

WHY IRELAND?

*Ireland named
“Best Country
in the World for
Business”*

Forbes Dec 2013

Delivering the **Succeed in Ireland** initiative



Why Ireland? Top 10 reasons

Take a closer look

Ireland's global rankings

Wide range of industry sectors

The company you'll keep

Calling small and medium sized enterprises

What they say about Ireland

WHY IRELAND?

The Top 10 Reasons

1

Ireland ranked **1st in the world for availability of skilled labour**.

2

Low tax, **pro-business environment** with 12.5% corporate tax rate and 68 double taxation treaties in place.

3

Ireland ranks in the **top 10 in the Global Innovation Index 2013** and supports this with generous R+D tax credits of 25%.

4

1st in the world for inward investment by quality and value, 1st in Europe for the number of investment jobs per capita.

5

Ireland is ranked in the **top 10 countries in the world** whose education system meets the needs of a competitive economy.

6

Ireland is **the only English-speaking country** in the Eurozone.

7

Ireland offers barrier-free **access to over 500 million consumers** in Europe – the world's largest single market.

8

Ireland has the **freest economy** in the whole of the Euro-Zone.

9

Ireland is ranked in the **top 10 easiest places in Europe to do business**.

10

Irish businesses are feeling more **optimistic about the economic outlook** than they were 12 months ago and have increased expectations of investing more in their businesses and hiring new staff this year.

1. The IMD World Competitiveness Yearbook 2014
4. IBM 2013 Global Location Trends Report.
5. IMD World Competitiveness Report 2013.

8. Index of Economic Freedom, Heritage Foundation/WSJ 2014
9. World Bank Doing Business 2013 report
10. Grant Thornton International Business Report 2013



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Take a **closer look**

When making a decision to invest in a location, companies take into account a multitude of factors. As a starting point, companies are looking for a location with the appropriate mix of available **talent**, a competitive **tax** environment, a supportive **pro business** ecosystem in terms of **incentives** and a **cost-competitive** place to live and work.

TAX

12.5% corporate tax rate
Tax treaty network with **68**
countries

Tax relief for transfer
of intangible assets to
Ireland

R&D tax credit of **25%**

TALENT

Our predominantly **young**
work force is capable,
adaptable, mobile and
committed to achievement.

The median population age
is **35**, the lowest in the EU.

EDUCATION

Over **50%** of Irish 30 -34
year olds have a third level
degree - higher than any
other country in the EU.²

COMPETITIVENESS

Fully-loaded labour costs in
Ireland are **below average**
for Euro area.²

INCENTIVES

1st for investment
incentives¹ for qualifying
projects including:
• R&D grants (in addition to
R & D tax credits).
• Employment grants
• Capital grants

Sources

1 World Competitiveness Yearbook 2014

2 Eurostat



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Ireland's global rankings

1st for availability of skilled labour

1st for flexibility and adaptability of workforce

1st for investment incentives

Source: IMD World Competitiveness Yearbook 2014

2nd in the Eurozone for ease of doing business.¹

Ireland rates in the **top three** in the Globalisation Index²

Source:

1 World Bank Doing Business Report 2013

2 EY Globalization Index 2013

1st in the world for inward investment by quality and value.

2nd globally for the number of inward investment jobs per capita.

1st in Europe for jobs created in Research and Development.

Source: IBM 2013 Global Location Trends Report



Wide Range of **industry** sectors

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▶ **Wide range of industry sectors**

The company you'll keep

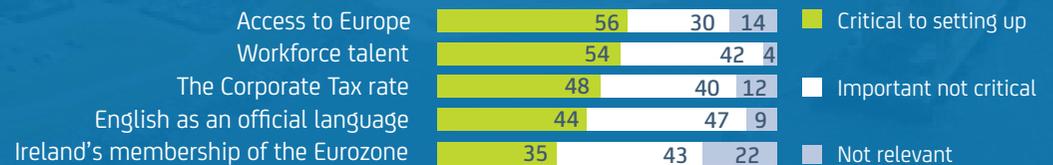
Calling small and medium sized enterprises

What they say about Ireland

Ireland is ideally suited to high-value manufacturing, research and development and global business services from the following industries:

- ▶ **Pharmaceuticals & Biotechnology**
- ▶ **Medical Technology**
- ▶ **Information & Communication Technologies**
- ▶ **Business Services**
- ▶ **Consumer Products**
- ▶ **Industrial Products**
- ▶ **Entertainment & Digital Media**
- ▶ **Finance Services**

REASONS FOR SETTING UP IN IRELAND



Sources: Ipsos MRBI AIB Foreign Direct Investment Research – February 2014



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Ireland's Track Record

9 out of 10

Global Software Companies



9 out of 10

Global Pharmaceutical corporations



3 out of 6

Top Games Publishers



12 out of 20

Global Internet Properties



15 out of 20

World's leading
 Financial Services
 Firms



13 out of 15

World's Medical Device Companies



IDA Ireland

IDA.ie



Key points to remember

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The company you'll keep

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What they say about Ireland

- **Duty free gateway:** Ireland is situated to serve as a duty-free gateway to Europe, which has 500 million consumers and a GDP of €12.3/\$17 trillion, making it the world's most valuable market. Most of the market can be reached from Ireland by frequent, low-cost flights of less than two hours.
- **Serving the Middle East Business:** Hubs in the Middle East are served by direct flights of less than eight hours from Dublin.
- **US border pre-clearance:** Ireland is the only European country with United States border preclearance.

Key facts about Ireland

POPULATION

4.581m* – 50% of population under 35.

TIMEZONE

GMT + 0.00.
1,153 companies chose Ireland as their strategic location in Europe**

CURRENCY

Euro
As a member of the EU, Ireland has access to over 500 million consumers***

LANGUAGE

English speaking

POLITICAL LANDSCAPE

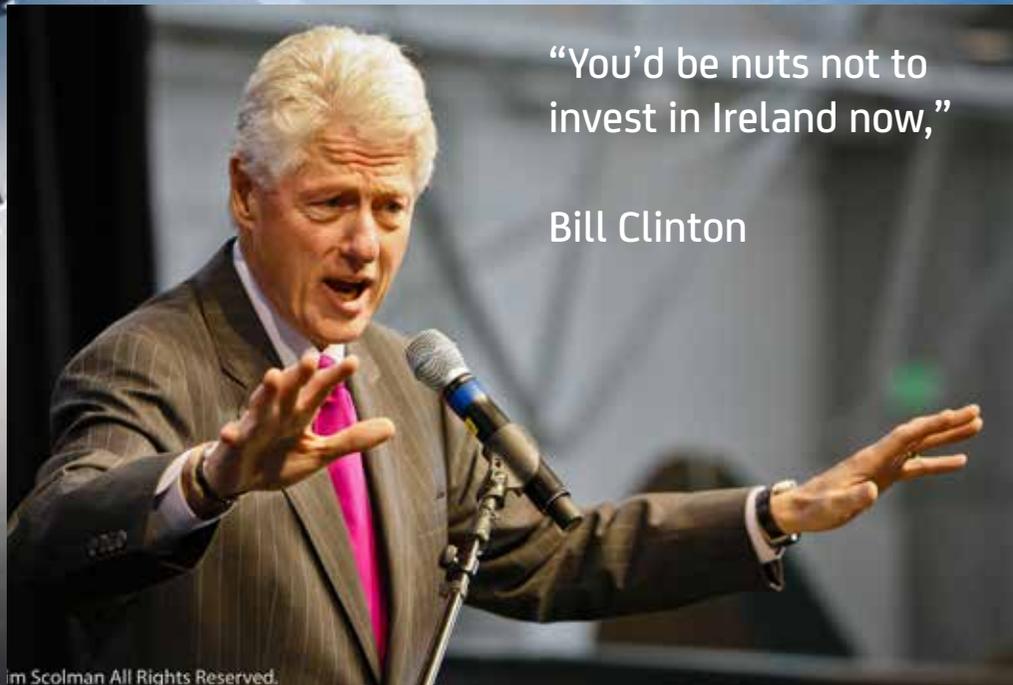
Republic – stable political environment, parliamentary democracy

*Source: Census 2011
**Source: IDA Ireland 2014: www.idaireland.com
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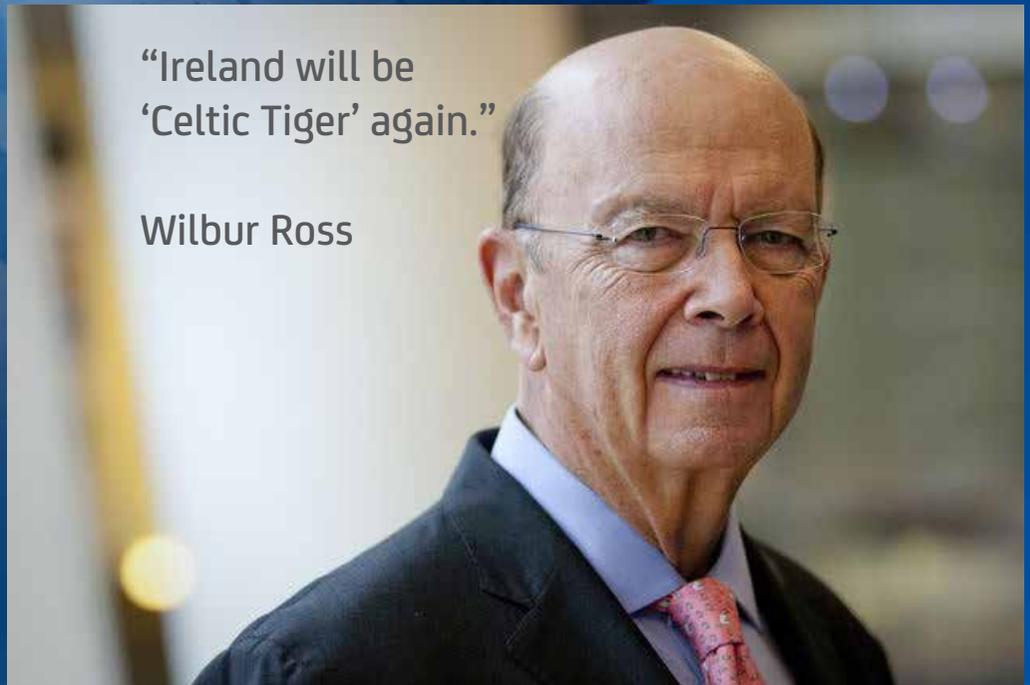
Hear what others **have to say** about Ireland



“You’d be nuts not to
invest in Ireland now,”

Bill Clinton

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“Ireland will be
‘Celtic Tiger’ again.”

Wilbur Ross





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