



ConnectIreland.com

our country, your opportunity

Entertainment and Media

Delivering the **Succeed in Ireland** initiative

The top 10 Internet
companies and

3 of the top 5
games companies
are in Ireland

Google™

eBay

PayPal™

YAHOO!®



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vivendi

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ACTIVISION®

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5 TOP REASONS COMPANIES CHOOSE IRELAND

There are countless reasons why companies should locate in Ireland. However here are the top 5 reasons why they choose Ireland time and time again.

*The ‘Luck of the Irish’ is an expression often heard in many parts of the globe about our natural ability to prosper against adversity. ConnectIreland invites you to read on and you will see that in fact Ireland’s ‘luck’ is the result of our **incredible work ethic, talent and creativity ensuring we leave nothing to luck or chance.** Ireland is an **impressive blend of talent and technology, which is backed up with a notable track record and a competitive tax environment.***

- **The Big Global Players are already here**

Many of the world’s biggest and most successful companies across a range of industry sectors already have considerable operations in Ireland such as Microsoft, Pfizer, Abbott and Intel. These companies have done their research and voted with their feet, resulting in significant investments in their Irish operations. This is testament to their confidence and belief in the future of Ireland and her people.

But don’t take our word for it!

Former US President Bill Clinton said at the Invest in Ireland Forum in New York in February 2012 that “You’d have to be nuts not to take advantage of the unique investment opportunity presented by one of the most business-friendly countries in the world, with the youngest, best-educated workforce in Europe.”

Quick Facts:

Ireland is home to:

- ▶ 9 of the world’s top 10 Medical Technology Companies such as Boston Scientific & Medtronic
- ▶ 8 of the top pharma/bio companies such as Pfizer & Amgen
- ▶ 10 top ‘Born on the Internet’ companies such as Google & Facebook
- ▶ 3 of the top 5 games companies such as EA & Activision



• *Taxation*

Almost 1,000 multinational companies have chosen Ireland as their strategic European base due to our pro business environment and attractive taxation rates:

- ▶ Ireland has the lowest corporation tax rate in Europe at 12.5%.
- ▶ Companies can avail of a 25% tax credit against research & development costs.
- ▶ Ireland has double taxation agreements with over 60 countries including every major trading partner.

• *Ireland is a member of the European Union and the Eurozone*

According to the IMF (International Monetary Fund) the economy of Europe is the largest and most affluent economy in the world. The Euro is the official currency of the Eurozone and is used daily by 332 million Europeans. The Euro is the most traded currency in the world after the US Dollar and Ireland is the only English speaking country in the Eurozone.

Benefits of the EU & Eurozone

- ▶ Duty free access to the world's most valuable market from Ireland
- ▶ Companies in the Eurozone are not exposed to currency fluctuations when trading in the Eurozone
- ▶ CE Mark Certification is valid across the European trading area
- ▶ European citizens can move freely within the EU to live and work

• *Talent & Innovation*

Ireland has the youngest population in Europe with an average age of 34.4 years. A European Commission study of third level education in 2010 stated that Ireland produced “the most highly employable graduates in the world”. Collaboration between leading edge scientists and industry researchers is fostering a new generation of world class innovation.

Quick Facts:

- ▶ Ireland is 1st in the world for the availability of skilled labour, according to the World Competitiveness Year Book 2011.
- ▶ IBM set up its first Smarter Cities Technology Centre in Ireland.

• *Quality of Life*

Ireland has long been marketed as the land of a hundred, thousand welcomes and this is evidenced through the growing numbers of diverse nationalities working in Ireland. Contemporary Ireland is multicultural, multilingual and a vibrant society living in one of the most open economies in the world. In 2011 the Lonely Planet Guide named Ireland as one of the top 10 friendliest countries in the world.



What can ConnectIreland do for your target company?

Information

We can help them assess the opportunities Ireland offers their business by providing information that is accurate and relevant to their needs, including guides to doing business in Ireland.

Additionally, we can help them with information specific to their circumstances, their plans and their industry sector.

Itinerary

After they have completed their initial assessment they will want to visit Ireland to check it out for themselves. We will organise their visit for them, from setting up meetings with professional

service providers, suppliers, relevant government agencies and advisors to reserving hotels and transportation.

Start Up

We can assist them establish their business in Ireland. We can introduce them to service providers and suppliers in their supply chain and ensure their start up is smooth, speedy and efficient.





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