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Crowdsourcing initiative calling on 70 million global Irish Diaspora to help create jobs in Ireland

A smart Irish Government initiative, Succeed in Ireland, is planning to harness the power of the Irish Diaspora estimated to be 70 million worldwide through a crowdsourcing idea designed to help create new jobs in Ireland by asking people to use their global contacts.

The Irish Government agency responsible for attracting foreign direct investment (FDI), IDA Ireland, has appointed ConnectIreland to deliver the Succeed in Ireland initiative and aims to create 5,000 new jobs over five years with an innovative incentivised global referral programme.

The crowdsourcing style initiative is asking individuals to use their contacts, family, friends and business connections, to identify and make introductions between ConnectIreland and overseas companies who are considering international expansion. Any individual who introduces a company that invests in Ireland and creates new jobs will receive a significant financial reward from the Irish Government. For each job created the introducer will receive €1,500 per job, up to a maximum of 100 jobs.

Once an introduction is made ConnectIreland's team of FDI professionals will engage with the company informing them about the benefits of doing business in Ireland and will actively encourage site visits.

Overseas companies considering international expansion will be keeping good company if they locate to Ireland as the country can boast top rankings across a number of growth sectors including hosting 9 of the world's top 10 medical technology companies, such as Boston Scientific and Medtronic; 10 top 'born on the internet' companies, like Google and Facebook and 3 of the top 5 games companies, such as EA and Activision and many others.

The Succeed in Ireland initiative, part of the Government's Action for Jobs 2012, will support IDA Ireland's existing work through broader engagement of the Irish Diaspora. IDA Ireland client firms employ an estimated 250,000 people in Ireland across pharmaceuticals, medical devices and technology, cloud computing, financial services and other areas.

To learn more about ConnectIreland or register your support see www.connectireland.com or call 056 779 7422.

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