



ASIA PACIFIC IRELAND BUSINESS FORUM

Global Ireland 2025

Enhancing Trade and Investment Links
between Ireland and the Asian Region

ASEAN Overview
November 2019

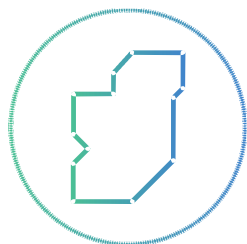


Enterprise Ireland – How We Work

Enterprise Ireland is the trade and innovation agency of the Irish government. We invest in the most innovative Irish companies through all stages of their growth and connect them to international customers across multiple industries.



Ireland's National Trade & Innovation Agency



**Supporting
ambitious Irish
businesses to**
start, innovate,
and reach global
markets.



**Building long-term
partnerships
between leading**
global companies
and Irish partners.



**Third-largest
European**
venture capital
fund by deal
count.



€280 million investment
to support the
development of high-
growth Irish companies

Sectoral specialists supporting high growth industries



Education



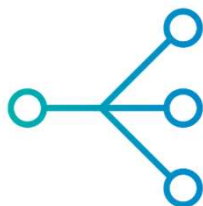
High-Tech
Construction



Agritech



Fintech



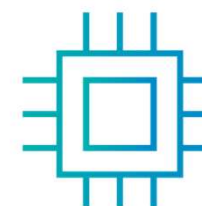
Business
Process
Outsourcing



Medtech



Digital Tech /
Telecoms / IoT



Enterprise
Software

How we support

Export Assistance

In-market services, local market information and the access of our international office network.

In-Company R&D

Programme development to ensure sustainability, and growth through the evolution of products and services.

Overseas Networks

We provide access and introductions to a global network of contacts - from heads of government to end customers

01

Funding

A broad range of financial supports, for start-ups, expansion plans, and R&D business plans

02

03

Develop Competitiveness

Helping companies to become leaner to make them more competitive in international markets.

04

05

R&D Collaboration

Connectivity to research institutions supporting companies to develop and bring to market new technologies, products or processes

06

Which sectors drove export growth in 2018?



Fintech
€829m

+17%



Digital Tech
€2.2bn

+6%



Engineering
€1.6bn

+9%



Construction
€1.97bn

+22%



Consumer Retail
€872m

+6%



Life Sciences
€1.73bn

+7%



Food
€11.68bn

+1%



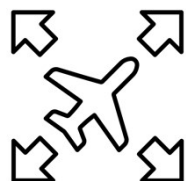
BPO
€622m

+14%

Why Asia Pacific - Sectoral opportunities

Fast growing economy and middle class

By 2030, Asia will represent **two-thirds** of the global middle class. GDP growth across Asia is averaging at **6%** compared to Europe and the US, which are growing at **2%**



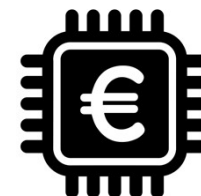
The global Aviation and Travel Technology sectors will be driven by the Asia-Pacific region in the coming decades because of population growth and increasing income



Legacy IT infrastructure in Asia Pacific countries incentivizes quicker adoption of Digital Technologies, providing a great opportunity for Irish companies



The growing middle class in Asia fuels strong demand for English third-level education. Ireland will be the largest English-speaking education market in the EU



Over the last 18 months, FinTech financing in the Asia Pacific region eclipsed North America for the first time

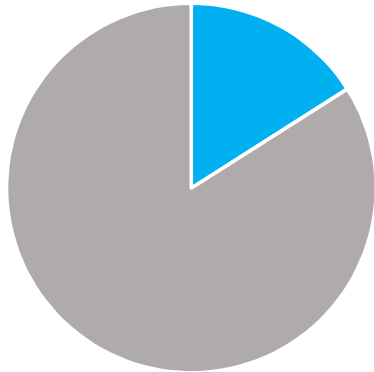


IrishAdvantage.com

ENTERPRISE
IRELAND
ENTERPRISE
IRELAND

Growing in ASEAN & wider Asia Pacific

In 2018 exports of **€2.0bn** – one of the highest growth regions



New first time exporters –
key opportunity for Irish
companies

84



223 buyers brought to Ireland
from Asia Pacific in 2018

223

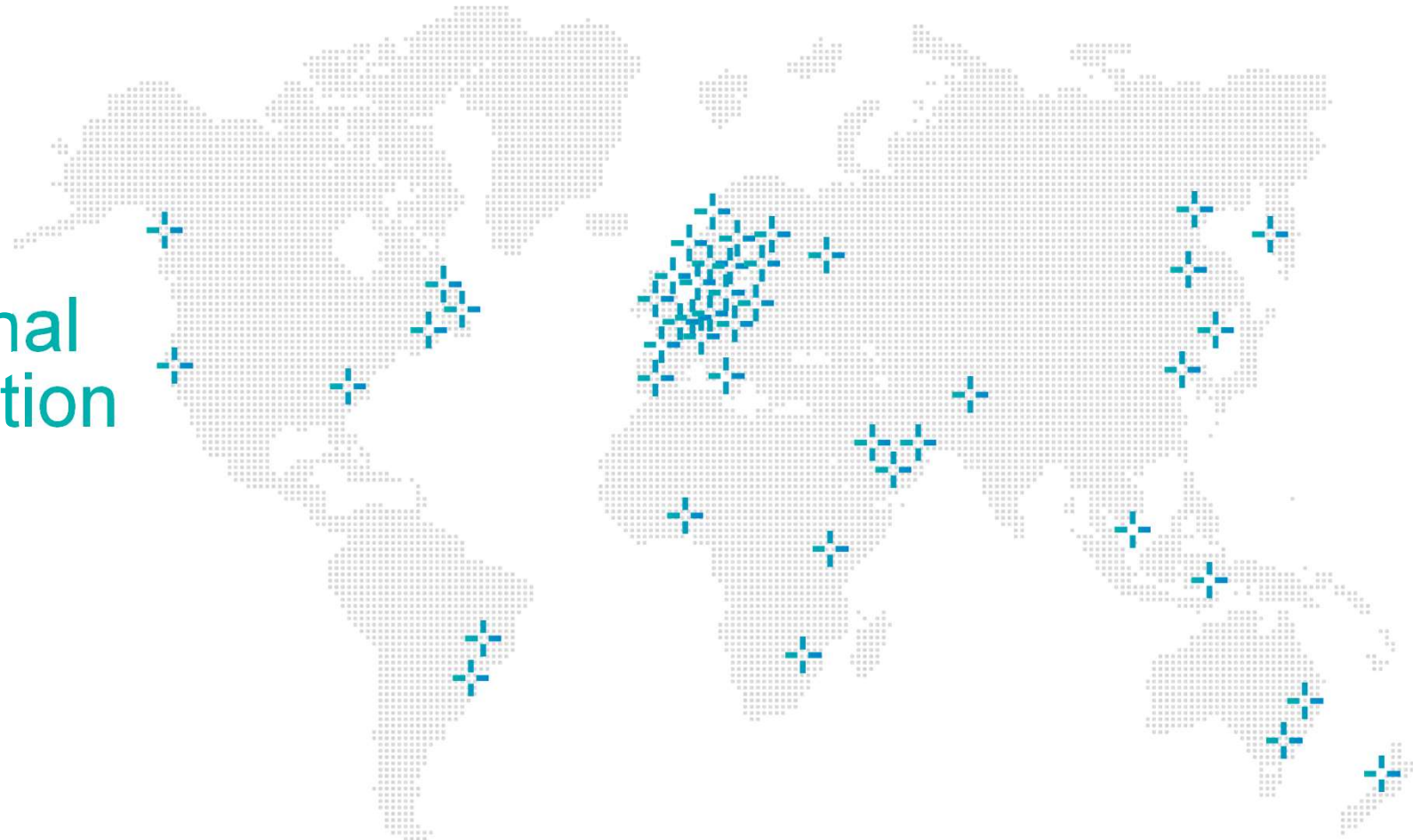
22% Enterprise Ireland
clients focused on SE Asia
markets

600
Clients
Exporting
to Asia Pac

ENTERPRISE
IRELAND

Ireland's national trade & innovation agency

34 international offices
14 new offices opening



Enterprise Ireland has 12 office locations in APAC



Enterprise Ireland has offices throughout Asia:

- Beijing
- Shanghai
- Singapore
- Sydney
- Melbourne
- Ho Chi Minh City
- Hong Kong
- Seoul
- Tokyo
- Mumbai

