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**Irish Government "Succeed in Ireland" initiative targets new FDI job opportunities and aims to create 5000 jobs**

**Innovative incentivised global referral scheme**

An Irish Government programme, Succeed in Ireland, will provide direct financial incentives to people who can host introductions to overseas companies which create new sustainable jobs in Ireland.

IDA Ireland, the agency responsible for attracting foreign direct investment to Ireland, has appointed ConnectIreland to deliver the Succeed in Ireland initiative as part of the Irish Government's Jobs Action Plan for 2012 which aims to create a minimum of 5,000 new jobs over five years.

Implementing a unique referral model ConnectIreland is asking individuals to use their contacts, family, friends and business connections, to identify and make introductions between ConnectIreland and overseas companies that are considering international expansion. Any individual who introduces a company that subsequently invests and creates jobs in Ireland will receive a minimum reward of €1,500 per job up to a maximum of 100 jobs.

Ireland is the first country in the world to offer an incentivised referral programme to boost efforts to attract foreign direct investment. Open to all nationalities, ConnectIreland is already attracting considerable interest from Ireland's Diaspora estimated to be in the region of 70 million people worldwide. The initiative supports broader engagement with all of Ireland's stakeholders as outlined in IDA Ireland's Horizon 2020 Strategy.

"Since the launch of the Succeed in Ireland initiative on March 8<sup>th</sup> 2012 by An Taoiseach (Prime Minister) Enda Kenny, as a result of introductions made by people in Ireland and overseas, ConnectIreland has built an impressive pipeline of target companies including a number of final stage projects planning on investing in Ireland" said Michael McLoughlin, CEO, ConnectIreland.

The Succeed in Ireland programme has received interest from investors all over the world including Australia, Asia, US, Canada and Brazil among others.

ConnectIreland's team of FDI specialists are engaging with these target companies in a process that will involve in-depth briefings on the benefits of doing business in Ireland and initiating site visits based on investor requirements.

Overseas companies expanding to Ireland will be keeping good company 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.

Recent FDI wins include PayPal, Apple, Eli Lilly, MasterCard and HP all making significant jobs announcements since the start of the year.

The success of Succeed in Ireland is bolstered by Ireland's distinctive and inimitable position as a gateway to Europe and Middle East, EU membership and Euro currency. Ireland's reputation as an investment location is built on a quartet of track record, talent, tax structures and technology.

For information on Succeed in Ireland call +353(0)56 7797322 or see [www.connectireland.com](http://www.connectireland.com)

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