

# IDA Activities in High Growth Markets



## Emerging Success & The Relevance of Localisation to Our Efforts

17th Annual LRC Internationalisation & Localisation Conference

Thursday 20<sup>th</sup> September, 2012

**IRELAND** Innovation comes naturally



# Agenda



- Quick overview of IDA & what we do
- Focus & pattern of business in Growth Markets
- The importance of localization for IDA's business.....and also for Growth Markets
- How our agendas might overlap
- Q&A

# IDA Ireland



- IDA Ireland is the Foreign Direct Investment Agency for Ireland
- It is a state agency 100% funded by the Irish Government.
- IDA's focus is to attract and retain foreign investment that is of high value, requiring high skill levels and a sophisticated business environment.
- Helping multinational clients leverage Ireland for over 60 years
- Global spread – 18 international offices (6 in the US, 9 in Growth Markets)
- 250 Employees

## **Key Areas of Focus**

- New investment from overseas manufacturing and internationally traded services
- Work with clients once they have invested in Ireland to encourage and assist in driving further value from their Irish footprint
- Shaping and guiding pro-business economic policies
- This long term view of relationships with foreign direct investors in Ireland has proven very successful for all involved and is something IDA Ireland excels at.

# Impact of FDI (Foreign Direct Investment)

The importance of FDI to the Irish economy remains highly significant.

In addition to exports, FDI accounts for a total of

**250,000 direct and indirect jobs (1 in every 7 jobs).**



A record total of

**148**

investments won<sup>1</sup>



Over

**13,000**

new jobs created<sup>2</sup>



**146,000**

direct employment<sup>3</sup>



**€2.8 billion**

paid in corporation tax<sup>4</sup>

FDI companies accounted for almost

**70%**

of overall business spend on Research, Development and Innovation<sup>5</sup>



IDA client companies contributed:

**€115 billion**

in estimated exports<sup>6</sup>

**€19 billion**

to the Irish economy, including corporation tax<sup>7</sup>

**€6.9 billion**

in payroll<sup>8</sup>

Total number of IDA companies<sup>9</sup>

**1,004**



<sup>1</sup>IDA Ireland

<sup>2</sup>IDA Ireland

<sup>3</sup>Forfás Annual Employment Survey 2011

<sup>4</sup>Exchequer figures, Department of Finance and Forfás Annual Business Survey of Economic Impact 2010

<sup>5</sup>Forfás / CSO BERD survey

<sup>6</sup>IDA Ireland 2011

<sup>7</sup>Forfás Annual Business Survey of Economic Impact 2010

<sup>8</sup>Forfás Annual Business Survey of Economic Impact 2010

<sup>9</sup>Forfás Annual Employment Survey 2011

# Good Start to 2012



Northern Trust



@ris global

Software solutions for life sciences



sum up



workday

indeed  
one search. all jobs.

salesforce.com



PEPSICO

FUJITSU

XILINX

GE Healthcare

ancestry.com

ALLERGAN



NUANCE



webroot



PayPal



Microsoft

DATALOGIC

Lilly

Smartbox

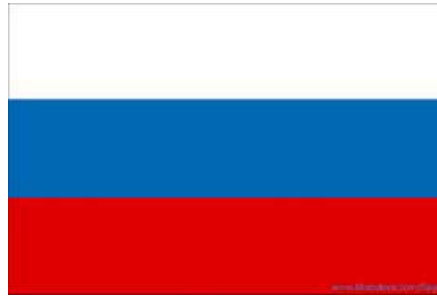
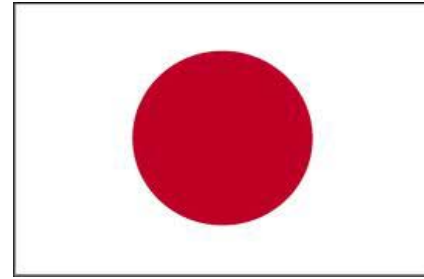
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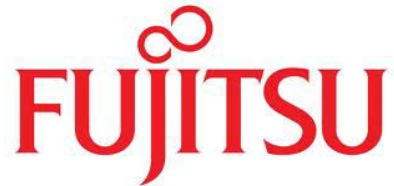
TOTAL  
DEFENSE

Beyond Protection

# Key Growth Markets for IDA



# Emerging Success – Recent Investments



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# Importance of Localisation for FDI in Ireland

- **Impact**

- 16,000 employed in the industry in Ireland
- Responsible for almost €700m of GDP
- Keystone function for location decisions digital content companies
- Impressive players



Microsoft



ORACLE

ACTIVISION  
BLIZZARD



PlayFirst



- Facilitates international IP strategies
- An important proxy for language capability

- **(Embracing) Trends**

- Automation and IP
- Emergence of Crowdsourcing (& impact on job creation tactics)
- The move beyond language (culture, platforms, etc)
- Cloud & serving the 'Long Tail'

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# Localisation Opportunities in Growth Markets – Trends We See



- More conservatism – crowdsourced approach still a bridge too far....comfort with outsourcing
- Small steps into Europe.....primary focus is market development
- US marginally more attractive at present
- Huge interest in content acquisition and M&A
- Need to build/reinforce our profile and capabilities
- We are encouraged by the potential

# How Can We Help Each Other's Agendas?



- Facilitation of company involvement, from these markets, in Irish based research initiatives
- Co-marketing (great experiences to date with CNGL)
- Engagement with advisory boards
- Warm and specific introductions to the existing base of companies in Ireland
- Ecosystem understanding and provision of marketing material

謝謝

どうも ありがとう  
ございます

धन्यवाद

Thank You

Gracias

Danke

Obrigado

Dankie

Спасибо

Shane Nolan  
Head of Growth Markets  
IDA Ireland

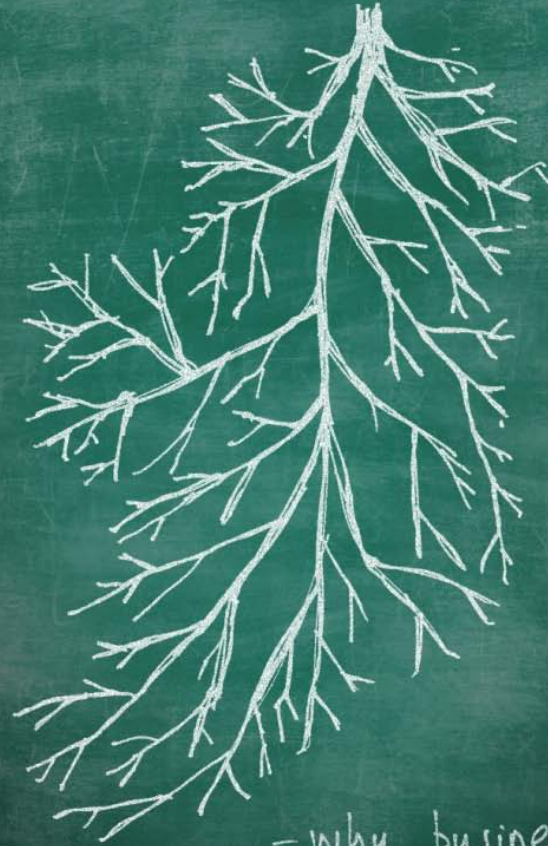
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Clean energy. Green technology.

+ Fresh thinking.



- why businesses are  
putting down roots in Ireland.

 IDA  
IRELAND

[idaireland.com/innovation](http://idaireland.com/innovation)

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