

The Importance of Strategic Partnerships in Attracting New Investment October 2006



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Agenda



- **IDA Ireland**
 - Mission
- **Investment**
 - Value of FDI
 - Business Areas and Activities
 - What Investors Seek
 - Our Competitors
- **Regional Strategy**
 - Overview
 - Regional Footprint
 - Property Solutions
 - Magnets of Attraction
- **Ecosystem**
 - Partnerships



Mission Statement:



We will win for Ireland, its people and its regions, the best in international innovation and investment so as to contribute to the continued transformation of Ireland to a world-leading society

We will work in partnership with other organisations to enhance the best of Irish Capabilities and talents and match them to the best of global investment. We will carry out our mission with integrity, professional excellence and responsiveness to all with whom we work or are in contact.



Investment



Value of FDI:

- 1000 + companies and 130,000+ jobs directly
- >80% of exports and >35% of GDP
- Irish economy spend of €15bn + p.a.
- Corporation tax €2.7bn (est) in 2003
- Leading-edge technologies and global management and business standards
- Outward and forward-looking orientation
- Outstanding reputation for national performance
- Success in economic and social terms

Investment



Business Areas and Activities:

- Life Sciences:
 - Pharma & Biopharma
 - Medical technologies
- ICT:
 - Software
 - Semiconductors
 - Systems
- Financial Services
- International Services:
 - Digital media
 - and many others
- Manufacturing
- Technical & customer support
- Design and development
- Business processes
- e-procurement
- Supply chain management
- Headquarters
- Sales and Marketing
- Brand & IP management
- Research & Development

Investment



What Investors Seek:

- The right people and skills – in abundance
- The right infrastructure:
 - access, energy, telecoms
 - environment and waste
 - property solutions
 - business services
 - attractive lifestyle and amenities
 - clusters of similar and supporting businesses
 - frequently an urban environment
- The right attitude



Investment



Our Competitors:

- Increasingly global, not just European
- Advanced countries, e.g. US, Switzerland, Benelux and Nordics, not just low cost
- Location choices differ by activity
- Knowledge-intensity, productivity and innovation are pervasive features at higher levels
- Our competitive differentiators must be:
 - performance based on sophistication and quality of operating environment,
 - speed, agility, flexibility, and
 - our expertise, innovation and research

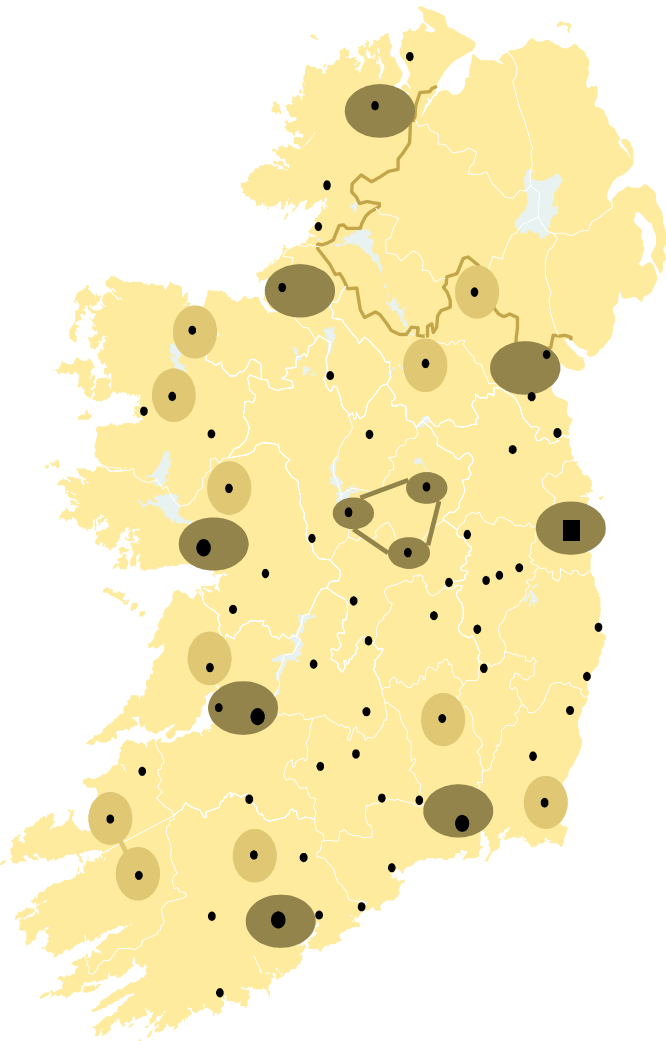


Regional Strategy

Overview:



- Balanced Regional Development
- Based on:
 - National Spatial Strategy
 - National Development Plan
 - Regional Planning Guidelines
- Create “Distinctive Pull” factor
- IDA regional structure embedded



Regional Strategy

Regional Footprint:

IDA Midlands & East Region:

East: Dublin, Meath, Kildare, Wicklow

Midlands: Longford, West Meath, Offaly, Roscommon

IDA South:

Southeast: Wexford, Carlow, Waterford, Kilkenny, S. Tipperary

Southwest: Cork, S. Kerry

IDA West & Midwest:

Midwest:

Limerick, Clare, N. Kerry, N. Tipperary

West: Galway, Mayo

IDA Border Region:

Northwest: Sligo, Leitrim, Donegal

Northeast: Cavan, Monaghan, Louth

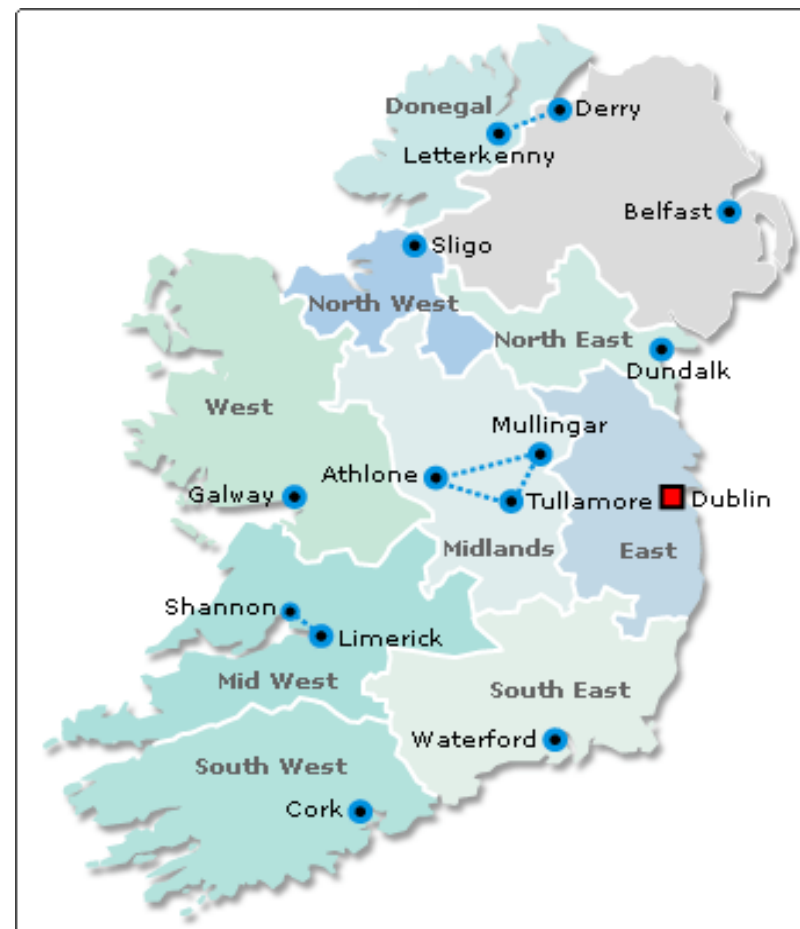


Regional Strategy



Regional Footprint:

- Over 80 Staff across the regions including four IDA Divisions
 - **ICT Division** - Waterford
 - **Medical Technologies Division** - Athlone
 - **Globally Traded Business** - Sligo
 - **Ecosystem - Planning, Regional Dev. and Property Division HQ** - Athlone



Regional Strategy



Challenges:

- We compete for FDI with city-regions elsewhere with populations of 1 million or more
- Ireland's regions are small in comparison
- Critical mass is essential and gateways and Hubs are key:
 - Availability of skills and expertise
 - Top class educational and research facilities
 - Access, especially with airports / motorways
 - World class business services
 - Social, cultural and 'quality of life' assets
- We must think and act regionally, not locally



Regional Strategy

Property Solutions:

- Aligned with NSS - gateways, hubs & other towns
- World-class business & technology parks
 - 24 flagship parks developed
 - 5 at design/planning stage
- The flagship park footprint comprises:
 - Buildings completed
 - Buildings under construction
 - Advanced planning permissions
 - Mix between Advance office and advance technology (manufacturing) buildings

Ireland,
knowledge
is in our nature™



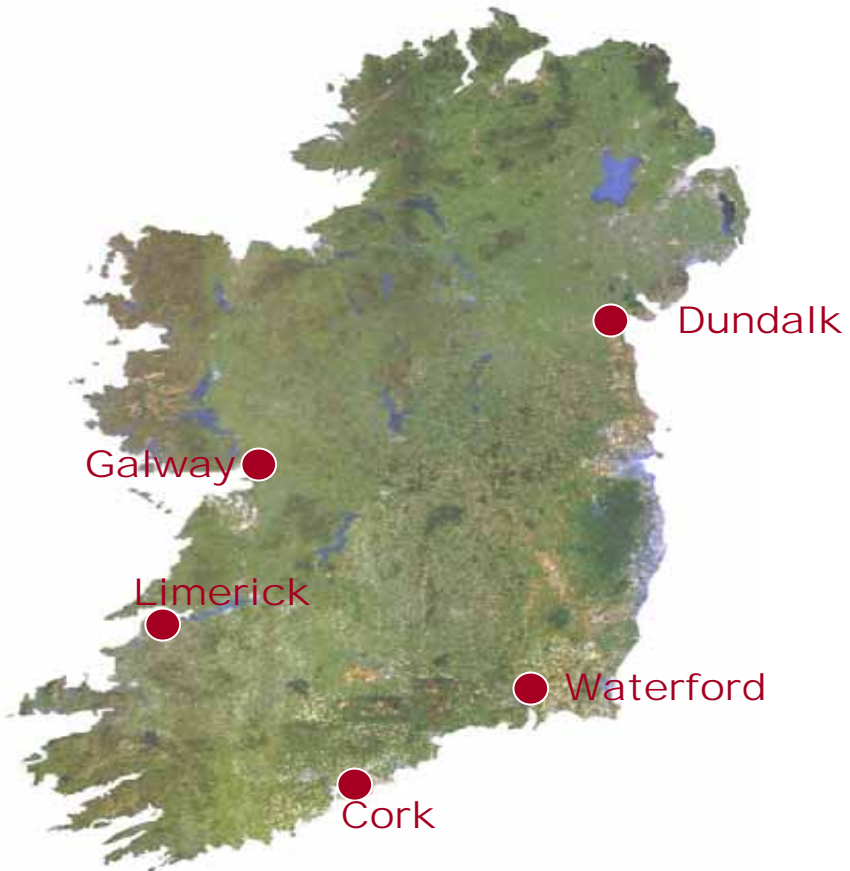
**IDA
IRELAND**

Regional Strategy



Property Solutions – Strategic Sites:

- Galway
- Waterford
- Cork
- Louth
- Limerick / Shannon Development



Regional Strategy



Magnets of Attraction:

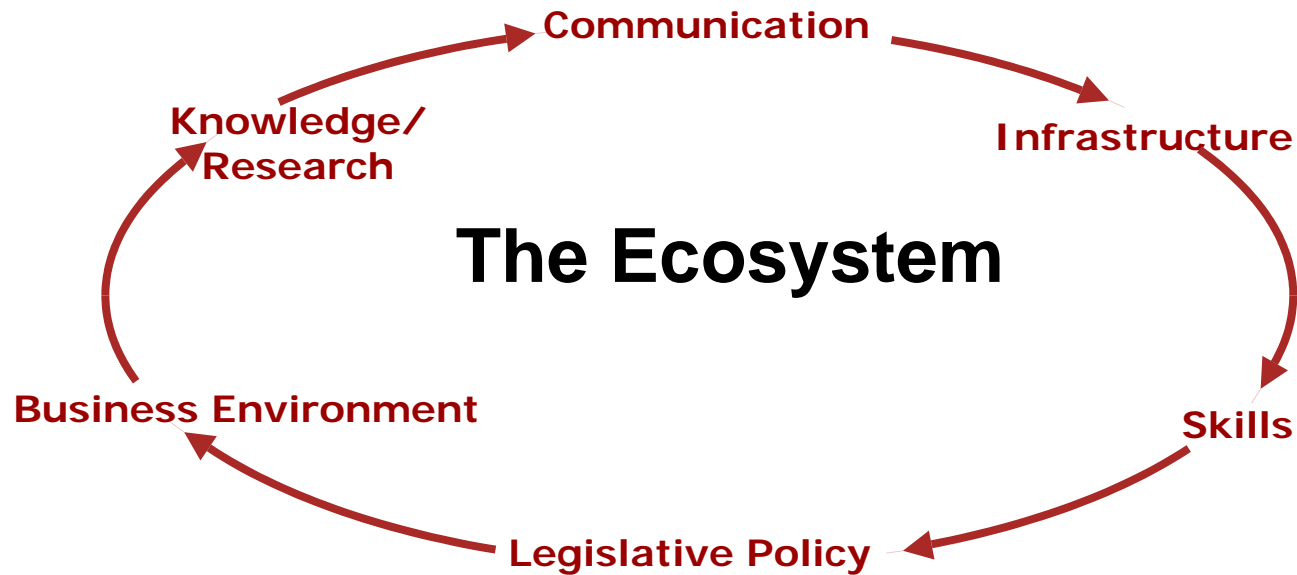


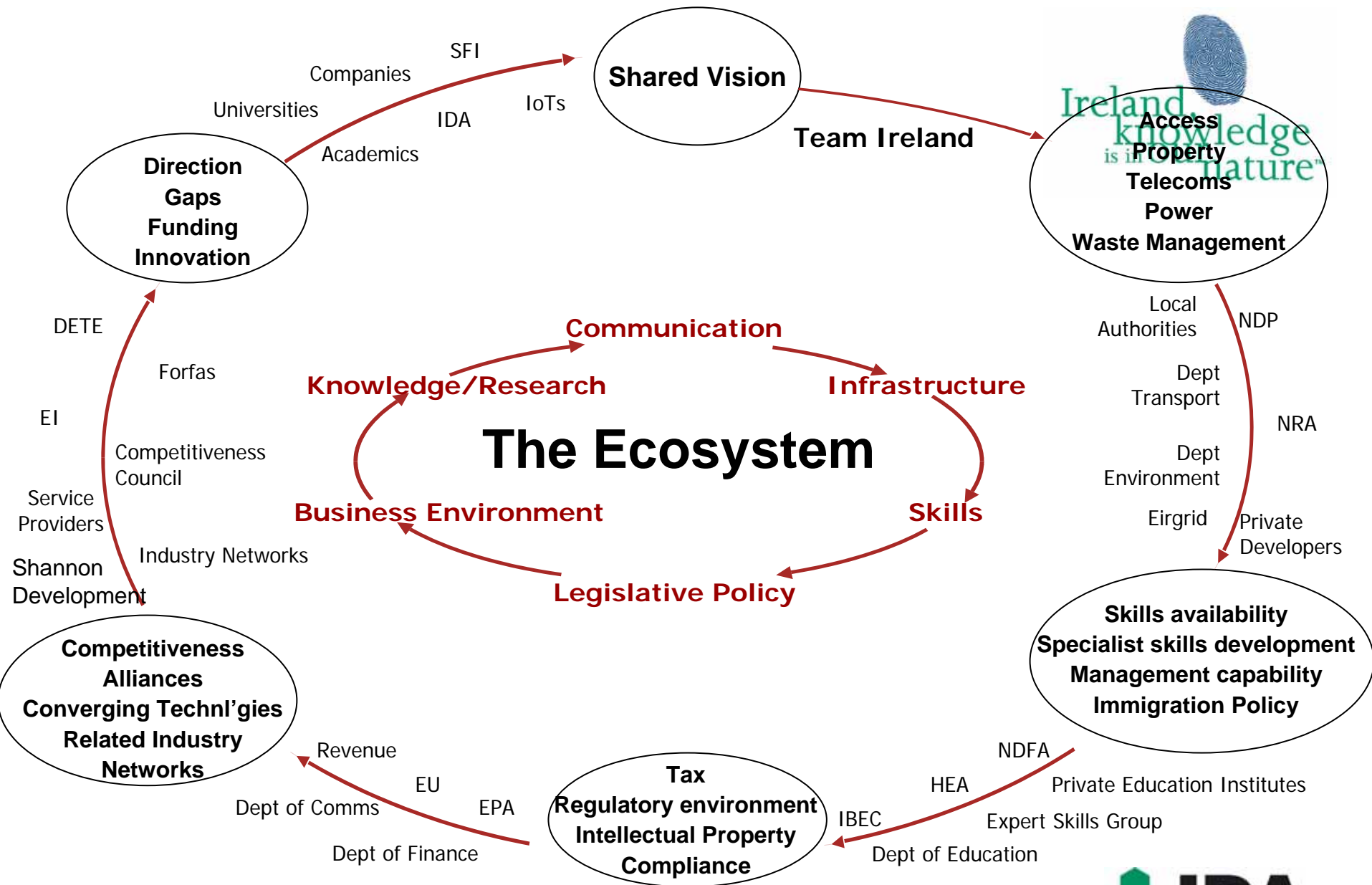
- **NIBRT / Dublin**
- **Tyndall Inst / Cork**
- **Cross Border Virtual Business Park / Letterkenny**
- **International Sales & Marketing Centre / Drogheda**
- **Technology Park / Dundalk**
- **School of Financial Services / Sligo**
- **TSSG / Waterford**

Ecosystem



- The natural environment (including the business climate) around companies that shapes, helps or influences how they do Business
 - Infrastructure such as transport, energy, telecoms, etc
 - Skills in business, technology or science
 - Tax, regulation or other business conditions
 - EU is of growing importance as an influence
- It may be national, regional, sector or business specific
 - Specific skills as in pharma, financial services, etc
 - In Med Tech, for example, research, sub-supply or regulatory arrangement





Ecosystem



Partnerships:

- *Amgen* - The world's largest biotechnology company
- After reviewing 25 countries, they chose Cork for their \$1 billion+ investment this year
- Key to this win was how Ireland got it together – land, infrastructure, utilities and facilities, professional services, skills and expertise
- A *Team Ireland* response with speed and agility:
 - Cork County Council
 - National Roads Authority, ESB, Bord Gais, etc
 - UCC, CIT and other educational institutions
 - Professional engineering and construction firms
 - Existing companies – their experience as reference





Thank You





Annual Customer Conference 2006

Croke Park Conference Centre, Dublin

18th & 19th October 2006

