



**ConnectIreland.com**

*our country, your opportunity*

# WHY IRELAND?

*Ireland  
ranked number 1  
place to do business  
in Europe.*

**#1**

*Forbes 2011*

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? Top 10 Reasons

- 1** *Best place to do business in Europe.*<sup>1</sup>  
Forbes 2011
- 2** *Eurozone's only English speaking country*
- 3** *Leading companies are in Ireland*  
Pfizer, Facebook, State Street, Microsoft, Dell, Siemens , Boston Scientific and more
- 4** *Low tax, pro business*  
12.5% corporate tax rate, double taxation treaties, flexible labour laws and multiple supports for businesses.
- 5** *Highly skilled workforce*  
1st in the world for availability of skilled labour<sup>2</sup>
- 6** *Innovation*  
fostered by science and research collaboration
- 7** *Springboard into EMEA*  
global multinationals serve international markets from Ireland
- 8** *Proximity to North America*  
frequent flights and shortest distance from Europe
- 9** *Competitive place to live and work*  
labour, property and living costs are highly competitive<sup>3</sup>
- 10** *Our quality of life*  
in Top 10 friendliest countries in the world<sup>4</sup>. Green country, near the sea, clean environment and temperate climate.

### Sources

1 Forbes 2011

2 World Competitiveness Yearbook 2011

3 Mercer Cost of Living Survey 2011

4 Lonely Planet 2011



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

# 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  
Low corporate tax since **1950s**  
Tax treaty network with **63**  
countries  
Tax relief for transfer of **intangible assets** to Ireland  
R&D tax credit of **25%**

## TALENT

**1<sup>st</sup>** in EU for completion of 3rd level education<sup>1</sup>  
**1<sup>st</sup>** in EU for availability of skilled labour<sup>1</sup>  
**3<sup>rd</sup>** highest proportions of maths, science, and computer graduates in EU<sup>2</sup>  
**34%** of workforce under 25 years of age<sup>3</sup>  
**48%** of 25 – 34 year olds have a third level qualification (compared to EU average of 33%)<sup>4</sup>

## INCENTIVES

**1<sup>st</sup>** for investment incentives<sup>1</sup>  
Financial incentives include:  
• Capital grants  
• Employment grants  
• R&D grants (in addition to R & D tax credits).  
• Training grants

## COMPETITIVENESS

**10%** reduction in wages in the professional, technical and scientific sectors<sup>4</sup>  
**13 places**, this year's fall in Dublin's office occupancy costs<sup>5</sup>  
**16 places**, this year's fall in Dublin's ranking of most expensive cities in the world<sup>6</sup>  
**42%** decrease in office rents<sup>7</sup>  
**49%** decrease in Dublin house prices since the peak in 2007<sup>4</sup>

### Sources

- 1 MD Worldwide Competitiveness Yearbook 2011
- 2 Eurostar Yearbook 2010
- 3 IDA Vital Statistic October 2011
- 4 Central Statistics Office 2011
- 5 Cushman & Wakefield Report 2011
- 6 Mercer Cost of Living Report
- 7 Goobody's Irish Competitiveness Report



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

# Ireland's global rankings

- 1<sup>st</sup> in the world for corporate taxes.
- 1<sup>st</sup> for business legislation for foreign investors.
- 1<sup>st</sup> for the availability of skilled labour.
- 3<sup>rd</sup> for direct inward investment flows.
- 3<sup>rd</sup> for availability of finance skills.
- 4<sup>th</sup> in the world for labour productivity.

Source: The IMD World Competiveness Yearbook 2011

- 1<sup>st</sup> in the world for inward investment by quality and value.
- 2<sup>nd</sup> globally for the number of inward investment jobs per capita.

Source: The 2011 IBM Global Location Trends

- 1<sup>st</sup> in the Eurozone for ease of doing business.

Ireland is ranked 2<sup>nd</sup> most attractive country globally for FDI (source: NIB/ FDI Intelligence Inward Investment Performance Monitor 2011).

Ireland is ranked 2<sup>nd</sup> most globalised economy in the world (E&Y Globalisation Index in cooperation with Economist Intelligence Unit, Jan 2011).

Source: World Bank Doing Business Report 2011



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

Wide Range of

**industry**

sectors

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

- ▶ **Information Communications Technology**
- ▶ **Life Sciences**
- ▶ **International Financial Services**
- ▶ **Clean Technology**
- ▶ **Engineering and Diversified Industries**
- ▶ **Consumer and Business Services**
- ▶ **Content Industries.**



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

# The company

you'll keep

A wide range of industry sectors is located in Ireland.

**8 out of 10**

Global ICT corporations



**9 out of 10**

Global Pharmaceutical corporations



**3 out of 5**

Top Games companies



**10**

Top "Born on the internet" companies



**More than**

**50%**

Of the world's leading Financial Service Firms



**17 out of 25**

Global Medical Device companies



Leading international companies who have made Ireland their home in Europe.



Source  
 IDA Ireland



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

# Calling **Small** and **Medium** Sized Enterprises around the Globe

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

Now it's time to spread the word to the thousands of small and medium sized enterprises around the globe who may not be aware of the significant competitive advantages that exist for companies who locate in the country.

## KEY POINTS TO REMEMBER:

- ▶ **Easiest place to start a business:** The World Bank's Doing Business report rates Ireland as the easiest location to start a business in the EU.
- ▶ **No currency fluctuation or trade restrictions:** Ireland is part of the Eurozone, so there's no need to worry about currency fluctuations, or trade restrictions when dealing with our fellow 26 member states.
- ▶ **EU work permits:** People from any EU member state can come to work in Ireland without a visa.
- ▶ **See who invested in 2011:** The world's leading semiconductor company (**Intel**), the world's leading biotechnology company (**Amgen**) and the world's leading internet company (**Google**), all made new significant investments in Ireland in 2011.
- ▶ **Tax regime:** World Bank says Ireland has the most business-friendly tax regime in Europe and the Americas.
- ▶ **Low corporate tax rate:** Companies based here pay one of the lowest corporate tax rates in Europe at 12.5%. They also receive a 25% tax credit for investing in research and development.
- ▶ **Double taxation agreements:** To facilitate international business, Ireland has signed comprehensive double-taxation agreements with over 60 countries.
- ▶ **Special Assignment Relief Programme (SARP):** Tax relief aimed at people who come to work in Ireland having spent five years outside the country.



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

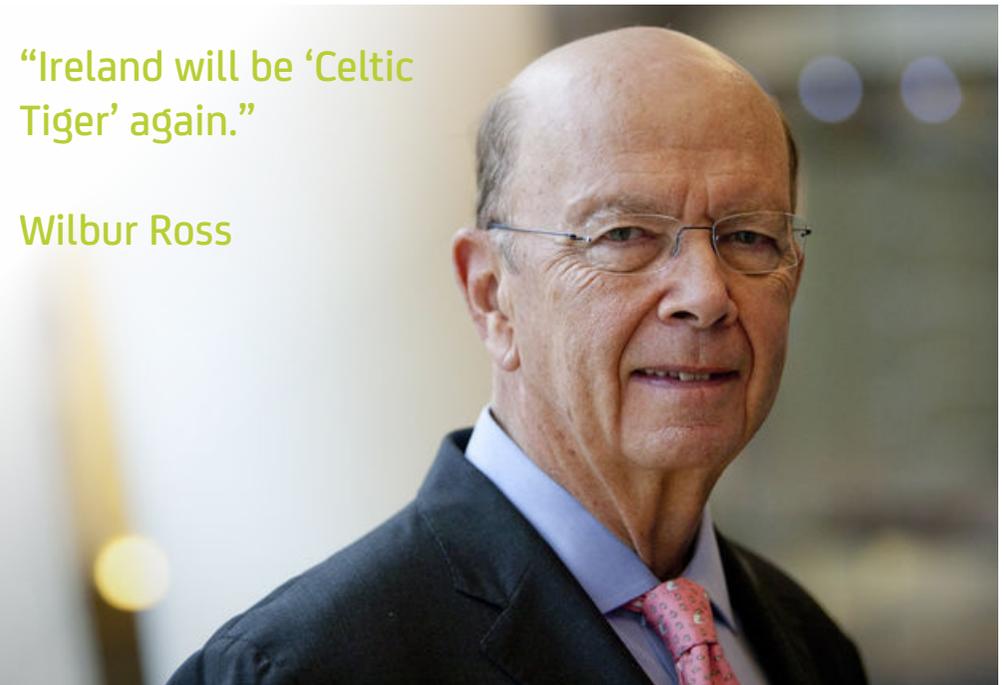
**KEY POINTS TO REMEMBER:**

- ▶ **Innovation naturally:** The collaboration of science and research has helped to attract **IBM** to establish its first *Smarter Cities Technology Centre*, **Alcatel/Lucent** its *Labs Research Centre* and **Accenture** a *Global Analytics Centre*.
- ▶ **Youngest population:** Ireland has the youngest population in Europe meaning access to a ready-made pool of smart, enthusiastic and well-educated workers.
- ▶ **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.
- ▶ **Cost Competitive:** In the Mercer Cost of Living survey, Dublin came in 58th in 2011, down from 10th in 2005.



- 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**

# Hear what others **have to say** about Ireland





**ConnectIreland.com**

*our country, your opportunity*

Email to [FDI@connectireland.com](mailto:FDI@connectireland.com)  
website [www.connectireland.com/whyireland](http://www.connectireland.com/whyireland)  
Tel: + 353 56 779 7323

Delivering the **Succeed in Ireland** initiative

