilment Operations.

Research Development & Innovation

RD&I is Ireland's lifeblood of the future. The RD&I sector has continued to experience growth even during the economic downturn. Expansion in this area is driven by exceptional collaborative efforts involving industry, academia, government agencies and regulatory authorities – all backed up by a strong pro-business Government policy.

Global Business Services

The more a company becomes 'global', the more it needs a real place to call 'home'. Ireland is uniquely positioned to provide such an anchor location for 'global-by-nature' business ventures. Ireland is a thriving centre for the delivery of Business Services across global business networks as more and more companies deploy their Irish Business Services Centre as a key strategic tool – leveraging people and resources around the world in order to maximise competitive advantage.

“Robust IT systems are critical to facilitating fast business decisions and speedy customer delivery. By establishing these hubs we at Zurich can significantly upgrade our IT capabilities and deliver ‘round the clock’ security monitoring of our IT assets globally. We highly appreciate the support that we receive from IDA Ireland for this project.”

Patrick Manley

CEO of Zurich’s General Insurance Europe

At Yahoo!, we’re all about making people’s daily habits inspiring and entertaining, and our team in Dublin helps make this happen everyday. It’s the face of Yahoo! for millions of users and advertisers throughout EMEA.

Christophe Parcot, Yahoo!

VP and Head of EMEA

Mr Gareth Lambe, Acting Head of

Office for Facebook Ireland said:

“Ireland is a great hub of international tech talent which is one reason why Facebook has its international HQ in Dublin.”

Ireland is a case-by-case study of success

If you need proof positive of how overseas companies succeed so brilliantly in Ireland, then just ask your peers in the world of global business.

Yahoo! is

We like to think the exclamation mark that is part of the Yahoo! name is symbolic of the enthusiasm the company experiences in its relationships with Ireland and its people. For over a decade, Dublin has provided a welcome home for Yahoo! – a company with a talented international workforce, sophisticated technology and a contemporary business ethos. Its can-do business attitude is mirrored in the performance of its local workforce; willing to perform, and determined to succeed. The multilingual, multicultural Yahoo! team provides world-class customer care, technical and operational support and finance-related services for the entire EMEA region. Happily Yahoo! continues to expand in Ireland – 200 new job opportunities were announced recently.

Pfizer is

Pfizer is one of Ireland’s leading employers and the largest pharmaceutical investor in the country. One of the first pharmaceutical companies to locate in Ireland (1969), Pfizer has a rich heritage of innovation and expansion over a forty year presence. Pfizer’s business interests in Ireland are diverse – the company has a manufacturing presence in Active Pharmaceutical Ingredients, Solid Dose Pharmaceuticals, Vaccines and Biopharmaceuticals. In addition, Pfizer has a Global Financial Services and a Treasury operation. Total investment by the company in Ireland exceeds \$7 billion. In 2011, Pfizer announced its plans to make an investment of €144 million at its Grange Castle biotechnology manufacturing facility.

McAfee is

In a cyber-world of commerce, the need for web-based security is forever increasing. McAfee, the world’s largest dedicated security company, has announced the establishment of its worldwide Centre of Excellence for Enterprise Security Solutions in Cork with the creation of up to 60 new high quality jobs. The enterprise engineering group has a dedicated team providing fast, efficient engineering responses to sales opportunities for the company.

10gen is

10gen is a new member of Ireland’s Digital Community. The company has set up a European Support Centre in Dublin and over five years plans to grow staff numbers from 20 to 60. 10gen is an open source software company making software freely available for download and use. Commercial customers - including O2, eBay and Disney - avail of annual subscriptions that include support, consultation and training. In return, 10gen makes their high performance database available to customers who then typically use it to manage very high volume data fields and large data sets on which they develop applications; usually mobile, social or cloud based.

Ingersoll Rand is

Ingersoll Rand is a global industrial conglomerate. The company operates a Financial Shared Services centre in Dublin where it has its global headquarters employing 186 people. Ingersoll-Rand’s operations in Ireland originally centered on its acquisition of Thermo King in Galway in 1997 and they currently employ 420 people. The Galway facility manufactures truck and trailer refrigeration units and exports to the EMEA region. Galway has operational responsibility for the other European plants and is the centre for ancillary services including Thermo King’s technical centre and a shared services operation. The Galway facility is continuing to drive efficiency improvements through LEAN processes, automation and outsourcing.

Facebook is

The social network giant Facebook whose international quarters are located in Dublin has now created 100 new positions, bringing total employment in Ireland to 500 plus, the company’s largest investment outside its home-base in Silicon Valley. The Irish workforce serves the entire EMEA region and operates across multi-disciplinary facets of Facebook operations including user-operations, safety procedures and advertising. In Ireland’s Facebook story, there are many pages yet to be written.

- Abbott
- Accenture
- Allergan
- Alps
- Amgen
- AMS
- Apple
- Aspen
- Astellas
- Bausch & Lomb
- Biotrin
- Cisco
- Coca-Cola
- Covidien
- D&B
- Dell
- Dropbox
- Doosan Holdings
- EA Games
- Eli Lilly
- Fidelity
- Gilt
- Harmac

Zurich is

Leading global insurer Zurich is to establish two IT hubs in Dublin with the creation of 112 new high-tech, high-value jobs. The IT hubs represent an exciting and innovative approach to IT service management and security for Zurich globally. One hub will support Zurich's IT service management and the other will support Cyber Security Management. Recruitment has already commenced for graduates, senior specialists and management positions.

Huawei is

Chinese-owned information and communications technology solutions-provider Huawei is doubling its Irish workforce with the 2013 opening of a new research and development centre on two sites in Cork and Dublin. The new initiative will initially focus on Huawei's next-generation customer experience management product, SmartCare. Huawei first established its Irish sales office in 2008 and employs more than 140,000 people globally. There is ample scope for significant enriching of Ireland's developing relationships with China.

SanofiGenzyme is

Genzyme, a Sanofi company, is a leading biotech manufacturer that produces products for patients with rare genetic diseases. The company employs 500 at its campus in Waterford, which was developed with over €500 million capital investment over the past decade. In 2013, Sanofi announced it will invest €44 million in Genzyme's biotechnology campus in Waterford. The investment will increase the site's diversity of products by adding the Number 1 insulin brand worldwide. The introduction of Sanofi product to the facility will provide an excellent platform for future sustainability.

Citi is

When we think of Citi, we think of long-term relationships. Citi is no newcomer to Ireland; it is celebrating nearly 50 years of continuous business in Ireland and is committed to growing its franchise here. Citi leads the way in the field of Financial Services Innovation and was the first financial services company to set up a R&D centre to develop the next generation of financial services products. The Citi Innovation Lab now employs a team of researchers, technologists and analysts. The company currently employs 2,200 people in product development, client services, operations and technology in Ireland. To date, Citi has invested over €60 million in RD&I projects in Dublin and created a Centre of Excellence for the development of products and processes for Citi's global businesses. Citi is here to stay because Ireland is great for business.

Fujitsu is

Fujitsu is a top five IT solutions provider in Ireland, delivering integrated offerings including consulting, systems integration, managed services and outsourcing to customers, helping them achieve business benefits from their IT investment. Fujitsu, recently announced a collaboration with three Irish research groups to work on KIDUKU, a sensor based healthcare project to help prevent falls in the elderly and gain a better understanding of chronic lung disease. In addition, Fujitsu Laboratories Ltd., will begin a significant investment in a research programme in the area of networked knowledge with the Digital Enterprise Research Institute (DERI) based in NUI Galway.

Twitter is

It is impossible to define the relevance of Twitter to contemporary society in the allotted 140 characters, but it is simpler to relate the story of the growing relationship between the company and its operations in Ireland. Since Twitter first arrived, exponential growth in its global customer base has encouraged the company to look to Ireland to service its growing needs. Twitter Ireland benefits from a vibrant diversified workforce determined to push out the boundaries of the way the world relates.

Etsy is

Etsy is an ecommerce site for handmade, vintage items and art and craft supplies. Etsy was launched in 2005 in New York and now boasts over 22 million members and more than 800,000 active shops in the marketplace. With a sharp focus on international markets for 2013, Etsy announced it is to establish a new EMEA headquarters in Dublin. The Irish operation will target sellers and buyers of unique handmade and vintage goods and craft supplies in the EMEA region and will have operational support including customer support, seller outreach, engineering, IT, and human resources. Dublin was chosen due to its strong technology cluster, the availability of Etsy's required skill sets and the strength of "Brand Dublin" internationally.

Takeda is

Takeda Ireland Limited (TIL) is a wholly owned subsidiary of Takeda Pharmaceutical Company Limited, a global research-based pharmaceutical company, the No.1 pharmaceutical company in Japan, and one of the world's top 100 companies. Established in Ireland since 1997, Takeda employs over 400 people in the manufacture of drug products (DP), active pharmaceutical ingredients (API), process development, packaging, supply chain, sales and marketing.

- HedgeServe
- Hewlett Packard
- Hubspot
- Intel
- Johnson & Johnson
- LinkedIn
- Marketo
- MSD
- Mylan
- Nextag
- Nuance
- Northern Trust
- Pivot
- Prometric
- Quest Software
- SMBC Aviation
- Capital
- Squarespace
- Trend Micro
- Twitter
- Valeo
- VMware



Ireland is a country eager to work with you

IDA Ireland is where everything comes together.

We are here to help show the way.

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

Locations for Growth

Every company wants to be in the right place at the right time. IDA Ireland's Business Park initiatives have focussed on increasing local potential for winning Foreign Direct Investment. We operate a national programme of strategic investment in critical infrastructure, properties and large business park environments in urban and rural areas throughout the country.

IDA Ireland is here with all the information you will need to enable a proper evaluation of locations best suited to your needs.

Funding & Incentive Programmes

IDA Ireland provides a range of services and incentives including funding and grants to companies who embark on FDI initiatives in Ireland. Once established, IDA Ireland continues to work with investors to encourage the ongoing expansion of their operations.

Ireland is where inventive thinking yields positive results

Foreign Direct Investment is second-nature to us.

It is over 60 years since Foreign Direct Investment was identified as being central to the prosperity of the nation. Core solutions designed to satisfy the needs of foreign direct investors were put in place as Ireland instituted a favourable tax regime and allowed tax credits against expenditure on RD&I.

IDA Ireland – Industrial Development Agency - developed business parks where like-minded men and women of entrepreneurial flair could work with and off each other. Our young highly-educated workforce was encouraged to be creative in their attitudes and flexible in their work practices. In retrospect it all seems a simple equation, but back then it demanded visionary qualities of the first order.

It proved to be a strategy that yielded spectacular results.

Ireland is eager for your call

Working in Partnership

IDA Ireland works in collaboration with other State Agencies such as Science Foundation Ireland (SFI), Sustainable Energy Authority of Ireland (SEAI) and Enterprise Ireland (EI) to coordinate developments in Foreign Direct Investment. To find out more, call us at any IDA office or visit www.idaireland.com

IDA Ireland is the key source of many services such as:

- Information and statistics on key business sectors and locations within Ireland
- Assisting in the setting up of your business in Ireland
- Introducing potential investors to local industry, government, service providers and research & educational institutions
- Advice on property solutions for international investors

IDA Ireland is steadily increasing its global footprint both in the number and scale of its worldwide representation. We maintain a global office network as well as a nationwide network of representative offices and business parks all over Ireland.

What makes Ireland great, makes Ireland great for business

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