





A subsidiary of
Prudential Financial
Inc., Pramerica set
up in Letterkenny, Co
Donegal, where the
company today employs
1,800+ people.



In the wake of the global financial crisis, FDI in Ireland proves resilient with investment increasing by foreign based companies.



Winning: foreign direct investment 2015 - 2019 launched, its aim is to create 80,000 new jobs in client companies and win over 900 new investments for Ireland.



IDA Ireland clients
employ 229,000+
people in Ireland.
They spend €19.2bn in
the Irish economy on
payroll, Irish services
and materials and
account for 67% of
Ireland's total exports.

2015

2019

2000 2008

