



Rialtas na hÉireann
Government of Ireland

Implementation Progress Report for **Government Action Plan on Market Diversification**

March 2026



Foreword by Minister for Enterprise, Tourism and Employment



The Government Action Plan on Market Diversification was published in September 2025. I am pleased to present the first implementation progress report for this plan.

Ireland's economy has long been shaped by our openness to international trade and investment. In an increasingly complex and competitive global environment, strengthening our resilience and expanding our reach into new markets is essential. The Action Plan was developed to ensure that Ireland is well positioned not only to respond to global challenges, but to seize emerging opportunities.

Six months on from publication, I am encouraged by the strong level of engagement and momentum across Government. While many of the measures set out in the Plan are designed for delivery over a multi-year period, tangible progress is already evident. A number of actions have been fully completed, with the vast majority actively underway and progressing in line with their timelines.

The report reflects a serious and sustained commitment to delivery by Government Departments and agencies. This is a coordinated, whole-of-government effort, and I am proud of the collaborative approach that has been taken to advance this work.

I would like to sincerely thank the agencies and the divisions of my Department for their dedication and professionalism, as well as colleagues across Government for their efforts to realise our vision to make Ireland the best place in Europe to work, do business and visit.

This report marks an important milestone. It demonstrates substantial progress and provides a strong foundation for the next phase of delivery.

A handwritten signature in blue ink that reads "Peter Burke". The signature is written in a cursive style.

Peter Burke, TD
Minister for Enterprise, Tourism and Employment

Foreword by Minister for Foreign Affairs and Trade



I am very pleased to present this first implementation progress report on the Government Action Plan on Market Diversification alongside my colleague in Government, Minister for Enterprise, Tourism and Employment, Peter Burke T.D.

I want to commend colleagues in my Department and across the many Government Departments and Agencies for delivering, as they will continue to deliver, on the ambitions of the Action Plan. I also want to thank the Team Ireland colleagues based in Ireland's many overseas missions for supporting, delivering and representing the market diversification agenda.

The Action Plan on Market Diversification is a central platform in Government's response to the changed geo-economic context and its progress is of keen interest at the Government Trade Forum. Ireland's economic resilience and prosperity is built on open, free and fair trade and being at the vanguard of competitiveness. Diversifying markets is an important element in managing geo-economic risk to our continued prosperity.

Team Ireland colleagues abroad, in our market teams and missions, have really welcomed this Action Plan as a practical and diplomatic instrument for deepening Ireland's global engagement and driving Ireland's trade and prosperity and, indeed, the European Union's. This will be important in a busy year that will see new ambition in the publication of Government's Global Ireland 2040 Strategy and indeed in communicating our trading values as President of the EU Council.

I am happy to see the early completion of a number of actions and a strong start across the board to more medium term actions. The majority of the actions enumerated in the plan are, of course, to be delivered over the space of a short number of years. It is important that we have started well and we will continue to build momentum to full delivery. I look forward, therefore, to presenting further strong progress in future reports together on behalf of Government.

A handwritten signature in black ink that reads "Helen McEntee". The signature is written in a cursive, flowing style.

Helen McEntee, TD
Minister for Foreign Affairs and Trade

First Implementation Progress Report on the Action Plan on Market Diversification

A commitment was made to publish a progress report on the over 100 actions contained within the Action Plan after six months. As the Action Plan was published in September 2025, February was identified as the target for the first progress report.

It is important to recognise that the majority of the actions were designed with delivery timelines extending beyond the initial six-month reporting period. Many actions are multi-annual in nature, with some extending to 2027.

Notwithstanding these longer timelines, early progress is evident:

- 10 actions have been completed.
- The majority of actions are in progress and advancing in line with agreed milestones.

Detailed updates outlining progress achieved or work currently underway has been provided by the agencies and Government departments. The narrative provided by Departments and agencies displays strong ownership of the commitments made under the Plan and a clear focus on delivery.

In relation to implementation across the four core objectives:

Supporting Exporting Businesses and Market Access

Progress has been made in advancing supports designed to assist firms in exploring and entering new markets. Agencies have progressed funding initiatives, advisory supports and engagement measures aimed at strengthening export capability and improving market intelligence.

Deepening and Broadening Ireland's International Engagement

Work is underway to enhance coordination across the diplomatic and trade promotion network and to strengthen Ireland's presence in priority markets. Engagement initiatives are being advanced in line with strategic priorities.

Delivering Trade and Tourism Missions for Strategic Impact

Planning and coordination for trade and tourism missions have progressed, with an emphasis on structured engagement and measurable outcomes. Collaboration across Departments and agencies has supported a focused approach to external engagement.

Enhancing Domestic Readiness for Economic Engagement and Partnership

Actions aimed at reinforcing competitiveness, regulatory alignment and sectoral development are progressing. This work supports Ireland's ability to compete effectively in international markets and underpins longer-term diversification efforts.

Overall, this first progress report demonstrates steady implementation, strong interdepartmental cooperation and a clear commitment to delivering on the ambitions set out in the Government Action Plan on Market Diversification. Continued focus and coordination will remain essential as implementation advances over future reporting period.

Objective 1: Supporting Exporting Businesses and Market Access

Enhanced Agency Supports and Focus on Market Diversification

Action	Establish a Market Diversification and Resilience Fund.
Responsible Body	DETE
Delivery	Ongoing
Status	In Progress
Update	<p>In the face of unprecedented global economic uncertainty, EI launched two new grants to support Enterprise Ireland client companies.</p> <p>The new supports will help companies to develop tariff mitigation strategies and to be market diversified. They are:</p> <ul style="list-style-type: none"> • Enterprise Ireland’s Market Research Grant offers funding of up to €35,000 for companies to assess the full impact of tariffs, gain market insights and develop mitigation strategies. • Enterprise Ireland’s New Markets Validation Grant offers funding of up to €150,000 for companies to develop market entry strategies for new markets or new products.

Action	Review of potential enhancements in Ireland’s incentive offering, across grants and tax, to support existing businesses (e.g. on digitalisation, RD&I, sustainability, energy costs) and win new growth opportunities aligned to national policy objectives.
Responsible Body	DETE / IDA / EI / Whole-of-Government
Delivery	Q1 2026
Status	In Progress
Update	<p>DETE: DETE engages regularly with the Department of Finance on options to enhance business support through the tax system. This includes engagement on a range of policy options as part of the pre-budgetary process. DETE will continue to examine tax options to support business and engage with the Department of Finance on tax policy measures intended to achieve this outcome. This work includes analysis on options to enhance the R&D Tax Credit and proposals to support Innovation, with a focus on supports for SMEs.</p> <p>IDA: €680m allocated to IDA's Grants Programme in DETE Sectoral Capital Plan 2026-2030, in addition to €300m funding allocation to IDA and EI for Environmental Aid Programme. IDA continues to advocate for a dedicated digitalisation provision within the EU state aid framework and is partnering with DETE on action under the Action Plan on Competitiveness and Productivity to establish a targeted support scheme for energy intensive manufacturers. On the tax side, Budget 2026 included welcome provision to increase R&D tax credit from 30% to 35%.</p>

Action	Implement national and EU competitiveness strategies putting in place key enterprise enabling conditions including cost competitiveness; an efficient planning system; infrastructure delivery; talent development and innovation; incentives; and a balanced regulatory environment.
Responsible Body	Whole-of-Government
Delivery	Ongoing
Status	In Progress
Update	The Action Plan is in the implementation phase. The Plan contains a commitment to promote Ireland's vision for European competitiveness and the Single Market and advocate for Ireland's national interests at EU level. Approaching our EU Presidency this year, we have an important opportunity to influence the competitiveness agenda for the years ahead. We will continue to make progress on delivering the full potential of the Single Market and the simplification agenda, which are expected to be core themes of our competitiveness priorities during our Presidency this year. Progressing the Draghi and Letta reports, the Competitiveness Compass and the Single Market Strategy will be key to delivering on Ireland's competitiveness ambitions. In addition, a Cost of Business Advisory Forum has been established (also a key Programme for Government commitment) and will report its findings in Q1 2026.

Action	Develop a contingency plan for a fund to support company working capital, should economic conditions deteriorate significantly (e.g. in the event of a no-deal EU-US trading scenario or standards or tariff divergence between EU and UK). The approach would be similar to the 'Sustaining Enterprise Fund', supporting company growth plans, leveraging diversification and productivity subject to EU State Aid regulations.
Responsible Body	EI / DETE
Delivery	Q3 2025
Status	Completed
Update	EI: A draft contingency fund Terms of Reference has been designed which would be subject to EU State Aid regulations and require budget approval and resources to be deployed should it be required.

Action	Through the estimates process, seek additional investment in Tourism Ireland's 'Global Agile Partnerships Programme', to support industry to carry out activity in new markets to drive incremental business and establish a foothold in new tourism markets for Ireland.
Responsible Body	Tourism Ireland
Delivery	2026
Status	In Progress
Update	€200k in funding secured for co-operative funding for additional activity by industry in Asia and Middle East aligned to appointment of representatives in UAE and India and extension of team in China.

Action	Develop a new strategic air access fund, to be deployed where there is potential to maximise the opportunity presented by the establishment of new air routes, including strategic long-haul destination, through stimulating demand, in partnership with air carriers on a co-operative basis in support of overall economic activity.
Responsible Body	Tourism Ireland / DETE / DOT
Delivery	2026
Status	In Progress
Update	€1.25m in funding confirmed for Strategic Air Access Fund. Operating Model has been developed, and Routes Opportunity List is being finalised in consultation with key stakeholders.

Action	Through the estimates process, seek additional investment in Mainland Europe to run year-round communications campaigns, seeking to elevate perceptions of Ireland, in line with Tourism Ireland's Mainland European Appraisal, and generate year-round business.
Responsible Body	Tourism Ireland
Delivery	2026
Status	In Progress
Update	€4.2m in additional funding confirmed that will enable year-round campaigns in Germany and France in line with Mainland European Appraisal findings. Funding will also enable the extension of campaigns into Switzerland, Norway and Austria aligned to access developments and high revenue potential of these markets.

Action	Pivot InterTradelreland's successful Trade Hub communication campaign to concentrate on 'Looking for the answers you need to trade'. A new dedicated market diversification section will encourage businesses to use the NI market as a means to validate their product or service and to grow sales.
Responsible Body	InterTradelreland
Delivery	H2 2025
Status	In Progress
Update	InterTradelreland launched a targeted marketing campaign to promote Market Diversification Support as part of the Trade Hub offering. This initiative aims to help businesses explore new markets and reduce dependency on single regions. The campaign has been well received and is planned to continue into 2026, reinforcing InterTradelreland's commitment to supporting businesses in adapting to changing trade environments.

Action	The provision of specialist technical advice to businesses on trade matters impacting the island will continue to be available to businesses through InterTradelreland's Digital Trade Hub.
Responsible Body	InterTradelreland
Delivery	Ongoing
Status	In Progress
Update	Through the InterTradelreland Trade Hub, businesses across the island of Ireland can access fully funded support on a wide range of topics addressing all aspects of trade. This initiative is designed to help businesses navigate complex trade issues, enhance cross-border opportunities, and build resilience in a changing market environment.

Action	Progression of Next Generation Sites initiative to develop up to three large scale, pre-permitted sites with property, utility and sustainable infrastructure for transformational advanced manufacturing projects aligned to FDI growth drivers across core sectors.
Responsible Body	IDA / DETE / Whole-of-Government / Local Authorities / Infrastructure Agencies
Delivery	Ongoing
Status	In Progress
Update	IDA: €100 million for Next Generation Sites to secure large-scale advanced manufacturing projects allocated under the DETE Sectoral Capital Plan 2026-2030. IDA are continuing to work on the identification and development of suitable sites in regional locations.

Action	Refocus and prioritise national and EU competitiveness ensuring key enterprise enabling conditions including cost competitiveness; an efficient planning system; infrastructure delivery; talent development and innovation; incentives; and a balanced regulatory environment.
Responsible Body	Whole-of-Government
Delivery	Ongoing
Status	In Progress
Update	In addition to the Action Plan and the Cost of Business Advisory Forum (referenced above), Government continues to receive analysis and advice from the National Competitiveness and Productivity Council on key competitiveness challenges. Furthermore, a third Competitiveness Summit is planned for the summer.

Action	Through the estimates process, seek an enhanced IDA communications and marketing budget to enable broader reach, deeper engagement and awareness building in existing and developing FDI markets.
Responsible Body	DETE / IDA
Delivery	Q1 2026
Status	Completed
Update	<p>DETE: Exchequer allocation for IDA Ireland's marketing and promotions activity increased by €1m year on year to support this action.</p> <p>IDA: IDA's communications and marketing budget for 2026 will also support outputs from review of strategic locations.</p>

Action	NSAI will work alongside EI to provide support to EI client companies on the use of international standards and the certification to these standards to ensure Irish companies have greater access to international markets.
Responsible Body	NSAI / EI
Delivery	Ongoing
Status	Not Started
Update	Enterprise Ireland will work collaboratively with NSAI when this action commences.

Action	Through estimates process, seek additional investment for a new 'Scale in Europe' programme to support market penetration and growth.
Responsible Body	EI
Delivery	Q1 2026
Status	In Progress
Update	Enterprise Ireland are scoping out options for a new Scale in Europe approach in Q1 2026.

Action	Explore and develop approach to key sectoral opportunities across existing priority markets.
Responsible Body	EI
Delivery	Q4 2025
Status	In Progress
Update	Sectoral teams and Overseas teams are engaging to agree key sectoral opportunities for 2026 and prioritising in market events and supports for maximum impact.

Action	Commence economic / sectoral mapping across key emerging markets with a priority list to be agreed by the Government Trade Forum.
Responsible Body	DFAT / DETE
Delivery	Q3 2025
Status	In Progress
Update	DFAT: Following on from economic mapping for the US West Coast, France, Middle East North Africa region and, most, recently Canada (September 2025), DFAT is committed to funding and publishing a series of economic mapping reports between Ireland and key emerging markets, The Priority list will be decided upon by the Headquarters Market Team before presentation to the Government Trade Forum.

Action	Develop and implement key sectoral strategies that will focus on embedding Irish companies in value chains under large-scale expenditure programmes / investment / industrial policy focus, including in the areas of renewables and security.
Responsible Body	DETE / EI / IDA
Delivery	Ongoing
Status	In Progress
Update	Enterprise Ireland is contributing to the development of a number of National sectoral strategies that are currently being progressed. These include strategies in the areas of Aviation, Lifesciences, and Artificial Intelligence. Sectoral strategies and roadmaps are also being developed by numerous teams across Enterprise Ireland as part of our Corporate Strategy development. IDA's input on key national strategies, including forthcoming Life Sciences strategy, covered in other actions.

Action	Utilise Ireland's new 'National Semiconductor Strategy', 'Silicon Island', as an instrument for market diversification, particularly in attracting foreign direct investment from new international partners, including across Asia.
Responsible Body	DETE / IDA / EI / Whole-of- Government
Delivery	Q2 2025
Status	In Progress
Update	<p>DETE: Since the Strategy was published in May 2025, the IDA has used it as part of its messaging for the sector. In Q1 2026, an Advisory Council on the Semiconductor Sector will be established to drive the implementation of the Strategy. This industry-led Council will be tasked with providing expert guidance, advice and recommendations to Government on developments in the global semiconductor sector, providing insights on emerging trends, opportunities, as well as challenges.</p> <p>EI: Ireland's Chips Competence Centre (I-C3), officially launched in Q4 2025, will be an independent center of semiconductor business and technology experts led by consortium partners Tyndall National Institute, MIDAS Ireland (the Microelectronics Industry Association), University College Dublin and the Microelectronic Circuits Centre Ireland (MCCI) - the EI-funded Technology Centre for Microelectronics. EI oversees the governance and management of the national budget of I-C3.</p> <p>IDA: IDA is actively marketing the National Semiconductor strategy. IDA undertook a targeted marketing mission to Japan and Korea in partnership with the Tyndall National Institute in Q4 2025. IDA has also strengthened its presence in key Asian markets by appointing a new Executive in South Korea.</p>

Action	Develop and publish a National Life-Sciences Strategy to promote competitiveness and innovation within existing sector and to realise future growth opportunities.
Responsible Body	DETE / EI / IDA
Delivery	Ongoing
Status	In Progress
Update	<p>DETE: A dedicated Life Sciences team was assembled as part of the Policy Unit for Life Sciences and Space Enterprise and is responsible for advancing relevant policy in this sector. Work is progressing on the development of this strategy, and it is expected to be published in Q3 2026. A public consultation seeking submissions concerning the scope, objectives, opportunities and challenges, and wider EU context for this strategy was completed on 5 December 2025. A high-level steering group met on 8 December 2025 and further meetings are scheduled for February, April and June. A dedicated working group was established to drive and implement the strategy. It met on 21 January and will be convened monthly. At this time three consultative forums are planned and will take place in the coming months. They will cover:</p> <ul style="list-style-type: none"> • Industry. • Regulation Reform/ Patient and healthcare; and • Talent and Skills. <p>EI/IDA: Enterprise Ireland and IDA are actively engaged with the team in DETE who are leading on the national digital and AI Strategies.</p>

Action	Review and publish of national digital and AI strategies in context of strategic and cross sectoral growth opportunities.
Responsible Body	DETE / DECC / IDA / EI
Delivery	Ongoing
Status	In Progress
Update	<p>DETE: The National Digital and AI Strategy was updated and published in February 2026. A priority for this year will be to develop a sectoral AI transformation strategy for the enterprise sector, with ambitious sectoral targets, and a roadmap for delivery.</p> <p>EI/IDA: Enterprise Ireland and IDA are actively engaged with the team in DETE who are leading on the national digital and AI Strategies.</p>

Action	Continue rollout of extensive market diversification programme across our priority markets, as agreed with DAFM.
Responsible Body	Bord Bia
Delivery	Ongoing
Status	In Progress
Update	Bord Bia's extensive market diversification programme includes utilising Origin Green to promote Irish food and drink across priority markets. This is realised through a refined market prioritisation tool using latest demand, access and competitor intelligence to ensure resources align with highest value opportunities. Targeted activation plans are being delivered with industry and DAFM, directing support to the markets offering the greatest growth potential.

Action	A newly enhanced market study visit programme for companies to immerse themselves in the market and develop a plan on where to play, how to win.
Responsible Body	Bord Bia
Delivery	Ongoing
Status	In Progress
Update	<p>A newly enhanced Market Study Visit programme now immerses companies directly in priority markets to deepen on-the-ground understanding.</p> <ul style="list-style-type: none"> • Participants gain first-hand insights to shape clear, competitive strategies on where to play and how to win. • For example, in May 2026, companies will take part in a Toronto MSV, exploring retail, foodservice, and distributor landscapes to inform market-entry plans.

Action	Through the estimates process, seek enhanced budget support for exhibition at trade fairs to include operational in field costs in market.
Responsible Body	Bord Bia
Delivery	2026
Status	In Progress

Action	Provision of enhanced consultancy support in logistics and supply chain to build resilience to strengthen existing and identify new supply routes to improve business competitiveness.
Responsible Body	Bord Bia
Delivery	Ongoing
Status	In Progress
Update	Bord Bia has strengthened consultancy supports in logistics and supply chain, helping companies redesign routes and build resilience amid disruption. These supports build on the organisation's Trading with the UK (Brexit) response, which prioritised supply-chain mapping, contingency planning and mitigation of customs and trade-flow risks. They ensure an effective response to US Tariffs, expanding 1:1 supply-chain optimisation and trade-flow analysis to help firms maintain competitiveness under tariff volatility.

Action	Invest in opportunities presented by new gateways in North America expanding the reach of Tourism Ireland's marketing campaigns. Increased investment will be needed to stimulate demand in changing circumstances, to maintain capacity benefiting all sectors of the economy.
Responsible Body	Tourism Ireland
Delivery	Ongoing
Status	In Progress
Update	Tourism Ireland's kickstart campaign was expanded to nineteen states which included all gateway city states and top feeder cities. The kickstart campaign ran across the end of December into January during the prime holiday decision making period and ran during live TV moments include New Year's Eve Countdown, NFL and NBA games to really maximise impact during those peak family viewing moments. Campaigns around St Patrick's Day are also being extended to more new gateways.

Action	Re-instatement of Tourism Ireland's Industry Market Access Programme (IMAP) to co-fund incremental activity by industry partners, which would substantially increase the island of Ireland's industry presence across diversified markets including, Mainland Europe, as the Mainland European Appraisal Action Plan is rolled out.
Responsible Body	Tourism Ireland
Delivery	Ongoing
Status	In Progress
Update	Programme will be launched on tourism industry webinar in Q1 that will take industry through the findings of the Mainland European Appraisal and the new Mainland European Strategy.

Action	Enterprise Ireland to research the case for developing an export credit insurance scheme for exporters into strategic high-growth markets and bring forward a proposal for consideration by the Minister for Enterprise, Tourism and Employment.
Responsible Body	EI
Delivery	Q4 2025
Status	In Progress
Update	Enterprise Ireland went to market seeking support to carry out this research in Q4 2025. Further engagement is required to secure a provider; it is expected that procurement will be complete in Q1 2026.

Action	Continue to support EI/IDA clients to identify and access strategic sourcing opportunities across Ireland's enterprise base
Responsible Body	EI / IDA
Delivery	Ongoing
Status	In Progress
Update	<p>EI: Enterprise Ireland has been engaging with IDA Sector Heads and IDA Regional Offices throughout 2025 around themed Sub Supply events which are based on matching capability to MNC need. The themes in question have been sustainability, data centres, cyber, digitalization/AI, toolmaking and components. A Medtech event was held in May 2025, and there are four events planned for 2026.</p> <p>IDA: IDA engaged with EI throughout 2025 on sub-supply events to identify opportunities for mutually beneficial collaboration between IDA and EI clients. This included a joint sourcing seminar at DMI on green manufacturing for the medical device sector. IDA met EI's Data Centre and Cyber Security teams in late 2025 to explore collaboration and strengthen EI client export offerings. In 2026 regional networking events are planned to support collaboration in advanced manufacturing and sustainability.</p>

Leverage the All-Island Economy as a Springboard for Export Growth

Action	Deliver a 2025 Trade Mission@Home, developing sales for up to 20 Irish businesses in the NI market in the Agri-tech / Manufacturing sector and will scale up the trade mission activity in 2026.
Responsible Body	InterTradelreland
Delivery	H2 2025
Status	Completed
Update	Between September and November 2025, InterTradelreland delivered a trade mission, involving 20 Agri-Tech/Manufacturing SMEs based in Ireland. Participants completed a structured programme comprising three capacity-building workshops, tailored 1-to-1 sales mentoring and targeted prospecting activities. The initiative culminated in an in-market visit to Armagh from 25-27 November, during which 97 sales meetings were arranged. Initial feedback has been very positive with all participants still engaged in sales negotiations as of January 2026.

Action	Host a Trade Conference in 2025 in Dublin, aimed at promoting cross-border market opportunities (sales, tendering and supply chain), linking businesses to the appropriate support.
Responsible Body	InterTradelreland
Delivery	Oct 2025
Status	Completed
Update	InterTradelreland hosted its inaugural Trade Conference 2025 at the Aviva Stadium on 1st October. Combining keynote speakers, dedicated panel discussions and interviews, the event focussed on cross border trade opportunities, collaborative partnership development and network opportunities available to businesses. Over 270 attended the event including senior Government ministers and departmental officials.

Action	Deliver a service to businesses whose supply chains are at risk of disruption. The advice and support will help near-shore supply chains on the island, identifying potential cross-border suppliers to help maintain supply chain stability.
Responsible Body	InterTradeIreland
Delivery	June 2025
Status	In Progress
Update	The Supply Chain Sales Accelerator programme was launched in June 2025 and completed in December 2025. A key element of the programme was the completion of an internal supply chain audit identifying potential risks. 25 companies completed the programme. A new 3-year core Supply Chain programme with a planned commencement date of April 2026 aims to enhance economic resilience, sustainability, and competitiveness across the island of Ireland, focusing on SME integration into cross-border supply chains. A key aspect will be "As Is" audit which will identify potential risks and provide advice and support to help near-shore supply chains on the island.

Action	The 'Trade Webinar Series' will be extended to focus on developing business understanding in areas such as 'Understanding Rules of Origin' and 'Northern Ireland as your first step into GB and international market diversification'.
Responsible Body	InterTradeIreland
Delivery	Ongoing
Status	In Progress
Update	<p>Q4 2025 Overview</p> <p>The Trade Series in Q4 2025 covered key topics including:</p> <ul style="list-style-type: none"> • Rules of Origin • Commodity Codes • Understanding Tariffs • Customs Audit <p>The sessions attracted over 100 businesses, and feedback was overwhelmingly positive.</p> <p>Plans for 2026 include building on this success, the Trade Series for 2026 will cover the below Webinars:</p> <ul style="list-style-type: none"> • Windsor Framework Overview & ICS2, • Navigating Cross Border Employment, • Commodity Codes, • Classification and Rules of Origin, • Understanding VAT on Goods & Services, • Cyber Security for SMEs and *Market Diversification. <p>These sessions aim to provide businesses with practical insights to support cross-border trade and growth.</p>

Action	Tourism Ireland markets the island of Ireland overseas creating compelling propositions that encourage visitors to explore more of the island of Ireland including destinations supported by Shared Ireland investments.
Responsible Body	Tourism Ireland
Delivery	Ongoing
Status	In Progress
Update	Tourism Ireland's all-island marketing plans for 2026 were launched w/c 19th January in Dublin and Belfast. Shared Island projects including the 'Coast to Coast' Causeway Coastal Route and Wild Atlantic Way linkages were profiled and key promotional activity including a TV series hosted by Dermot O'Leary where he travels coast to coast was shared.

Promoting Market Access for Irish Exporters

Action	NSAI to explore provision of a self-assessment tools to SMEs to assess their readiness to obtain certification to international standards.
Responsible Body	NSAI / DETE
Delivery	Ongoing
Status	In Progress

Action	Through the estimates process, seek funding for continued delivery of international communication campaigns to raise awareness and encourage Irish exporters to grow their business globally and embrace a market diversification approach.
Responsible Body	EI / Bord Bia
Delivery	Ongoing
Status	In progress
Update	<p>EI: The new Get Exporting programme was launched on 27th October with national coverage across digital, print and radio, and socials to drive awareness and capture registrations. The new programme is due to commence in February 2026. EI delivered International Markets Week 2025 Event (29th Sept - 3rd Oct) - generated over 1850 client meetings between market advisers and client companies (654 companies attended in total) focusing on supporting clients to grow and diversify their business. Trade Tariffs Response Campaign (Aug - Sept 2025) radio coverage promoting new supports from EI - the Market Research Grant (funding for companies to assess the full impact of tariffs, gain market insights and develop mitigation) and the New Markets Validation Grant (funding to help businesses develop market entry strategies for new markets or new products).</p> <p>Bord Bia: An expanded, strategically planned trade show programme strengthens clients' access to high-value global buyers and enhances Ireland's presence across priority markets. Participation in major shows such as ISM, Gulfood, Biofach and SIAL Paris ensures clients can showcase innovation, build pipelines, and deepen commercial relationships internationally.</p>

Action	Deliver a Trade Horizons conference with a regional focus on Latin America and the Caribbean.
Responsible Body	DETE / DFAT
Delivery	2026
Status	In Progress
Update	The Latin America and Caribbean Trade Horizons Forum is being held on 13 May in Croke Park Conference Centre. Invitations are currently being prepared with input from D/ETE, D/AFM, EI, IDA, Bord Bia and regional diplomatic missions. It will bring together a high-level range of business leaders and stakeholders from across Ireland and the Latin America and Caribbean region to foster economic relationships.

Action	Assist companies in their diversification efforts utilising “My Bord Bia” client communications platform by providing up-to-date market information, webinars, and relevant events.
Responsible Body	Bord Bia
Delivery	Ongoing
Status	In Progress
Update	<p>“My Bord Bia” enables companies to diversify more effectively by giving them a single platform for up-to-date market information, ensuring decisions are grounded in current insight.</p> <ul style="list-style-type: none"> • The platform’s webinars and knowledge sessions help build capability, keeping clients informed on trends, category dynamics and emerging opportunities in priority markets. • By centralising relevant events and communications, “My Bord Bia” strengthens client engagement and ensures companies can act quickly on supports aligned to their growth and diversification plans.

Action	Undertake a review of the existing Government Trade and Investment Strategy.
Responsible Body	DFAT / DETE
Delivery	Q4 2025
Status	In Progress
Update	DFAT and DETE are considering how to advance this review in the context of the overall review of Global Ireland 2025.

Action	Publish a new Trade and Investment Strategy in line with Global Ireland 2040's regional and country strategies.
Responsible Body	DFAT / DETE
Delivery	2026
Status	In Progress
Update	The Department of the Taoiseach is the lead on Global Ireland 2040. Global Ireland 2040 will need to guide any new T&I Strategy.

Action	Through the estimates process, seek to establish a marketing fund to encourage greater industry engagement in Mainland Europe and other markets identified with a market diversification opportunity.
Responsible Body	Tourism Ireland
Delivery	2026
Status	In Progress
Update	€100k in additional funding secured and programme will be launched on tourism industry webinar in Q1 that will take industry through the findings of the Mainland European Appraisal and the new Mainland European Strategy.

Action	Implementation of Tourism Ireland's Mainland European Appraisal Action Plan.
Responsible Body	Tourism Ireland
Delivery	Ongoing
Status	In progress
Update	The Action Plan has been built into Tourism Ireland's Business Plan 2026 and implementation is underway in European Markets including the development of year-round campaigns in Germany and France. Details were shared with industry at Tourism Ireland's Marketing Plans launch in Dublin w/c 19th January and further industry webinars will take place in Q1. Structural changes outlined in the Action Plan are now in place including the establishment of a DACH team to fully maximise the opportunities across Germany, Austria and Switzerland. Marketing activity has been extended into Norway which has been identified as an opportunity market.

Action	Support and amplify the drive for diversification using Enterprise Ireland's flagship International Markets Week 2025 in October focusing on practical and impactful engagement between clients, EI's overseas market advisors from across the globe and client advisors and facilitate access to client solutions expertise.
Responsible Body	EI
Delivery	Q4 2025
Status	Completed
Update	Enterprise Ireland delivered International Markets Week 25 from September 29th to October 3rd, generating over 1850 client meetings between Market Advisers/Client Advisers and client companies. A total of 654 companies attended the event - meetings were focused on supporting clients grow and diversify their business. Overseas offices will now supply a range of in-market supports to action agreed plans and agendas. Enterprise Ireland also showcased its full suite of products and solutions, covering digital competitiveness, sustainability, market research, innovation, etc. A particular focus was on tariff guidance and support with on-site experts to discuss individual challenges for companies.

Action	Build out a new exporter programme to support the entry of the market entry of 170 new exporters globally, following the completion of pilot in 2025.
Responsible Body	EI
Delivery	2026
Status	In Progress
Update	The "Get Exporting" programme launched officially on October 27th across digital, print and radio. New programme due to commence in February 2026. Awareness and recruitment campaigns are currently in progress.

Work to Create and Develop New Markets and Market Opportunities for Irish-Based Companies Including Within the EU

Action	Proactively review existing and potential EU FTA negotiations to establish highest potential market opportunities for Ireland and work to shape EU trade policy and priorities to reflect these.
Responsible Body	DFAT
Delivery	Q3-Q4 2025
Status	In progress
Update	Ireland engaged intensively with the European Commission and other Member States to defend Irish interests and adapt to the new EU-US trade relationship, successfully mitigating some of the potential worst-case outcomes. Ireland also contributed positively to significant progress being made across a range of trade negotiations. The Department of Foreign Affairs and Trade is working closely with the European Commission on all open FTA negotiations, with the Commission having a particular focus on the Asean region, as well as the Gulf region, in this period.

Action	Commission economic studies for markets in which there are recently agreed or modernised EU trade agreements, with a view to identifying and maximising the economic opportunities for Ireland arising from the agreements.
Responsible Body	DFAT / DETE
Delivery	Q4 2025, Ongoing
Status	In Progress
Update	DFAT: 'Beyond barriers, a report on deepening Canada-Ireland trade and investment' was launched at Iveagh House in October 2025 to an audience of Irish and Canadian stakeholders. The report outlines findings and recommendations to grow trade and investment between Ireland and Canada. Other published reports France, Middle East North Africa Region, the San Francisco Bay Area and France. Studies in the pipeline for 2026 include Latin America and Caribbean region, sub-Saharan Africa, South East Asia, India, and Turkey, regions, like Canada in which new and modernized EU trade agreements are expected.

Action	Ratify existing FTA agreements in line with commitments in the programme for Government.
Responsible Body	DFAT
Delivery	Ongoing
Status	In Progress
Update	The Arbitration (Amendment) Bill 2025 has passed Second Stage in the Dáil. The Bill, once passed, will enable ratification of the EU-Canada Comprehensive Economic and Trade Agreement (CETA) and other international agreements containing similar investment dispute resolution provisions, including those with Chile, Mexico, Singapore and Vietnam.

Action	Departments across Government will work on the implementation of the new Horizontal Single Market Strategy to address the ten most harmful European Market barriers identified across the Single Market presented by the European Commission to the Single Market Enforcement Taskforce (SMET).
Responsible Body	Whole-of-Government
Delivery	Ongoing
Status	In Progress
Update	Departments across Government have been actively contributing towards the implementation of the European Commission's Single Market Strategy since its publication in May 2025, and in particular the Strategy's actions to address the Terrible Ten most harmful European Market barriers. At domestic level, the Government will in the coming year further enhance its whole of government structures for the implementation of Single Market rules to meet the ambitions of the Strategy. At EU level a range of Government Departments are meanwhile leading on Ireland's input into the development/negotiation of initiatives or files set out in the Strategy, within both Council and the Single Market Enforcement Taskforce (SMET), with a view to addressing barriers to intra-EU goods and services trade.

Action	Ensure that Ireland prioritises policies for the further development of the EU Single Market, particularly through the new Single Market strategy, which will create new opportunities for Irish-based companies in both goods and services.
Responsible Body	DETE / DFAT
Delivery	Ongoing
Status	In Progress
Update	In advance of its publication in May 2025, Ireland joined with Like Minded Countries on a non-paper on the Single Market Strategy, which set out this grouping's collective priorities and recommended actions for removing barriers and deepening the Single Market. These priorities have been generally reflected in the Single Market Strategy, across its pillars of the most impactful Single Market Barriers, boosting European Services Markets, enabling SMEs, digitalisation and enforcing respect for Single Market rules. Throughout the Danish Presidency and early Cypriot Presidency, Ireland has continued to strongly advocate for these priorities, at Working Party, High Level Group (COMPRO) and Council level, in both policy discussions and the negotiation of Single Market Strategy files.

Action	Maximise opportunities arising from Ireland's 2026 EU Presidency to promote and actively bring forward work on the completion of the single market of benefit to Irish-based companies.
Responsible Body	DETE / DFAT
Delivery	2026
Status	In Progress
Update	Full implementation of the Single Market Strategy and the lowering of barriers to goods and services trade across the EU will represent a key focus of Ireland's Presidency of the European Council in the second half of 2026.

Action	Continue the expansion and enhancement of the tax treaty network using a prioritisation process to identify potential new partners along with re- engagement with existing partners. In the coming years, in line with Ireland's published Treaty Policy Statement, Ireland's network of Double Taxation Agreements will be updated and enhanced where feasible.
Responsible Body	DFIN / Revenue / DFAT
Delivery	Ongoing
Status	In Progress
Update	<p>DFIN: The benefits of tax treaties have long been established. Originally intended to prevent taxpayers from being taxed twice on the same income, tax treaties are a cornerstone of Ireland's trade policy with our trading partners and are a key element in stimulating trade and investment flows between countries. To continue the expansion and enhancement of the tax treaty network, a prioritisation process has been established for identifying potential partners along with re-engagement with existing partners, and in 2026 in line with Ireland's published Treaty Policy Statement, Ireland's network of tax treaties will be updated and enhanced.</p> <p>DFAT: A Double Taxation Agreement between Ireland and Liechtenstein has been signed by both sides in 2025. To be brought into law in Ireland by Finance Bill 2026.</p>

Objective 2: Deepening and Broadening Ireland's International Engagement

Scaling-up the State's Economic Presence in Key Strategic Locations

Action	DETE and DFAT, as the lead Departments, have requested through the Headquarters Market Team that State agencies review their current overseas footprint to ensure adequate representation and resourcing.
Responsible Body	DETE / DFAT
Delivery	Q4 2025
Status	In Progress
Update	Agencies to consider findings of reviews and discuss with lead department as part of resource planning process.

Enterprise Ireland

Action	Enterprise Ireland to open a new office in Zurich, Switzerland to support and build on commercial opportunities developed by Irish businesses, following on from the opening of 2 new overseas offices in 2025 in Glasgow and Atlanta, Georgia.
Responsible Body	EI
Delivery	Ongoing
Status	Completed
Update	The Swiss office is now open, and personnel are in place in Zurich with work in place towards an official launch in Q1.

Action	Enterprise Ireland will conduct an in-depth review of current footprint to understand budget and additional EI resources required to address the key challenges in responding to the impact of changing trade environment.
Responsible Body	EI / DETE
Delivery	2026
Status	In Progress
Update	Enterprise Ireland will continue to review its overseas footprint to ensure that it remains diversified and aligned with market opportunities and client needs.

Action	Develop strategic approach to support EI clients to strengthen engagement with US customers through new channels, including US landing pads to enable a physical presence in the market.
Responsible Body	EI
Delivery	H2 2025
Status	In Progress
Update	Enterprise Ireland's US team will launch a pilot "landing pad" initiative in Q1 2026. This programme is designed to help companies land faster, scale smarter and win sooner in the US market through an immersive tailored offering which will includes expert advice, coaching and educational sessions.

IDA Ireland

Action	IDA will review its presence overseas including any financial and human resources required.
Responsible Body	IDA
Delivery	Q1 2026
Status	In Progress
Update	On track for completion in Q1 2026.

Action	IDA will review Canada market opportunities and Pathfinder locations.
Responsible Body	IDA
Delivery	Q1 2026
Status	In Progress
Update	IDA will review its presence in locations outlined including any financial and human resources required.

Action	IDA to recruit a new in-market presence in South Korea (Seoul).
Responsible Body	IDA
Delivery	Q1 2026
Status	Completed
Update	A new Executive commenced in South Korea (Seoul) in December 2025.

Bord Bia

Action	Examining current footprint of offices and considering potential need for expansion based on market prioritisation exercise.
Responsible Body	Bord Bia
Delivery	Q4 2025
Status	In Progress
Update	Bord Bia is actively reviewing its global office footprint to ensure its presence aligns with priority markets identified through its market-prioritisation framework, which segments markets by growth potential and strategic importance. This assessment is informing decisions on where expansion or additional in-market resources may be required, strengthening support for clients and enhancing on-the-ground market insight.

Action	Review of updated market prioritisation framework, identify 3 markets of consideration for expanded footprint, and implement a phased approach for implementation of a resource in the market.
Responsible Body	Bord Bia
Delivery	Q4 2025
Status	In Progress
Update	Bord Bia is progressing its updated market-prioritisation framework, shortlisting high-potential markets for possible expansion based on data-driven assessment. A phased rollout plan is now underway, guiding the placement of additional in-market resources to strengthen presence and support client growth.

Action	Increase staff secondment opportunities to enable Bord Bia to mobilise markets and initiate customer opportunities. e.g. Toronto, Canada in 2025 (continuing from Sydney in 2024).
Responsible Body	Bord Bia
Delivery	Q4 2025
Status	Completed
Update	Bord Bia successfully delivered its 2025 secondment programme, deploying colleagues across five priority markets to strengthen in-market capability and accelerate customer engagement. This included placements in Toronto (Multisector), Tokyo (Drinks), Singapore (Dairy), London (Origin Green), and Amsterdam (CIBC), ensuring enhanced local insight and deeper commercial activation.

Action	Working with our in-market teams, ensuring we have sufficient 'feet on the street' consultants in market who can support clients market diversification ambitions.
Responsible Body	Bord Bia
Delivery	Ongoing
Status	In Progress
Update	Bord Bia is actively working with its in-market teams to ensure sufficient 'feet-on-the-street' consulting capacity, strengthening on-the-ground support for clients' market-diversification ambitions.

Action	Review of 'Talent Academy' programme and findings and outputs to be considered. e.g. a new Marketing Fellowship placement in Sydney, Australia in 2025.
Responsible Body	Bord Bia
Delivery	Q4 2025
Status	In Progress
Update	Bord Bia is progressing the review of the Talent Academy and delivered a new Marketing Fellowship placement in Sydney, Australia in 2025, strengthening in-market capability while informing future programme development.

Tourism Ireland

Action	Increase Tourism Ireland's team in US and Canada to facilitate greater activity in new gateway cities.
Responsible Body	Tourism Ireland
Delivery	Ongoing
Status	In Progress
Update	Roles have been scoped out for expanded teams and recruitment will take place during Q1.

Action	Increase Tourism Ireland's consumer marketing and publicity teams in Mainland Europe to implement the findings of the Mainland European Appraisal.
Responsible Body	Tourism Ireland
Delivery	Ongoing
Status	In Progress
Update	Roles have been scoped out for expanded teams and recruitment will take place during Q1.

Action	Increase Tourism Ireland's Global Partnerships team to support industry entry and activity into new and underdeveloped markets.
Responsible Body	Tourism Ireland
Delivery	2026
Status	In Progress
Update	New representatives will be in place in UAE and India by end January 2026. Recruitment for extension of Shanghai based Asia team and Global Partnerships team will be completed by end Q1, 2026.

Action	Additional investment in US and Canada to substantially upweight Tourism Ireland's activity in these markets.
Responsible Body	Tourism Ireland
Delivery	2026
Status	In Progress
Update	€1.45m additional investment in North America secured to facilitate campaign extension to all gateways. Overall Tourism Ireland core US investment increased by 23% in US\$ terms in 2026 and Canada budget increased by 36% in CA\$ terms.

Research Ireland

Action	Consider overseas locations for Research Ireland staff. This would be done in tandem with the DFHERIS International Attachés where a specific domain is identified requiring deep technical focus.
Responsible Body	Research Ireland
Delivery	2026
Status	In Progress
Update	Research Ireland has engaged with DFHERIS to assist with the expansion of the DFHERIS Talent & Innovation overseas attachés into 2026. As Research Ireland develops a revised international strategy, overseas locations to build networks, secure partnerships, and gather insights that inform national policy are being considered.

Action	Develop a strategic approach to developing collaborative research investment funds with international partners.
Responsible Body	Research Ireland
Delivery	2026
Status	In Progress
Update	A framework for identifying and pursuing new partnerships opportunities with leading research agencies and industry clusters is under development.

Action	Establishment of a new international Challenge Funding initiative.
Responsible Body	Research Ireland
Delivery	2027
Status	In Progress
Update	Research Ireland has engaged in the International Joint Initiative for Research Harnessing Disruptive Technologies to Address Global Challenges, a challenge funding initiative involving 10 international funders and led by SSHRC, Canada. Research Ireland will explore new opportunities for partnership development with international agencies to enable new research collaborations in areas of strategic importance to Ireland.

Action	Identify potential joint projects with European Centres of Excellence focused on addressing global grand challenges.
Responsible Body	Research Ireland
Delivery	2027
Status	In Progress
Update	Research Ireland is currently developing an international strategy that will identify priority jurisdictions for developing joint projects with European Centres of Excellence.

Diplomatic and Overseas Network

Action	Review of Attaché posts to assist with its market diversification efforts.
Responsible Body	DFAT / DETE /DAFM / DFIN
Delivery	Q4 2025
Status	In Progress
Update	<p>DFAT: Terms of Reference for the Review has been drafted and circulated by DFAT for discussion with relevant Departments. The Review is expected to conclude in summer 2026. The review will make recommendations based on an analysis of the attaché network, its performance and how it can be optimised for market diversification objectives. The Minister already announced a significant reinforcement to our overseas mission network in December in line with market diversification priorities.</p> <p>DAFM: The appointment of overseas Attachés is aligned with DAFM strategic priorities in terms of exploring, developing and maintaining access for agrifood produce in global markets. DAFM will continue to review the overseas Attaché network in line with these priorities.</p> <p>DFIN: The Department of Finance regularly reviews its network of attaches. These are based in the Perm Rep in Brussels and in a number of other locations. The Department of Finance will continue engagement in the HQMT format, and more broadly as appropriate.</p>

Action	Under Global Ireland 2040, an in-depth review of Ireland's overseas presence with a view to expanding and deepening this presence where needed to support Irish economic priorities.
Responsible Body	DFAT
Delivery	Q1 2026
Status	In Progress
Update	The expansion/deepening of the Government of Ireland global presence will be based on an analysis of how new missions might, inter alia, contribute to the promotion of our economic interests, as well as our values in a changing and uncertain international landscape, the promotion of our culture and in building stronger bridges with our diaspora.

Action	Continue to implement the Global Citizens 2030 commitment to appoint six Talent and Innovation Attachés by 2030, with a further four such positions to be identified in addition to already in place in Boston and San Francisco.
Responsible Body	DFHERIS
Delivery	2026
Status	In Progress

Action	Develop a more targeted international scholarship programmes to better align with strategic priorities and markets.
Responsible Body	DFHERIS
Delivery	H2 2025
Status	In Progress
Update	DFHERIS has completed a review of existing scholarships containing recommendations to bring programmes into greater alignment with departmental and whole of government priorities. It is expected that the Review will be published in early 2026.

Action	Establish a programme to attract established and rising star researchers to Ireland. The initiative will fund research on a number of thematic areas reflecting key economic and societal priorities.
Responsible Body	DFHERIS / Research Ireland
Delivery	Q3 2025
Status	Completed
Update	<p>DFHERIS: In July 2025 Minister for Further and Higher Education, Research, Innovation and Science, James Lawless, announced the launch of Global Talent Ireland, a bold new initiative to attract outstanding international research leaders to Irish Higher Education Institutions and public research bodies. Managed by Research Ireland on behalf of the DFHERIS, Global Talent Ireland will support the recruitment of both mid-career rising stars and established research leaders.</p> <p>Research Ireland: Global Talent Ireland 2025 launched on 18th July 2025. Over 170 Expressions of interest were received through the first call, with more than 70 progressed to the review stage. Results are expected by end of Q2 2026.</p>

National Standards Authority of Ireland

Action	NSAI to explore offering services to Asian companies to obtain CE and MDSAP markings for their medical device products to sell into the European market.
Responsible Body	NSAI
Delivery	Ongoing
Status	Not Started

Enhance Joint Economic Commissions

Action	Maintain active JECs with China and South Korea; reactivate the JEC with Saudi Arabia.
Responsible Body	DETE / DFAT
Delivery	Ongoing
Status	In Progress
Update	JECs with China and UAE were held in 2025. South Korea has expressed their desire that the next JEC, in Dublin, be held in 2027. Planning for a Saudi Arabia JEC has been initiated but with the EU presidency in 2026, it is unlikely that this JEC will take place in 2026. Ongoing communication will continue in advance of planning the next JEC.

Action	Implement the new JEC with the UAE established in April 2025, including a first meeting in 2025.
Responsible Body	DETE / DFAT
Delivery	Q4 2025
Status	Completed
Update	The first meeting of this JEC was held in Dubai on the 10th of December 2025. The JEC was held in parallel with a multi-Ministerial trade mission to the UAE. The extensive multi-ministerial engagement around the JEC added strong added-value to the formal mechanism.

Action	Implement the Government Action Plan on Enhancing Engagement with India and continue working towards a new JEC with India.
Responsible Body	DFAT / DETE
Delivery	Ongoing
Status	In progress
Update	The Irish Embassy in New Delhi is engaging with Indian Ministry of Commerce to receive final approval from the Indian Cabinet on the establishment of the Joint Economic Commission. Following meetings between Irish and Indian Ministers on 16 and 18 February respectively to discuss the matter, it is hoped that the final JEC agreement will be approved for signing in a number of weeks. The recently concluded EU-India Free Trade Agreement and the advice of the Ireland India Economic Advisory Panel (comprising some of India's leading entrepreneurs) on how to enhance our economic relations, will greatly add to the value of the JEC and to the strengthening of our economic relationship with India.

Develop New Ireland Houses as Major Promotional Platforms in Key Locations

Action	Building on the recent successes of new Ireland Houses in New York, Tokyo, Singapore, Shanghai, Chicago and elsewhere, deliver ambitious Ireland House projects in London, Toronto, Milan, Lyon and Madrid (expected completion by 2027), as focal points for, inter alia, in-market promotional activity.
Responsible Body	DFAT / DETE / EI / IDA / Bord Bia
Delivery	Ongoing
Status	In Progress
Update	<p>DFAT: London and Toronto property development projects expected to be completed in Q4 2027. A property search is ongoing in Milan for suitable premises and lease negotiations are ongoing in Madrid.</p> <p>EI: Enterprise Ireland is working collaboratively on new Ireland Houses where the client need and demand meet the threshold for a long-term commitment in a market.</p> <p>Bord Bia: Bord Bia is reviewing Ireland House proposals based on market prioritisation assessments and client needs.</p> <p>IDA: IDA Ireland is working collaboratively on new Ireland Houses where business demand meets the threshold for having a presence in a particular market.</p>

Action	Continue the review and rollout of the Ireland House model in strategic locations and key markets overseas.
Responsible Body	DFAT / DETE / EI / IDA / Bord Bia / Tourism Ireland
Delivery	Ongoing
Status	In progress
Update	<p>DFAT, together with the relevant State Agencies, is considering other strategic locations and key markets overseas where opportunity to develop new Ireland Houses could arise; discussions expected to take place with relevant State Agencies and line Departments in 2026 and beyond. These will be considered as a package under Global Ireland 2040.</p> <p>Tourism Ireland: Discussions are ongoing with live engagement on Ireland House Milan and Madrid currently.</p> <p>EI: Enterprise Ireland is working collaboratively on new Ireland Houses where the client need and demand meet the threshold for a long-term commitment in a market.</p> <p>Bord Bia: Bord Bia is reviewing Ireland House proposals based on market prioritisation assessments and client needs.</p>

Enhance Trade and Economic Focus in Regional and Other Internationally Focused Strategies

Action	Include market diversification as a key pillar of the new regional strategies to be developed under Global Ireland 2040.
Responsible Body	DFAT
Delivery	2026-2027
Status	In Progress
Update	Global Ireland 2040 is well-advanced, led by the Department of the Taoiseach. A number of regional strategies are currently in development and under consultation across Government Departments. Regional strategy development is being actively informed by this Action Plan.

Action	Market diversification to be included as an objective of the new International Sports Diplomacy Strategy.
Responsible Body	DFAT / D/CCS
Delivery	Q4 2025
Status	In Progress
Update	Ireland's new International Sports Strategy was launched on 24 February 2026. The new strategy is highly aligned with the Action Plan – priorities in the strategy on leveraging sport to raise Ireland's international reputation, connecting with our diaspora, targeting strategic opportunities for international partnership and collaboration and maximising the economic value of sport.

Action	Consider through the upcoming Diaspora Strategy how best to partner with diaspora business organisations to scale-up Irish businesses in strategically important locations in conjunction with the Local and Regional Market Teams.
Responsible Body	DFAT / DETE / EI / Bord Bia
Delivery	Ongoing
Status	In Progress
Update	<p>DFAT: Extensive consultations with stakeholders under the business pillar of the strategy have concluded. Consultations included senior business representatives and State Agencies at home and abroad. Drafting well underway. The Strategy is on track to be launched in April 2026.</p> <p>EI: Enterprise Ireland is engaging collaboratively and sharing best practice to support a strategic approach to diaspora partnering.</p> <p>Bord Bia: Bord Bia is reviewing this.</p>

Action	Develop a more strategic approach to engagement with Irish connected business leaders and high-level decision makers based overseas, along the lines of the Strategic Economic Advisory Panel (SEAP) in the United States.
Responsible Body	DFAT / DETE / EI
Delivery	Ongoing
Status	In Progress
Update	<p>DFAT: Very constructive feedback in consultations with private sector and State Agencies in October 2025 feeding into the business pillar of the Diaspora Strategy. Drafting well underway. DFAT will finalise with Depts and agencies before Strategy launch April 2026. Initiatives such as the Ireland-India Economic Advisory Panel connect Irish Public and Private sector leaders with some of India's most influential entrepreneurs to ensure Irish businesses have the knowledge and support to take advantage of the strengthened economic relationship with India, especially in light of the recently agreed EU-India FTA.</p> <p>EI: Enterprise Ireland is engaging collaboratively and sharing best practice to support a strategic approach to diaspora partnering.</p>

Objective 3: Delivering Trade and Tourism Missions for Strategic Impact

Re-start the Team Ireland Trade Mission Week and Advance Further Multi-Minister Trade Missions

Action	Restart the Taoiseach-led Team Ireland Trade Mission Week to focus on key markets for Market Diversification with Canada the selected location for late 2025.
Responsible Body	DETE / DFAT / Whole-of-Government
Delivery	Q4 2025
Status	In Progress
Update	DETE: Planning is ongoing to deliver a Team Ireland Trade Mission in 2026, however due to the timing of the EU presidency, there is a possibility, for practical reasons, this might become a multi-Minister Trade Mission. Planning has begun for a Q2 trade mission to Canada or Paris which might meet this deliverable.

Action	Agree plans for future Team Ireland Trade Mission Weeks in 2026 and 2027 in early course to enable long-term planning.
Responsible Body	DETE / DFAT / Whole-of-Government
Delivery	Q4 2025
Status	In Progress
Update	DETE: Discussion for any future Team Ireland Trade Mission locations will be progressed and agreed for 2027 at a HQMT.

Action	Deliver a multi-Minister trade, tourism, cultural and research/innovation missions to EU Single Market.
Responsible Body	DETE / DFAT / Whole-of-Government
Delivery	Q2 2026
Status	In Progress
Update	DETE: Planning in progress.

St. Patrick's Day 2026

Action	Deliver on the planned trade and tourism missions for 2025.
Responsible Body	DETE / EI / IDA / Tourism Ireland / Bord Bia / DAFM
Delivery	Ongoing
Status	In Progress
Update	<p>Tourism Ireland: Work is ongoing and already this year Tourism Ireland hosted three events during An Taoiseach's visit to China. Minister Burke visited US (New York) with Tourism Ireland in February for a series of engagements with senior tourism leaders. A full list of potential events has been submitted for consideration.</p> <p>EI/IDA: Enterprise Ireland and IDA partnered with colleagues across government to participate on a full schedule of trade missions in 2025.</p> <p>DAFM: During 2025 Minister Heydon led Trade Missions to the US, South Korea and Japan, while Minister of State Dooley led a Trade Mission to China and Minister of State Grealish led a visit to Mexico and took part in a number of trade promotion events as part of the G20 visit to South Africa. Trade Missions took place in collaboration with Bord Bia and Enterprise Ireland and included Government to Government meetings and meetings with key political figures to discuss bilateral cooperation and explore opportunities to progress market access for Ireland's high quality, sustainably produced food, fish and beverages. Trade Missions also included key client and stakeholder engagements and a range of Trade Exhibitions including the World EXPO in Osaka, Japan, Seafood Trade Fair in Qingdao, China and the Seoul Food Exhibition in South Korea. A number of trade events in Europe also saw Ministerial attendance, such as the Seafood Expo in Barcelona, Anuga in Cologne and the Bord Bia Trade Receptions in London and Paris.</p>

Action	Agree an ambitious Ministerial-led trade and tourism plan for 2026 to be discussed at the HQMT.
Responsible Body	DETE / EI / IDA / Tourism Ireland / Bord Bia / Research Ireland
Delivery	Q1 2026
Status	In Progress
Update	<p>EI/IDA: Enterprise Ireland and IDA have submitted to DETE for review, a full schedule of trade missions for 2026 to support market diversification.</p> <p>Tourism Ireland: Work is ongoing and already this year Tourism Ireland hosted three events during An Taoiseach's visit to China. Minister Burke will visit US (New York) with Tourism Ireland in February for a series of engagements with senior tourism leaders. A full list of potential events has been submitted for consideration.</p>

Action	Develop a list of high impact events hosted in Ireland in 2026 suitable for in-bound trade visits and consider how to ensure high level overseas business engagement.
Responsible Body	EI / IDA / Bord Bia / Tourism Ireland / InterTradelreland / DETE / DFAT / DAFM / DFIN
Delivery	Q1 2026
Status	In Progress
Update	<p>EI: Enterprise Ireland will support as appropriate and in line with mandate.</p> <p>Tourism Ireland: Over 200 leading tour operators from around the globe will attend Meitheal - Ireland's largest tourism trade event for international buyers in Killarney in March.</p> <p>InterTradelreland: As part of the Shared Island Enterprise Scheme, InterTradelreland, alongside Enterprise Ireland and Invest NI attracted the international TCI Conference to Ireland, hosted in Dublin in November 2025.</p> <p>BordBia: 2026 Trade Plans agreed.</p> <p>DFIN: D/Fin will continue to support this activity through active participation in HQMT meetings and wider relevant activity.</p> <p>IDA: IDA Ireland will support as appropriate and in line with mandate.</p>

Action	Deliver a Research and Innovation Trade Mission to a priority market.
Responsible Body	DFHERIS / Research Ireland
Delivery	Q2 2026
Status	In Progress

Action	Increased focus on key priority and emerging markets as part of the 'Promoting Ireland Programme' for St. Patrick's Day 2026.
Responsible Body	DFAT
Delivery	Q1 2026
Status	In Progress
Update	Cabinet has approved the 2026 programme. The programme includes 40 Ministerial and State representatives visiting 50 countries. The destinations reflect increased focus on key priority and emerging markets. Key messages (being finalised) place and increased strong emphasis on trade and investment and on market diversification objectives.

Maximise the Value of Trade and Tourism Missions to Optimise their Effectiveness and Future Delivery

Action	Review of how trade missions and tourism missions are formulated and targeted via the HQMT, to ensure that Ministerial time is allocated to our key sectors and markets and that work across Government Departments is fully coordinated.
Responsible Body	DETE / IDA / EI / Tourism Ireland / DFAT / DAFM / Bord Bia / DFIN
Delivery	Q4 2025
Status	In Progress
Update	<p>DETE: Discussion with Department and agencies on Trade Missions planning and how to maximise Ministerial time will be on the agenda of the HQMT in 2026.</p> <p>Tourism Ireland: Work is ongoing and already this year Tourism Ireland hosted three events during An Taoiseach's visit to China. Minister Burke will visit US (New York) with Tourism Ireland in February for a series of engagements with senior tourism leaders. A full list of potential events has been submitted for consideration.</p> <p>DFIN:D/Fin will continue to support this activity through active participation in HQMT meetings and wider relevant activity.</p> <p>DAFM: DAFM Trade Missions are planned in consultation with Bord Bia and Enterprise Ireland colleagues and in line with identified global market opportunities for Irish agri-food exports. DAFM also participates at HQMT meetings to ensure trade mission planning is aligned with overall Team Ireland objectives, relevant Global Ireland Strategies and associated strategy commitments for the agri-food sector.</p>

Action	Consider opportunities to add research elements to existing trade missions.
Responsible Body	DETE / DFAT / Research Ireland
Delivery	Q4 2025
Status	In progress

Objective 4: Enhancing Domestic Readiness for Economic Engagement and Partnership

Key Sectoral Strategies

Action	InterTradelreland, in partnership with Enterprise Ireland and Invest Northern Ireland, in delivery of the Shared Island Enterprise Scheme (2025–2027) will support the development and scaling of all-island clusters in priority sectors to develop the scale and export potential of associated businesses.
Responsible Body	InterTradelreland / EI / Invest NI
Delivery	2026–2027
Status	In Progress

Action	InterTradelreland will continue to deliver collaborative cross-border Innovation Programmes. These will provide support across manufacturing and tradeable services sectors to overcome technical or innovation related challenges that limit a SMEs ability to scale, improve productivity, or compete effectively within their own markets.
Responsible Body	InterTradelreland
Delivery	Ongoing
Status	In Progress
Update	InterTradelreland's suite of innovation programmes such as Innovation Boost and Business Explorer continue to help businesses to scale their business through cross-border collaboration, increasing productivity and sustainability.

Action	In the preparation of, and subsequent implementation of, the 2026 strategy for international financial services, consider further opportunities for Market Diversification.
Responsible Body	DFIN / IDA
Delivery	2026
Status	In Progress
Update	<p>DFIN: Many responses to the Ireland for Finance public consultation (closed in Q3 2025) have highlighted the importance of both establishing and deepening international relationships in financial services. While the strategy is still in development, this will be an important consideration to be reflected in the strategy. As members of the Ireland for Finance Joint Committee, wider shared government groups such as HQMT and through direct bilateral engagement, D/ETE and D/FAT help inform both the development of and subsequent implementation of the new international financial services strategy by the Department of Finance.</p> <p>IDA: IDA is committed to supporting the Irish Government in its development and publication of a strategy for the Financial Services Sector to 2030.</p>

Action	Accelerate the modernisation of visa service delivery to ensure an efficient, fair and predictable visa process that facilitates timely inward travel to Ireland for business, including attracting critical and high value workers, education and tourism. This should deliver faster and more consistent turnaround times, improved communication and targeted services for business applicants.
Responsible Body	DJHAM
Delivery	Ongoing
Status	In Progress
Update	AVATS (online visa system) continues to be updated and improve the customer experience. Online payments pilot is live for certain regions of the world and will continue to be rolled out in due course.

Action	Develop the single permits process and digitisation of the permits process to ensure service integration and delivery improvements.
Responsible Body	DETE / DJHAM
Delivery	2027
Status	In Progress
Update	<p>DETE: Employment Permits Online launched in April 2025. This portal-based system has made the application process easier, more secure, and more intuitive, resulting in a more streamlined processing experience for applicants. It sits on a Microsoft Power Platform which is based on similar technologies that the Department of Justice, Home Affairs and Migration's (DJHAM) IT systems are expected to move to and will support the infrastructure required for a single application process across the two departments. Work on Employment Permits Online Phase 2 including potential use of disruptive technologies to maximise efficiency gains from digitisation commenced in December 2025 and is scheduled to be completed in Q2 2026. Engagement with D/JHAM in terms of single application procedure and close co-operation on operational issues is on-going. The modernisation and integration of the IT systems in both departments is integral to delivering this integration project. These developments mark a necessary and significant step towards a more integrated and efficient employment permit and visa system and will strengthen Ireland's reputation as an attractive place to work and do business.</p> <p>DJHAM: ISD modernisation unit continue to engage with all stakeholders to provide updates and ensure the project moves smoothly into Phase 2, Implementation. An early Benefits analysis has started. A unified overarching process incorporating both Immigration and DETE procedures is being mapped. Meetings scheduled with DETE (operations and IT) to scope out deliverables for 2026.</p>

Action	Increase investment and resources to support faster processing of legal migration visas and permissions.
Responsible Body	DJHAM
Delivery	Ongoing
Status	In Progress
Update	ISD modernisation project continues. Restructuring units into work streams allows for better alignment of resources and improved service to customers. First function to be stood up by end of Q1. with continued rollout over 2026.

Action	Urgently examine and introduce expedited visa options for high-demand sectors to facilitate quicker entry for skilled professionals as foreseen in the Programme for Government.
Responsible Body	DETE / DJHAM
Delivery	Ongoing
Status	In Progress
Update	<p>DETE: In advance of fully implementing a single application procedure for employment permits and immigration permissions, officials in both DETE and DJHAM are actively examining options to expedite visa processing for critical skills employment permit holders in high-demand sectors.</p> <p>DJHAM: Engagement underway with DETE, data exchange already begun to identify sectors before a solution can be implemented.</p>

Action	NSAI provides Irish construction companies with CE and UKAS approvals for construction products which increases the attractiveness of Irish products into the UK market.
Responsible Body	NSAI / EI /DETE
Delivery	Ongoing
Status	In progress

Action	Expand the BIM service to provide an accredited offering to Irish construction firms to enable them to tender for European projects.
Responsible Body	NSAI
Delivery	Ongoing
Status	In Progress

Action	Through the estimates process, seek funding for additional activity to grow Business Events, to boost both tourism SMEs and the wider economy.
Responsible Body	Tourism Ireland
Delivery	2026
Status	In Progress
Update	€150k additional funding secured for Business Events that will increase the sales platform activity of SMEs overseas. Terms of Reference are currently being developed.

Action	Engage fully across government on the implementation of the Action Plan on Competitiveness and Productivity.
Responsible Body	Whole-of-Government
Delivery	Ongoing
Status	In Progress
Update	The Action Plan is in the implementation phase, with regular updates provided at SOG. A first progress update will be prepared to inform discussions at a Competitiveness Summit that is provisionally scheduled for July.

Action	Engage fully on the implementation of the Action Plan on Collective Bargaining which the Government will deliver in 2025.
Responsible Body	DETE
Delivery	2025
Status	In Progress
Update	<p>The Action Plan to Promote Collective Bargaining was published on 5 November 2025. It was developed in close consultation with ICTU and IBEC and sets out 22 targeted actions across five key pillars. These are:</p> <ul style="list-style-type: none"> • Understanding the impacts of collective bargaining through enhanced research and data collection. • Empowering and encouraging participation via capacity-building programmes and recognition initiatives. • Promoting awareness and best practices without legislative overreach. • Protecting the rights of workers and trade union representatives through legal reviews and safeguards. • Supporting the Workplace Relations Commission and Labour Court with digital innovation and institutional strengthening. <p>A scoping exercise is underway to provide best consideration of resources available and stakeholders to be included as part of each of the action items contained in the Action Plan. The Action Plan will be implemented in phases, with a mid-term review scheduled for 2028 to ensure responsiveness to evolving labour market conditions. It also includes a robust monitoring framework to track progress and impact.</p>



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