

ConnectIreland reports strong pipeline of potential investors

Innovative referral reward programme has potential pipeline projects which could create up to 800 jobs

ConnectIreland, an Irish Government programme, four months after its launch has reported a strong response to its referral marketing campaign to attract potential investors to Ireland.

Almost 200 companies, which have the potential to create up to 800 jobs over three years, have been suggested to date via the referral marketing programme which rewards 'connectors' for introductions to companies seeking to expand internationally which subsequently invest and create new jobs in Ireland.

FDI specialists in ConnectIreland are currently examining the viability of between 10 and 12 possible investment projects with decisions expected by year end.

Internationally traded services and IT companies represent the bulk of potential investors with several indicating that a base in Ireland would serve as their EMEA (Europe, Middle East and Asia) headquarters.

Terry Clune Chairman of ConnectIreland commenting on the success of the programme said, "The ConnectIreland programme clearly demonstrates that Ireland is still seen as an attractive investment location. We are in talks with companies who are now actively considering locating operations in Ireland as a direct result of introductions made via our referral marketing programme. Ireland was not on the radar of these companies previously, however as a result of connector's introductions they now know the multitude of reasons to locate a growing business here. Not all of these companies will convert to investment in Ireland but all of them now know why Ireland is the best business location in Europe."

Under the referral programme individuals are asked, through their own network of contacts, to identify and make introductions to overseas companies considering international expansion. For every new job created under the programme the 'connector' facilitating the introduction will receive a minimum financial reward of €1,500 per job up to a maximum of 100 jobs.

Mr Clune added, "ConnectIreland is a first of its kind programme empowering people to do something positive about the economic situation in Ireland and be

part of its recovery. We've had a fantastic response from people in Ireland and worldwide to our programme. Now is the time to create new jobs in Ireland and we are urging people to get in touch with ConnectIreland."

American company Intergeo Services which will create 30 engineering jobs in Carlow was the first company brought to Ireland via the ConnectIreland programme in May. The connector, a local civil engineer, will receive a payment of €45,000 from the Irish Government for helping to create new jobs in Ireland.

IDA Ireland appointed ConnectIreland earlier this year to deliver the Succeed in Ireland initiative as part of the Irish Government's Action Plan for Jobs 2012 which aims to create 5,000 new jobs over five years.

For further information or to register your support see www.connectireland.com or call 056 7797322.