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IDA Ireland

InterTradeIreland 2010 Innovation Conference

University College Dublin

28-29 June 2010

Current Impact of FDI

KEY FDI IMPACTS ON THE IRISH ECONOMY

- €110 BN Exports
- 240,000 Jobs in Total
- 50% of Corporation Tax
- €19 BN Expenditure
- €7 BN Payroll
- 73% of Business RD&I expenditure

WORLD LEADERS CHOOSE IRELAND

- 8 of the top 10 in ICT
- 8 of the top 10 in Pharmaceuticals
- 15 of the top 25 in Medical Devices
- More than 50% of the world's leading Financial Services firms



facebook

Bausch & Lomb

Google



Microsoft



STATE STREET

SIEMENS

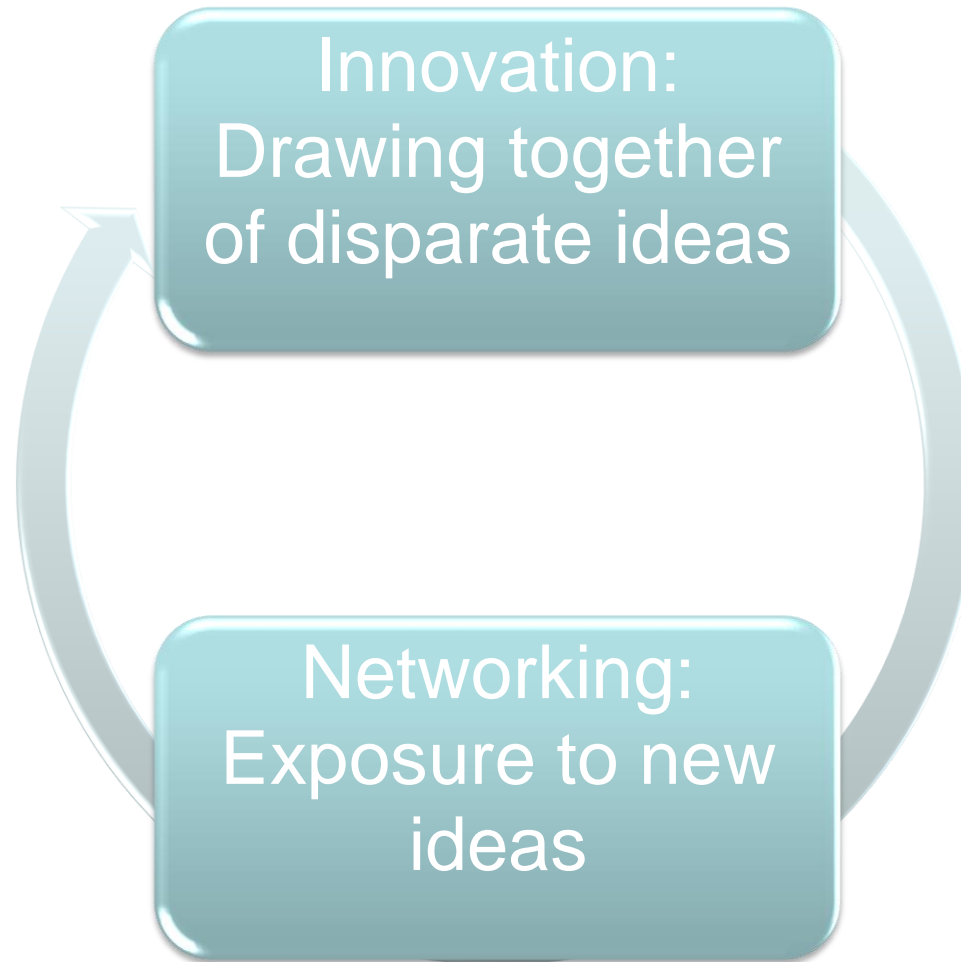


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Innovation & Networking



IRELAND Innovation comes naturally

IDA Ireland Strategy: Horizon 2020



1. Drive Company Transformation
 2. Win Employment-Intensive Services FDI
 3. Win New Forms of FDI
 4. Drive Regional Economic Development
 5. Attract Investors from New High-Growth Markets
 6. Win Business from Emerging Companies
 7. Build Brand Ireland Abroad and Online
 8. Embrace Open Innovation
 9. Strengthen Ireland's Value Proposition
 10. Partner with Team Ireland
-

Drive Company Transformation



Strategic need to maintain and grow employment and drive Company Transformation ;

ESSENTIAL ELEMENTS OF TRANSFORMATION

- Company-wide Competitiveness Initiatives
- Technology Uplift
- Skills Uplift
- Research and Development
- Process Development
- Energy Efficiency



IRELAND Innovation comes naturally

Strengthen Ireland's Value Proposition

Competence Centres

Centre

Companies

Host Institution

Applied
Nanotechnology



IT Innovation (IVI)



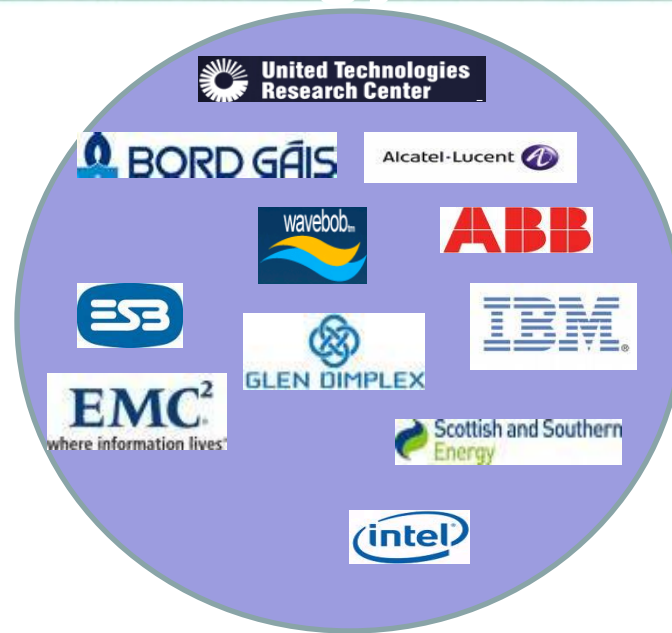
Composite
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IRELAND Innovation comes naturally

Strengthen Ireland's Value Proposition

International Energy Research Centre

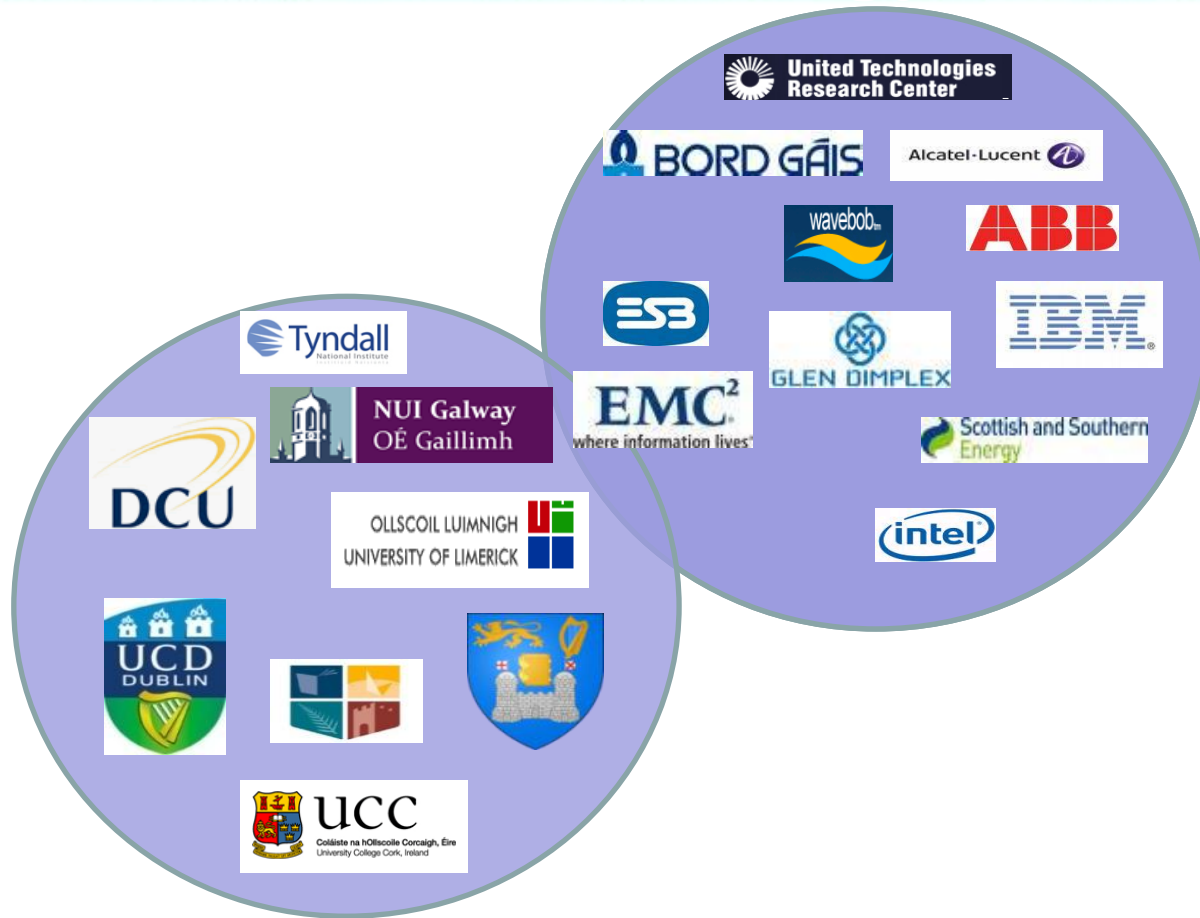


* IERC under development
List is indicative of types of companies
who may be interested in participating

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Strengthen Ireland's Value Proposition

International Energy Research Centre

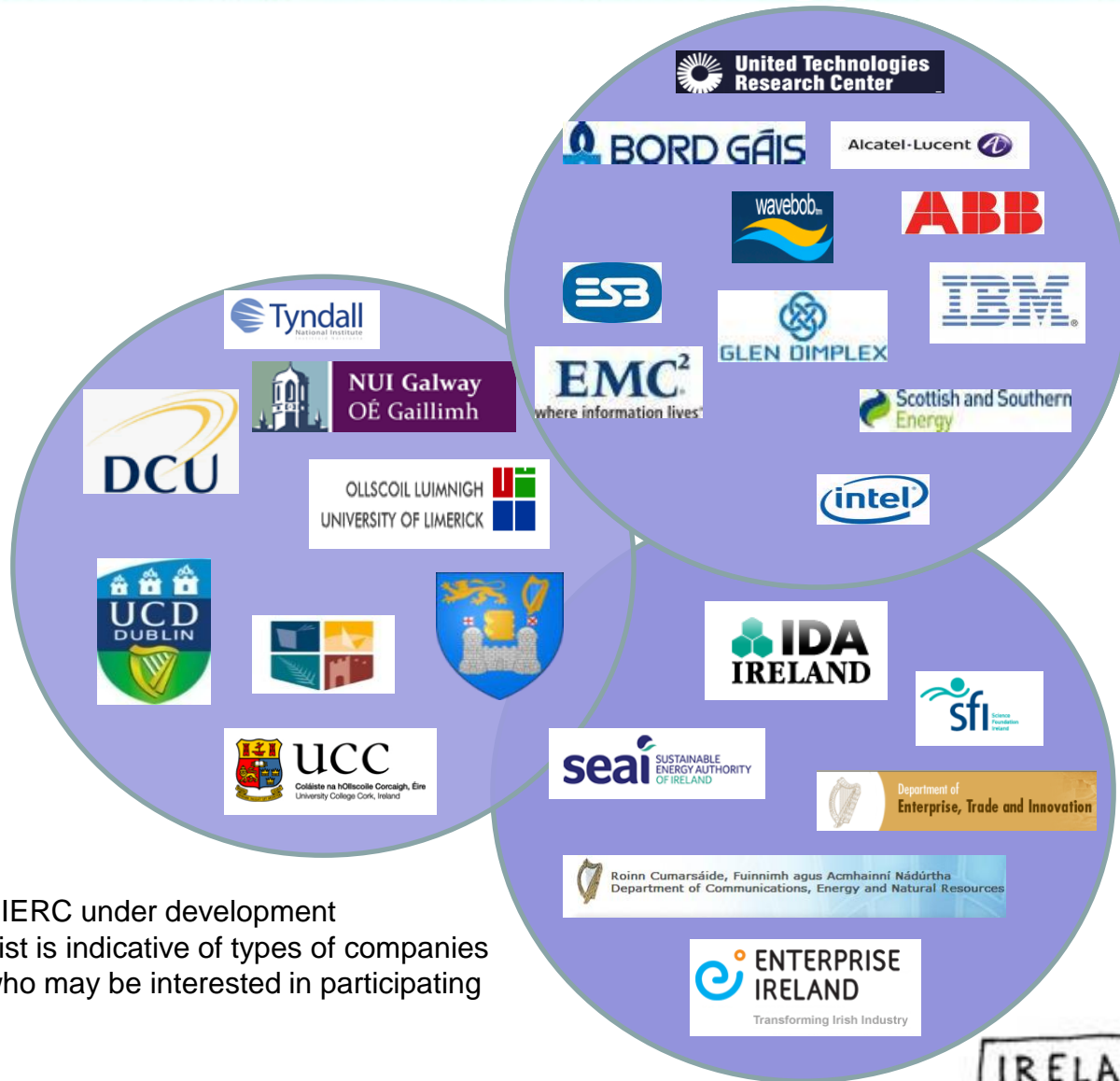


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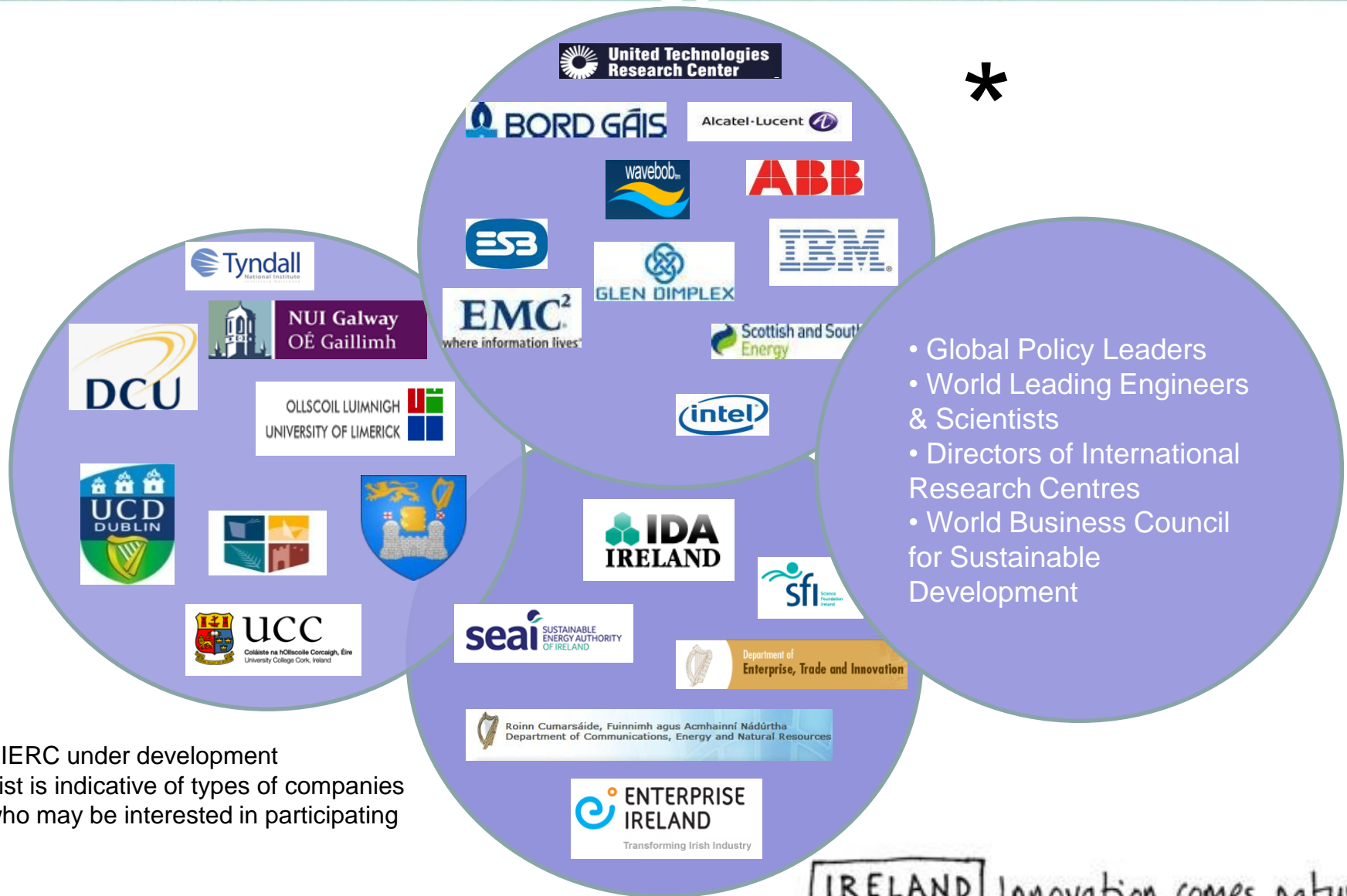


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Strengthen Ireland's Value Proposition

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Partner with Team Ireland

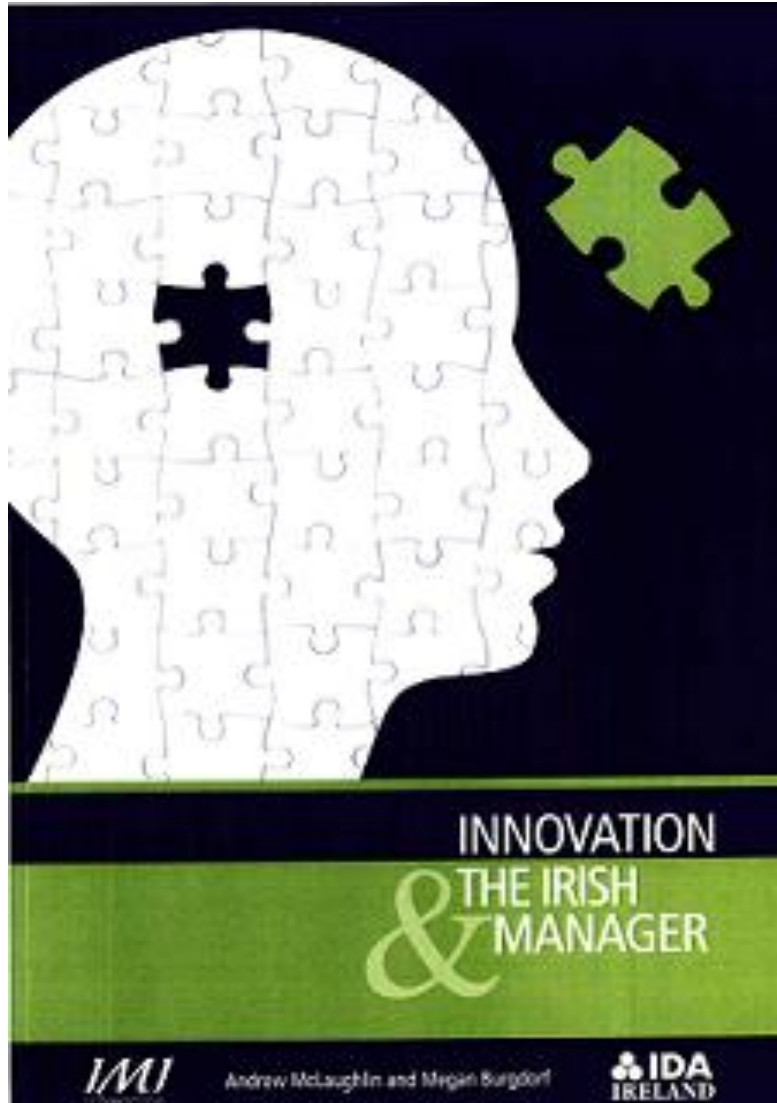


- Irish Technology Hotspot Companies
- Mergers and Acquisitions Trends
- Maximise impact of MNCs on indigenous companies
- SFI initiatives as magnet for FDI
- National Leverage of Expertise
- Universities and Institutes of Technology
- Various Stakeholders



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Ireland Does It Well

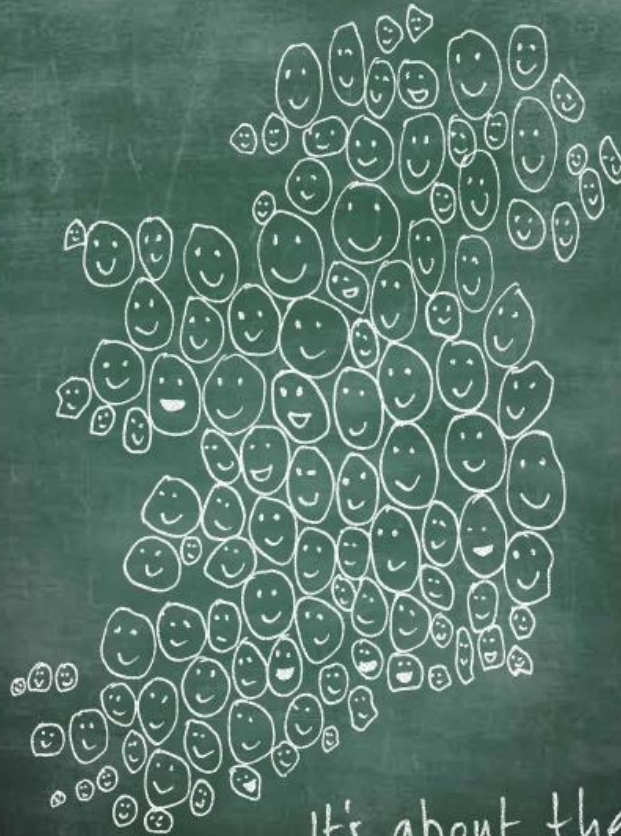


The Irish entrepreneurial executive:

- Has a preference for connecting and associating with others and is strongly people orientated
- Has a preference to be original rather than traditional and finds personal inspiration through innovation
- Is more likely to be individualistic and self reliant when compared to their international peers
- Is characterised by a rapid decision style and a reliance on speeded up rationality or intuition

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New thinking is not about
the dollars you invest.



It's about the people
you invest in.



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Imagine a **ThinkPad** the size of
an entire country.



- And how it could benefit your business.

ThinkPad is a trademark of Lenovo in the United States, other countries, or both.

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See how your business can benefit
when a nation thinks laterally.



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Thank you

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InterTradeIreland 2010 Innovation Conference

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