

FIND YOUR PLACE IN IRELAND



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Leading global companies already recognise that Ireland is a must-go-to place for Foreign Direct Investment projects. What's not so well-known is the multiplicity of choice Ireland offers by way of location. You can base your company anywhere the length and breadth of the country - in Ireland's heartlands or busy towns and cities – and still benefit from all the country offers.

IN IRELAND

-  YOU WON'T BE SHORT OF SPACE; THAT'S FOR SURE.
-  YOU WON'T BE SHORT OF TALENT;
THAT COMES WITH THE TERRITORY.
-  YOU WON'T MISS OUT ON PEER COMPANIES OR
COMPETITIVE ADVANTAGE; THAT'S PART OF THE
PACKAGE.
-  YOU WON'T BE SHORT OF NEW FRIENDS AND
NEW OPPORTUNITIES; THAT'S A PROMISE.
-  LET IDA IRELAND HELP YOU FIND YOUR BEST
PLACE IN THE RIGHT PLACE.
-  LET'S GO IRELAND.

Find the place you're looking for

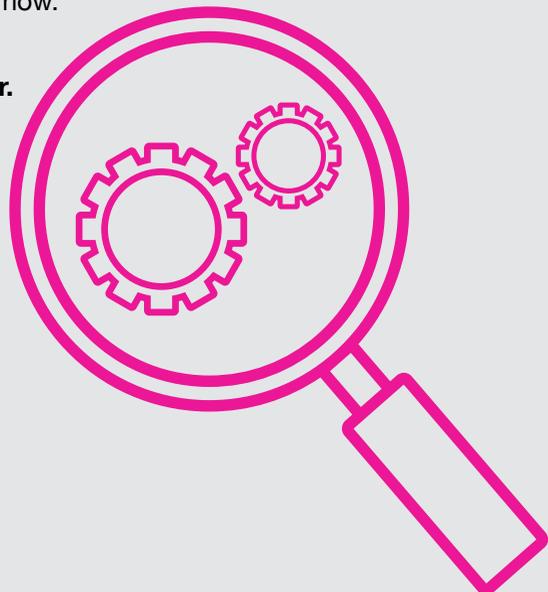
Ireland punches way above her weight when it comes to consistently winning FDI investments. From major manufacturing projects to niche scientific start-ups, everyone finds a home here. Today, Ireland sits proudly in the top ten of host FDI economies by offering a fully-rounded and fully-grounded economic, environmental and social proposition.

We like living in the bigger world, playing our part as a creative enthusiastic member of the European Union. We embrace the world of work; we are the fastest-growing Eurozone economy and regularly rank among the best places globally to do business. We are home to Europe's fastest-growing team of technical talents.

Importantly, we like to smile and enjoy life.

-  If you're looking to work in harmony with a skilled, highly-educated and increasingly multicultural workforce, Ireland is your destination.
-  If you're open to look beyond the obvious by seeking a location that provides a bespoke answer to your needs, you're in the perfect place.
-  If you want to thrive in an environment that's geared towards business success, you can stop searching how.

Ireland is where you find what you're looking for.



Find the right investment partner

IDA Ireland is Ireland's foremost player in generating and guiding foreign direct investments throughout the country.

We are fully-focused on helping global companies make the most of their FDI programmes in Ireland. We're here to show you how every region in Ireland is...

- ✦ EAGER TO WELCOME FDI PROJECTS
- ✦ OFFERS A HIGHLY-SKILLED WELL-EDUCATED WORKFORCE
- ✦ DELIVERS HIGH-SPEED COMMUNICATIONS NETWORKS
- ✦ HAS COST-EFFECTIVE COMMERCIAL AND RESIDENTIAL PROPERTY
- ✦ ENJOYS MODERN ROAD AND RAIL INFRASTRUCTURE

IDA Ireland will take you places where fresh opportunities await, many with ready-to-go manufacturing, technical or office facilities. Make IDA Ireland your FDI partner.

We can make Ireland work for you.

Find the full facts

IDA Ireland commissioned research into factors directly affecting FDI projects in Ireland. The 5 Key Findings provide insights into managing your corporate needs and identify the influences location plays in the final choice.

- 1 POPULATION AND LABOUR FORCE
- 2 INCOMES, SALARIES AND LIVING COSTS
- 3 COMMERCIAL AND RESIDENTIAL PROPERTY
- 4 INFRASTRUCTURE AND COMMUNICATIONS
- 5 FAMILY LIVING AND QUALITY OF LIFE INDICATORS



Find the right people

Research indicates an availability of labour supply ensuring start-up FDI companies can benefit from the capacity to grow into the future.

Many parts of Ireland offer talent resource solutions to companies including spare capacity in the labour force, a growing take up in remote and home working throughout Ireland.

Key Findings No 1: Population & Labour Force

4.8m

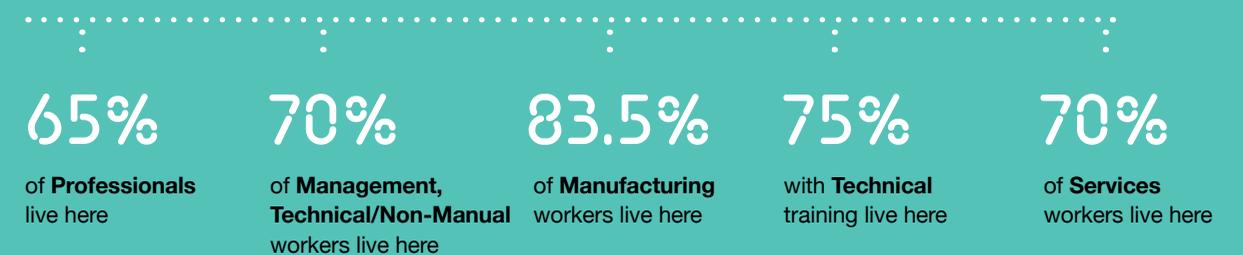
Total Population of Ireland

2.4m

Total Labour Force

1.58m/70%

Living outside the main Dublin urban centre



Find the right skills

A wide range of skill-sets are available throughout Ireland, not just in main urban areas.

Figures show a high-percentage of people educated up to graduate and post-graduate levels and students outside Dublin. Universities and 3rd Level Colleges located throughout Ireland ensure a fresh pool of skilled graduates.

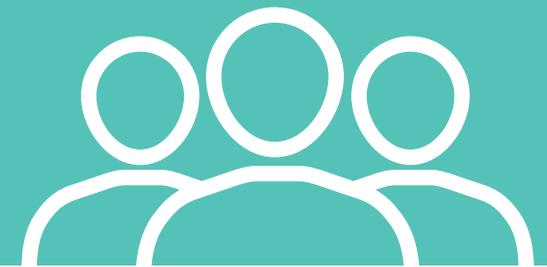
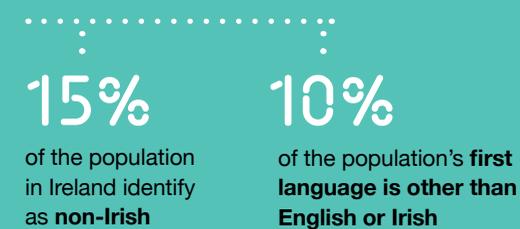
Educated outside the capital



Find the right blend

Research shows how multicultural Ireland has become relative to the growth in multilingual non-nationals now living here. No wonder many FDI companies use their Irish base to serve multiple markets in Europe and beyond.

Language skills



Find the best value

Income tax rates and a competitive corporate tax regime are the same all over Ireland. But when it comes to salaries and living costs, there are significant cost-benefits to be made by opting for one location over another. Our research illustrates how significantly this can work to your benefit, particularly if you choose to locate outside the greater Dublin region.

Key Findings No 2: Income, Salaries, Living Costs

Capital Cities equal Higher Costs is a universal equation. In Ireland, here's how the comparison looks. In each situation, a 'Dublin Premium' effect comes into play.

+12%

Average gross incomes in Dublin are higher than national average

+16%

Average gross incomes in Dublin are higher than surrounding areas of Leinster

+5-25%

Salary rates in Dublin region are typically higher for Senior Management across a wide range of industries, including healthcare, finance, IT and customer services



Find lower operating and property costs

The final choice of location for your Irish FDI project will be influenced by both initial and ongoing costs of doing business. Ireland provides a broad palette of options with physical and IT infrastructure already in place to enable products and services make their way easily into the wider world.

Key Findings No 3: Commercial & Residential Property

Foreign direct investors will find prime commercial rents vary significantly from location to location. Dublin is Ireland's capital city and, like all such cities, commands a property price premium. There is excellent rental value in regional locations outside Dublin. Flexible workplace offerings are growing in prominence.

Increasing the housing supply in Ireland is a key priority area for the Irish Government. Improving the rental sector is a key pillar of the 'Rebuilding Ireland' Action Plan. Residential rent prices in regional locations are very competitive.

Find how to proceed at speed

IDA Ireland recently rolled out a €150m development programme to provide Advanced Building Solutions (ABS). Located in nine regional locations, these high-energy-efficiency buildings are designed as multi-use sites, suitable for both manufacturing and service operations. They combine technology and office spaces that can be scaled up to fit many hundreds of employees. If speed is of the essence, the IDA ABS Programme could be exactly what you need.

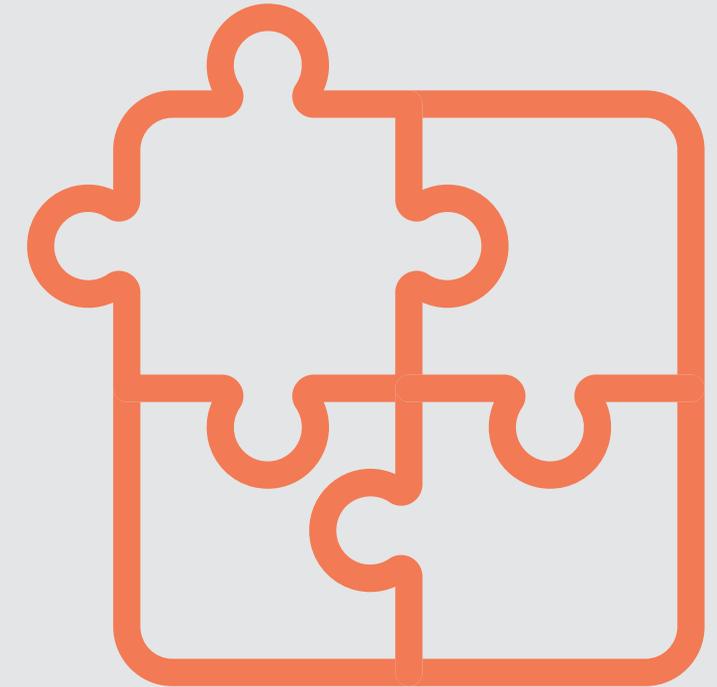
Find your way around

A highly-developed infrastructure is vital to the success of every business, indigenous or global. Ireland is well-connected both internally and externally. Wherever you locate in Ireland, you're always in a good place.

Key Findings No 4: Infrastructure

Ireland is accessible to the world. Our research demonstrates that no matter where you set up operations, you will always have ready access to an international airport or transport hub.

Roads are by far the most-used infrastructure for moving goods and people. Ireland benefits from a countrywide Radial Motorway Network, cutting both travel time and fuel costs. Daily - and indeed hourly - international connections by sea and air to the UK, Europe and the world beyond are virtually on your doorstep.



- A NATIONAL NETWORK OF HIGH-QUALITY, HIGH-CAPACITY RADIAL MOTORWAYS
- A NATIONAL TRAIN AND BUS PUBLIC TRANSPORT SYSTEM LINKING EVERY CORNER
- SHORT COMMUTING AND LOWER CONGESTION FOR THE DAILY ROUTE TO WORK – MOST COMMUTES ARE UNDER 30 MINUTES
- TALENT CAN EASILY TRAVEL TO WHERE YOU ARE BASED

Find the right work/life balance

Happiness often stems from maintaining an equitable balance between the demands of work and the lives we lead.

Key Findings No 5: Family, Living, Quality of Life

Time spent commuting is a critical part of the work/life balance equation. Locate outside the Dublin region and your workforce will spend less time 'on the road' – a great help in attracting potential employees.

Every corner of Ireland offers a wide range of leisure activities for all tastes and ages. Outdoor for sports, indoor for culture and the arts – Irish life can be a welcoming, mindful and fulfilling experience.

A happy workforce is a productive workforce.



Find a place to live

As you would expect, buying a house in Dublin is going to cost more than in other parts of Ireland. This differential means it can be easier to manage mortgage payments, making such locations very attractive to potential employees.

Here is an outline of how current house purchase and rental costs vary by location when viewed as a percentage of the Dublin average:

Purchase Costs

75%

Mid-East, including commuter belts of Meath, Kildare and Wicklow

60%

South West, including Cork City

50%

Areas outside the Mid-East

Rental Costs

RESIDENTIAL RENT PRICES IN REGIONAL LOCATIONS ARE VERY COMPETITIVE.



Find lower living costs

The cost of childcare is a critical aspect of making ends meet, particularly in households where both parents are out at work.

Over 76% of childcare places are available outside Dublin and on average come at a significant **saving of almost 50%** on capital city childcare costs.

Find people you already know

IDA has worked hard and long to make Ireland a welcoming place for Foreign Direct Investment Projects.

Based in every County in the land, our partners-in-progress have discovered how Ireland and her people live and work happily at the apex of a multi-cultural, go-ahead, educated and grounded society. You will quickly find friends and business companions.

“We’re really excited to establish a new centre in Sligo. There is an up-and-coming technology scene here, and we look forward to working with technology businesses, universities and Microsoft in Ireland to expand our AI agenda.”
Karl Redenbach, CEO and Co-Founder, LiveTiles

“We are the biggest, most complex site in the company. We generate more value in products manufactured than any other site in the network.”
Paul Coffey, VP and Plant GM, Allergan Westport

“We have assembled a group of very highly skilled people that drive the development of our product globally, and such a grouping is very hard to reproduce. We want to continue building on what we’ve assembled here.”
Fergus Moyles, Product Line Director, Valeo Vision Systems

“We figured Limerick was a city that had potential to rise and we could play a small part in its metamorphosis.”
Niall O’Leary, VP and Site Head, Regeneron Pharmaceuticals

“We evaluated several locations within Europe to expand our business and establish an EU base to better serve our clients on both sides of the ocean. We were extremely impressed with the technical talent in Cork and the ecosystem the government has helped to develop to fill the skills gap.”
Mark McArdle, CTO, eSentire

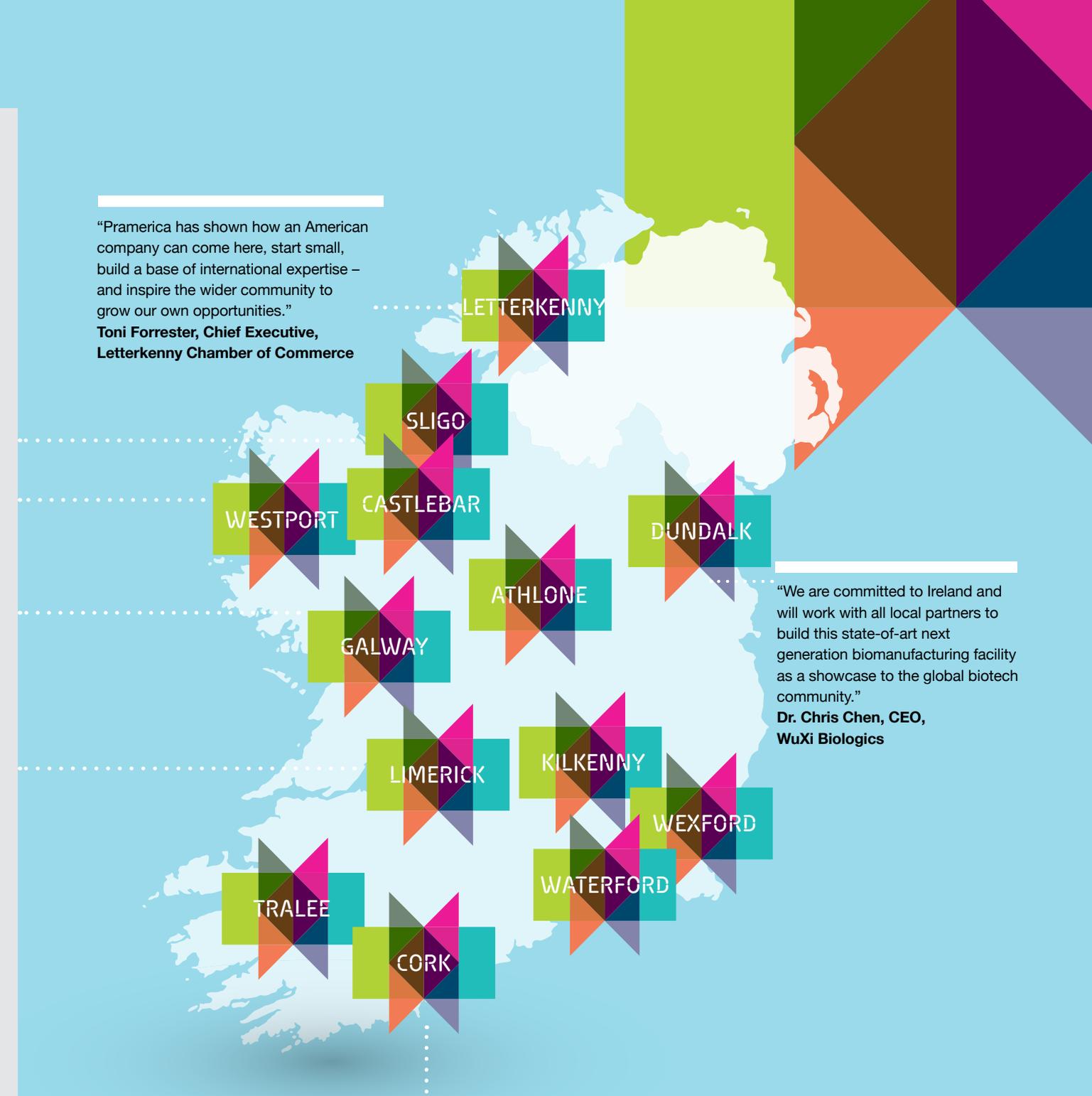
“Pramerica has shown how an American company can come here, start small, build a base of international expertise – and inspire the wider community to grow our own opportunities.”
Toni Forrester, Chief Executive, Letterkenny Chamber of Commerce

“We are committed to Ireland and will work with all local partners to build this state-of-art next generation biomanufacturing facility as a showcase to the global biotech community.”
Dr. Chris Chen, CEO, WuXi Biologics

“Cork has a very strong value proposition from a European perspective: availability of relevant skills in tech, languages, customer focus and management experience, plus links with education, the ecosystem of companies in the area, and competitive salaries.”
Marianne Lee, Senior HR Director for Europe, Trend Micro

“We often say in Santa Clara if we have a problem, ‘Okay, let’s bring this to Cork, let’s figure it out in Cork’ because the mindset of the teams here. The ability to think through very complex problems is very impressive.”
Patty Hatter, CIO, McAfee

“Pilz is committed to remaining at the forefront of innovation, and this new centre at our Irish operation showcases that vision.”
Thomas Pilz, Managing Partner, Pilz



Find the proof

Extensive Case Studies illustrate just how many and varied are the companies who have built their global businesses from an Irish base.

Over the years, Ireland's continuing success in attracting FDI projects in every sector of business means there are hosts of like-minded global companies already located here and willing to share their stories (and even some of their secrets!).

SECURING TECH TALENT IN CORK

Company: Trend Micro
Sector: Cybersecurity
HQ: Tokyo, Japan
Irish location: Cork City
Irish headcount: 250

In 2003, Trend Micro became the first pure-play security company to establish in Cork with its EMEA operations headquarters. Having started with 30 people working in backoffice and operational roles, the site has grown to 250 employees working in a variety of roles from pre- and post-sales support, to security research and threat analysis.

Deep talent pool

Cork has since become a magnet for many cybersecurity companies because the city and surrounding area has a lot to offer multinationals looking to establish a foothold within the EU market. There's healthy competition for hiring, thanks to the presence of many enterprise-focused technology companies in the Cork area. This has created a natural training ground for technical talent and non-tech talent.

Long tenure

Trend Micro prefer to hire experienced people who will stay for the long haul. Employees at Trend Micro in Cork are in their early 30s, on average, and some have been with the company for more than a decade. Many now have young families. From that perspective, Cork has plenty to offer both to returning natives and to new arrivals who want to live and work in Ireland.

PUTTING A SEAL ON MANUFACTURING IN LONGFORD

Company: Red Seal Cups
Sector: Packaging
HQ: Cochin, India
Irish location: Longford and County Cork
Irish headcount: 100+

Longford, in the heart of Ireland's midlands, hosts a truly international partnership. Red Seal Cups Limited is the result of the teamup between Indian packaging manufacturer Leetha and Food Containers Manufacturing UK.

Recruitment drive

The Longford facility will produce Leetha's patented range of heat-resistant packaging solutions for the UK and European marketplace. Red Seal Cups is recruiting more than 100 people to fill a range of roles from senior management to packers and warehouse staff.

Government support

The project is supported by the Irish Government through IDA Ireland. The company's CEO Bob Mann thanked IDA Ireland for its initial guidance and support to make a major investment. Ireland's Minister for Business, Enterprise and Innovation, Heather Humphreys, described the move by Leetha as a great vote of confidence in what Ireland has to offer, especially in a regional location.

CASE STUDY



THE REGENERATION GAME WINS IN LIMERICK

Company: Regeneron Pharmaceuticals
Sector: Biotechnology
HQ: New York
Irish location: Limerick City
Irish headcount: 800+

When Regeneron Pharmaceuticals announced the creation of 300 new skilled roles at its Limerick site, it backed the news with an investment of \$100 million. The biotechnology company is recruiting for high-end specialist positions across commercial manufacturing, process sciences, quality assurance, control and validation, along with various support functions. Once the hiring process is finished, the company will have 800 employees based there.

Easy access for transport

Regeneron chose Limerick after a tour of several potential locations in Ireland. A large vacant site certainly helped, which the company quickly gutted and repurposed for its needs. Another deciding factor was the proximity to the nearby motorway and to Shannon Airport, making it easy for company VPs to travel between Limerick and the company's New York HQ.

Links to talent

Meanwhile, nearby institutes mean that the company can tap into a local source of talent to fill its roster of highly skilled technical roles. Regeneron recently set up an alliance with the University of Limerick and is embarking on an intern programme with Limerick Institute of Technology.

SAP PUTS DOWN ROOTS IN THE WEST OF IRELAND

Company: SAP
Sector: Software
HQ: Walldorf, Germany
Irish locations: Galway and Dublin
Irish headcount: 700 and 1400

SAP's story in Ireland fits the description of the 'land and expand' model. Having first set up a Dublin office to support global sales of its flagship product in 1997, the software maker realised it would need a second international site in Europe. In 2003, the company found its place on the outskirts of Galway city in the west of Ireland.

Broad range of support services

SAP's operation in Galway is a support centre for its SME and multinational enterprise sectors. It also has teams responsible for support, cloud services, IT support, technical writing, e-learning, translations, license auditing and partner services.

Multilingual talent

One of the key reasons for choosing Galway was the availability of multilingual talent. As the site has expanded, it has provided ample proof of that initial promise. Now, there are more than 700 employees encompassing 63 different nationalities and 47 languages across three buildings on the campus. Average length of service is high in Galway, so that SAP's second Irish location adds a vital extra layer to the 1,400 personnel working in its Dublin offices.

Find Ireland, Right place Right time

Ireland is the place to locate on grounds of cost, capacity and culture.

IRELAND IS A PRIME CHOICE LOCATION FOR FOREIGN DIRECT INVESTMENTS BECAUSE:

-  GLOBAL BUSINESSES CRAVE CERTAINTY
-  YOU NEED THE BEST PEOPLE AND THE BEST FACILITIES
-  YOU DESIRE A COMPETITIVE COST BASE AND
A REWARDING ENVIRONMENT
-  YOU CAN WORK WELL AND LIVE THE GOOD LIFE
-  ALL PARTS OF IRELAND ARE CONNECTED WITH
EUROPE AND THE WORLD
-  IDA IRELAND IS POISED TO BE YOUR PARTNER
AS YOU EXPLORE IRELAND IN DEPTH

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