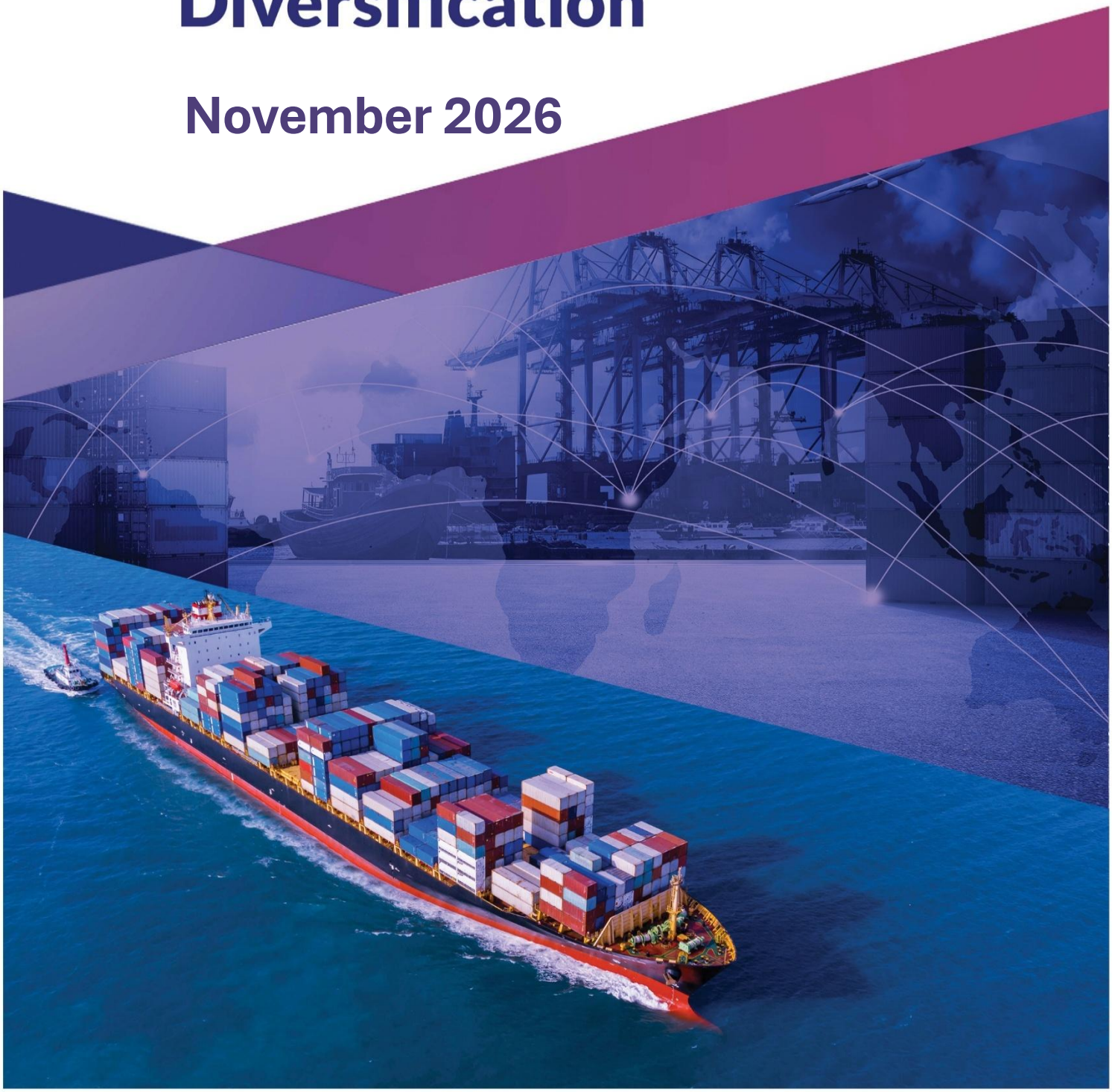
Rialtas na hÉireann
Government of Ireland

Implementation Progress Report for

Government Action Plan on Market Diversification

November 2026



Foreword by Minister for Enterprise, Tourism and Employment



I am pleased to introduce this second update on the implementation of the Government Action Plan on Market Diversification.

One year on from the launch of the Action Plan, the work undertaken across Government is delivering tangible results. The commitments set out in the Plan are helping to strengthen Ireland's international economic connections, support enterprise growth and identify new opportunities in a rapidly changing global marketplace.

This report highlights the progress achieved over the past reporting period and demonstrates the continued commitment of Departments, agencies and stakeholders to the successful delivery of the Plan. While implementation remains ongoing, a substantial body of work has now been completed, with further measures advancing across all areas of activity.

Particular progress has been made in expanding support for businesses seeking to develop new export opportunities, enhancing Ireland's engagement in key international markets, strengthening the impact of trade and tourism missions, and ensuring that the domestic environment remains conducive to sustainable economic growth.

The outcomes outlined in this report reflect the dedication and expertise of colleagues throughout Government, State agencies and Ireland's diplomatic and trade network. Their efforts have helped translate the objectives of the Action Plan into practical initiatives that are delivering benefits for businesses and supporting Ireland's long-term economic interests.

As implementation continues, the focus will remain on delivering the remaining commitments, building on the achievements already secured and responding effectively to evolving global economic developments. The progress outlined in this report provides confidence that Ireland is well positioned to strengthen its international reach and to capture opportunities for future growth.

I would like to thank all those involved in delivering the Action Plan and look forward to continuing this important work in the period ahead.

Peter Burke, TD
Minister for Enterprise, Tourism and Employment

Foreword by Minister for Foreign Affairs and Trade



The second progress report on implementing the Government Action Plan on Market Diversification demonstrates significant progress in implementing measures across each of the Plan's four strategic pillars.

The Action Plan was launched last year against the backdrop of a changing and volatile international trading environment. We must plan on the basis that the global economy will continue to have a higher degree of uncertainty than has been the case previously.

It is therefore vital that we continue to focus on measures that enhance our national economic resilience. Supporting our companies in their market diversification ambitions through this Action Plan is a core element of the Government's response to these changed circumstances.

Since the last progress report in March, Ireland has assumed the rotating Presidency of the Council of the European Union. Our Presidency is prioritising competitiveness, values and security. I am pleased to note that a number of relevant actions have been progressed at EU level under our Presidency. This includes continued work on the One Europe, One Market Roadmap, substantial advances on new Free Trade Agreements and progress on the Single Market Strategy. These measures will enhance the EU and Ireland's competitiveness and trading position in years to come.

In March, we delivered the biggest ever St Patrick's Day "Promoting Ireland" Programme with a determined focus on market diversification. 38 representatives of the State carrying out 73 programmes in 129 cities, across 48 countries.

We continue to strengthen our capacity abroad. In May, the Government agreed to deploy new "Innovation Attachés" to key locations – France, Germany, Britain, Singapore and South Africa. These new positions, in addition to the existing Innovation Attaché positions in the US, will support deeper collaboration between Ireland and the world's most innovative eco-systems.

The new Diaspora strategy and the new Sports Diplomacy Strategy published since the last Progress Report both include strong commitments to invest in Ireland's business diaspora, recognising the important role our business diaspora can play in supporting Irish companies accessing and scaling in new markets.

These are just some examples from the past six months that complement the many more medium-term actions that continue as planned. Plans and strategies are only as strong as implementation, so I want to commend those involved across the Government Departments and Agencies for the constant attention to delivering this Action Plan.

Helen McEntee

Helen McEntee, TD
Minister for Foreign Affairs and Trade

Objective 1:
Supporting Exporting Businesses and Market Access

Enhanced Agency Supports and Focus on Market Diversification

Action 1	Establish a Market Diversification and Resilience Fund.
Responsible Body	DETE
Delivery	Ongoing
Status	Active
Update	**DETE:** In the face of unprecedented global economic uncertainty, EI launched two new grants to support Enterprise Ireland client companies. The new supports will help companies to develop tariff mitigation strategies and to be market diversified. They are: • 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. **Enterprise Ireland**: This action is ongoing with the two new schemes active.

Action 2	**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	**DETE** continues to examine tax options to support business. This work includes analysis on options to enhance the R&D Tax Credit and proposals to support innovation in the context of Budget 2027. **IDA** continues to advocate for a dedicated digitalisation provision within the EU state aid framework. In July, the European Commission approved a targeted support scheme for energy intensive manufacturers. Amendments to the Industrial Development Acts will provide greater flexibility to the agency in offering consultancy supports to client companies. **Enterprise Ireland** is ready to work collaboratively with DETE and colleagues when this review commences.

Action 3	**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	**DETE**: An update on progress of the Action Plan, as well as the report from the Cost of Business Advisory Forum will be published in Q3 2026. **DFAT** continues to engage with the recommendations of the Draghi and Letta reports, and prioritise the delivery of the agreed One Europe, One Market Roadmap's EU competitiveness initiatives during our EU presidency. These initiatives will greatly improve the enabling conditions outlined above. In this context, we will continue to support efforts to simplify EU rules and regulations to create a smarter, simpler for streamlined regulatory framework at the EU level, which can help to support cost combativeness of businesses and support infrastructure delivery.

Action 4	**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 'Sustaining Enterprise Fund, supporting company growth plans, leveraging diversification and productivity subject to EU State Aid regulations.**
Responsible Body	EI / DETE
Delivery	2026
Status	Paused
Update	**DETE/EI:** Not currently relevant.

Action 5	**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	During H1 **Tourism Ireland** attended ILTM (International Luxury Travel Market) APAC in Singapore with industry partners, commenced a co-operative marketing campaign with Trip.com and undertook a China Sales Blitz in May that has generated €3.25m in revenue return for the industry partners that participated. In total 104 Island of Ireland SMEs participated in Global Partnership activities with Tourism Ireland in H1.

Action 6	**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	**Tourism Ireland** Spend committed year to date includes attendance at Routes Asia with many positive meetings about new and extended access from China, India and Japan with subsequent confirmation of the new service with China Eastern from Shanghai to Dublin commencing in July 2026. Spend also committed to maximising the opportunities presented by expanded services with Hainan Airlines from Beijing to Dublin and regional access from Mainland Europe to airports along the Wild Atlantic Way.

Action 7	**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	Active
Update	**Tourism Ireland** Additional Funding has allowed for year-round activity in Germany and France implementing the new Strategy for Mainland Europe that targets growth in revenue from Mainland Europe from a baseline of €2bn to €3bn by 2031. Additional funds have also been used to extend campaign activity in to high revenue markets such as Norway and Switzerland in line with access developments. CSO data shows that €687 million was generated in visitor revenue from Mainland Europe from January - May this year representing an increase of +27% in the first five months of 2026, or €146 million more than in the same period in 2025. The Storymakers of Europe summit took place in June bringing 60 of Europe's best travel journalists, presenters and content creators to Ireland where they met 150 local businesses and shared their stories of Ireland with a direct audience of 9.5m and a syndicated reach potential of 250m.

Action 8	**Pivot InterTradeIreland'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	InterTradeIreland
Delivery	H2 2025
Status	Active
Update	**InterTradeIreland** continues to promote its Market Diversification Support through targeted Trade Hub awareness campaigns in 2026. In Q1, a social media campaign focused on the message, 'Looking for answers to trade cross-border?', while also promoting webinars on hybrid cross-border employment and commodity codes, goods classification and rules of origin. The campaign encouraged businesses to also access one-to-one expert trade advice and featured customer testimonials showcasing the benefits of the Trade Hub. Promotional activity will continue through Autumn 2026.

Action 9	**Provide specialist technical advice to businesses on trade matters impacting the island will continue to be available to businesses through this service at no cost.**
Responsible Body	InterTradeIreland
Delivery	Ongoing
Status	Active
Update	Through the **InterTradeIreland** 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 10	**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** is continuing with the process to identify suitable locations and appropriate land banks to accommodate the development of this Next Generation Sites. Given the scale of land and requisite infrastructure to fully develop an NGS, IDA is also continuing the engagement with the relevant stakeholders to deliver same. It is envisaged that the sites will be developed over a 5-10 year pipeline.

Action 11	**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	Active
Update	**DETE:** The latest report from the National Competitiveness and Productivity Council was published in July, which outlined a series of recommendations in relation to national competitiveness. The 3rd competitiveness summit also took place in July, with presentations on the Action Plan and the latest Challenge report. **DFAT**: National and EU competitiveness are at the heart of Ireland's EU Presidency agenda. We continue prioritise delivery of critical competitiveness files, ensuring that files such as the Savings and Investments Union, EU inc., the Industrial Accelerator Act, the Fair Labour Mobility Package, the European Research Area Act and the Omnibus simplification packages continue to be prioritised at the EU level, as called for by the One Europe, One Market Roadmap.

Action 12	**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	**IDA** Global Marketing & Communications Department continues to market Ireland as a location for FDI across its existing and emerging markets within its existing budget allocation. 2027 estimates process is currently underway.

Action 13	**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	Active
Update	**NSAI** participated in Discussion Panel at EI Event on Construction Materials Forum on 12 June 2026. **NSAI** BIM Department have met with EI Housing Delivery Unit (HDU) to explore how existing EI offerings can be tailored to support construction companies adopting BIM standards and preparing for certification. EI HDU have prepared a proposal on this and are awaiting internal sign-off. Pilot phase expected to commence Q3 2026. **NSAI** Standards hosted an SME focused Event on the role of Standards & Certification in Cyber resilience. This was supported by EU Small Business Standards and an ETSI EU project. It was hosted in the EI-funded 'Collaboratory' facility in TU Dublin Blanchardstown. National and international speakers were involved and this included a presentation from Enterprise Ireland on supports available and from NSAI Standards and NSAI Certification on support and guidance opportunities for SMEs. **NSAI** Business Excellence has expanded its service offering to support Irish businesses responding to increasing international sustainability and climate related requirements. In 2026, NSAI successfully completed its initial assessment for accreditation to ISO/IEC 17029:2019 for greenhouse gas (GHG) verification services, enabling organisations to obtain independent verification of environmental information and strengthening the supports available to Irish SMEs seeking access to markets where climate and sustainability credentials are becoming a key requirement. **NSAI** will work collaboratively with EI to further address this action. **Enterprise Ireland** maintains a collaborative relationship with NSAI to influence standards across Innovation, Sustainability and Digitalisation.

Action 14	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 waiting to review the success of the US landing pads initiative, along with the new scaling initiative and pending the outcome of these and availability of additional budget we may or may not submit a request.

Action 15	Explore and develop approach to key sectoral opportunities across existing priority markets.
Responsible Body	EI
Delivery	Q4 2025
Status	Active
Update	**Enterprise Ireland** Sectoral teams and overseas teams are engaging to agree key sectoral opportunities for 2026 and beyond, and prioritising in market events and supports for maximum impact.

Action 16	**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:** In June 2026, the Headquarters Market Team endorsed a common approach to economic studies, including a pipeline of projects. An Ireland-Mexico study, tracking entry into force of the EU-Mexico Modernised Global Agreement, is being finalised. A study for South Africa, Kenya and Nigeria is underway. An economic study of Ireland-India trade and investment opportunity, following the Free Trade Agreement earlier this year, has also commenced. Further studies are foreseen in 2027. The overall approach will be considered by the Government Trade Forum at a future meeting in H2 2026.

Action 17	**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 advancing a more coordinated approach to sector strategy development to strengthen the position of Irish companies within key growth sectors and major investment programmes. The Sectoral Strategy Review 2026 brought together teams from across the organisation to assess existing sector strategies, share insights and identify priorities. A new three-tier framework is being employed: participation in Government-led national strategies; development of medium-term Sector and Market Roadmaps; and longer-term Enterprise Ireland-led Sector and Market Strategies focused on priority sectors such as Data Centres, Lifesciences, Aviation/Aerospace, Semiconductors and Dairy. The review is a continuous process involving Senior Leadership across the organisation with a shared objective to improve strategic alignment, coordination and oversight of sector development priorities across the organisation. **IDA** is currently supporting the development and implementation of a number of National Strategies including Ireland's National Semiconductor Strategy, Silicon Island, the National Digital and AI Strategy, Connecting our People, Securing our Future and a new Strategy for Life Sciences.

Action 18	**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	Active
Update	**IDA:** The Agency continues to use Ireland's National Semiconductor Strategy, Silicon Island, as a platform to support market diversification and attract semiconductor investment from new international partners, including across Asia. During the reporting period, IDA Ireland advanced targeted international engagement and business development in priority markets and represented Ireland at key semiconductor industry events in Europe, helping to strengthen industry relationships and promote Ireland's value proposition. In collaboration with DETE and ecosystem partners, IDA Ireland hosted prospective investor visits to showcase Ireland's strengths across industry, research, skills and infrastructure. IDA Ireland continues to work with Government, industry and academia, including Tyndall National Institute, to strengthen the semiconductor ecosystem, support skills and talent development, and promote Ireland's pilot-line and research capabilities. IDA Ireland is also advancing cross-functional readiness across policy, property, regional development, skills and business development to strengthen Ireland's ability to respond to future semiconductor investment opportunities and RFIs. **Enterprise Ireland:** I-C3, Ireland's National Chips Competence Centre became fully operational in Q2 2026, completing its core appointments. EI appointed the I-C3 Programme Lead on 1 June 2026. Its first Advisory Board meeting was held at NovaUCD on 9 June 2026. I-C3 launched its Semiconductor Funding Support Services at Enterprise Ireland headquarters on 26 March 2026 at a workshop with Irish semiconductor founders, investors, experienced entrepreneurs and policymakers. I-C3 has delivered two online seminars for more than 450 attendees and two in-person workshops and continues to roll out a sector-wide training calendar. Through its business hub at NovaUCD, I-C3 provides dedicated venture managers to connect local innovators directly with international deep-tech venture investors. **Research Ireland:** The Rinn Semiconductors Centre was established in June 2026 enhancing Ireland's research and innovation capabilities in advancing next-generation semiconductor technologies through heterogeneous integration, chiplet-based architectures, and advanced packaging. The Rinn Semiconductors Centre addresses one of the most critical challenges in modern electronics: the slowdown of traditional semiconductor scaling. Its research focuses on enabling heterogeneously integrated systems which combine chiplets and advanced packaging technologies to deliver higher performance, efficiency, and system-level flexibility. The Centre is structured around interconnected research domains that link foundational science to real-world technologies. Rinn Semiconductors will actively work with industry partners across SMEs and multinational companies to deliver next-generation semiconductor technologies, while strengthening international collaboration opportunities and supporting the ambitions of the National Semiconductor Strategy.

Action 19	**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	**Enterprise Ireland** continues to work closely with the Department of Enterprise, Tourism and Employment (DETE) on the delivery of the National Lifescience Strategy, including active participation in Consultative Fora and Working Group meetings. Further support is provided in contributing to strategy and foresight reports from external providers. The Agency is supporting the strategy development process through stakeholder inputs and client participation across key areas such as R&I, patient engagement, regulatory affairs, talent, skills and sustainability. The strategy is scheduled for launch in October 2026. **DETE** Life Sciences and Space Enterprise Policy Unit was established within the Department in January 2026. Since then, extensive stakeholder engagement has taken place. This has included a public consultation conducted last year, which received 75 submissions. In addition, three consultative forums were held, bringing together representatives and leaders from the Irish life sciences sector, Government Departments, public bodies, and research organisations to inform discussions on strategic priorities. A joint Ministerial event was held with the Department of Health in June which sought stakeholders' views on how to strengthen Europe's competitiveness in life sciences. To support the development of the strategy, a cross-departmental High-Level Steering Group and a Working Group have been set up. Both groups have met three times since their establishment. An external consultant has also been engaged to carry out a foresight analysis of the sector through to 2040, which is currently being drafted. The strategy is expected to be published later this year. **IDA** continues to proactively engage with DETE on the development of a National Life Sciences Strategy.

Action 20	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	**IDA**: Digital Ireland – Connecting our People, Securing our Future was published in February 2026 and has been broadly welcomed by industry. Building on previous Digital and AI strategies, and reflecting the pace of technological change, it sets out Ireland's ambition to remain at the forefront of digital transformation through 20 high-level objectives and 90 supporting actions across Government. The strategy positions Ireland as a leading hub for digital innovation and responsible AI, underpinned by talent, infrastructure and international collaboration. IDA Ireland's strategy is closely aligned through its role in attracting future investment, supporting digital transformation and skills, and strengthening Ireland's global competitiveness. **Enterprise Ireland** continues to work closely with the Department of Enterprise, Tourism and Employment (DETE) on the delivery of the National Digital and AI Strategy, including active participation in the Steering Group guiding the development of the Sectoral Strategy for AI in Enterprise. The Agency is supporting the strategy development process through engagement on research, stakeholder inputs and emerging policy considerations across key sectors, with the strategy scheduled for launch at the International AI Summit in October 2026. Enterprise Ireland is also contributing to wider Digital Decade implementation activities to help ensure enterprise priorities are reflected in national digital policy and adoption initiatives.

Action 21	**Continue roll out of extensive market diversification programme across our priority markets, as agreed with DAFM.**
Responsible Body	Bord Bia
Delivery	Ongoing
Status	Active
Update	Bord Bia Elevate Ireland's Sustainable Food Brand: Diversification programme promoted across priority markets with strong Origin Green messaging to reinforce Ireland's sustainability leadership. Work Smarter and Harness our Insights. Market prioritisation refined using latest demand, access and competitor intelligence to ensure resources align with highest-value opportunities. Drive Focused, Impactful Supports: Targeted activation plans delivered with industry and DAFM, directing supports to the markets offering the greatest growth potential.

Action 22	**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	Active
Update	Bord Bia Bord Bia's Market Study Visit programme continues to immerse companies directly in priority markets to deepen on-the-ground understanding. • Participants gain first-hand insights to shape clear, competitive strategies on where to play and how to win. • For example, in May 2026, companies visited Canada for a Toronto MSV, exploring retail, foodservice, and distributor landscapes to inform market-entry plans as well as attending SIAL Canada, a key trade show for the sector.

Action 23	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
Update	Bord Bia is currently planning participation in approximately 25-26 international trade fairs in 2027, spanning key global markets across Europe, Asia, North America and the Middle East. These events provide Irish food, drink and horticulture companies with direct access to international buyers, distributors, retailers and foodservice operators, creating valuable opportunities to generate new business, secure listings and strengthen existing customer relationships. Bord Bia's presence enhances Ireland's visibility and reputation in global markets while reducing the cost and complexity for individual companies to participate.

Action 24	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	Active
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) programme, which focused on supply chain mapping, contingency planning, and mitigation of customs and trade-flow risks. The enhanced offering is now supporting companies in responding to US tariff volatility through expanded one-to-one supply chain optimisation and trade-flow analysis, helping businesses maintain competitiveness in challenging trading conditions. Bord Bia has also recently provided targeted support to clients operating in the Middle East, helping them manage the impact of regional market disruptions and ensure continuity of supply. In addition, a current project is focused on identifying the logistics and supply chain supports required for trading with third-country markets. As part of this work, Bord Bia is updating its market intelligence and in-market information to ensure it can effectively support clients in navigating logistics challenges and leveraging international trade opportunities.

Action 25	**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	Active
Update	Additional funding has allowed for expansion of TV and digital campaign to new gateways and high affinity feeder cities including Denver, Sacramento, Raleigh and Pittsburgh. Campaign is still live and being optimised to reach 70m in these new markets for Ireland. CSO data shows that €624m was generated in visitor revenue from North America from January - May 2026, an increase of 22% on the same period in 2025. There were an additional 445k trips from the United States during the same period, an increase of 14%.

Action 26	**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	Active
Update	The new Mainland European Strategy was launched to industry partners on 22nd April and details of the programme shared. Increased industry participation on Ireland Floating Roadshow in Germany over St Patrick's Week with stops in 9 German cities and 1 Frankfurt Airport event to engage travel trade with our Irish Industry partners. Total revenue generated was €1.425m from 6,300 meetings. In total 449 industry partners engaged with Tourism Ireland's activities in Mainland Europe in H1. Additional activity planned with SMEs in H2.

Action 27	**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** In Q2 2026, an Invitation to Tender was published for an assessment of the need for state-supported export credit insurance and/or trade finance product(s) to drive market diversification for Irish businesses, under a wider framework agreement for technical support. This procurement process is currently in the final stages with successful bidder identified. Subject to contract award, the programme of work is anticipated to commence in Q3 2026.

Action 28	**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	Active
Update	**IDA:** During Q2 2026, the IDA–Enterprise Ireland Global Sourcing Programme continued to connect multinational clients with indigenous suppliers in response to strategic supply-chain priorities, including localisation, sustainability, digitalisation, and resilience. Demand focused on sustainability solutions, digital manufacturing, cybersecurity, toolmaking, plastics, and life sciences. Since expanding beyond its initial biopharma pilot, the programme has completed five sourcing-matching initiatives, including a digital manufacturing event at Research Manufacturing Ireland in March. Building on this progress, IDA Ireland and Enterprise Ireland will host the next sourcing event on 7 October in Cork, focused on Operational Transformation and Digitisation. **Enterprise Ireland** Continues to work closely with IDA Policy Team, Sector heads & Regional Teams to identify themes (Sub-supply, Sustainability, Operational Transformation (OT), etc.) that are emerging from the IDA's client base and where EI Clients can match with supply capability. An OT event took place with IDA Athlone in March and events are planned with IDA Cork and IDA Waterford for Oct 2026. 1 to 1 work with large MNC companies is being piloted and EI Client Technical Capability Showcase events for an MNC audience being evaluated.

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

Action 29	**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	InterTradeIreland
Delivery	H2 2025
Status	Completed
Update	Between September and November 2025, InterTradeIreland 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 strong, and positive news stories have begun to emerge from the Trade Missions. The learnings from the previous Trade Missions have been adapted into a new approach and are being taken forward in a new ITI Trade Strategy in 2027.

Action 30	**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	InterTradeIreland
Delivery	Oct 2025
Status	Completed
Update	InterTradeIreland 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 31	**Host and deliver two 'Trade Connects' Conferences in 2026 in Belfast and Dublin under the theme of 'Opening Doors to Cross-Border Trade.' Each event will shine a spotlight on the evolving trade landscape, showcasing future all-island trade opportunities to grow further prosperity and drive economic growth.**
Responsible Body	InterTradeIreland
Delivery	Oct 2026
Status	In progress
Update	Building upon the success of our Trade Conference noted above, InterTradeIreland's first 'Trade Connects' event will take place on 8 October in The Alex Hotel, Dublin, followed by ICC, Belfast on 21st October. Both events will bring together keynote speakers, panel discussions, masterclasses and structured networking opportunities. Both events aim to inspire businesses to take advantage of growth opportunities right on their doorstep and to remove any perceived barriers to trade by equipping them with a better understanding of practical support, funding, and expert trade advice.

Action 32	**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	Ongoing
Status	Active
Update	The Supply Chain Sales Accelerator programme was launched in June 2025 and completed in December 2025, with 25 companies participating. A key element of the programme was the completion of an internal supply chain audit identifying potential risks. A new 3-year core Supply Chain programme, 'SupplyChain+', launched in June 2026, helps SMEs across Ireland and Northern Ireland strengthen their capabilities and access larger supply chain opportunities. Through two support streams, Upstream and Downstream, it equips businesses with the skills, confidence and credibility needed to meet buyer expectations, navigate procurement processes and compete successfully within major supply chains.

Action 33	**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	Active
Update	To Date in 2026 The Trade Series covered key topics including: • Windsor Framework & ICS2 • Cross Border Employment • Rules of Origin • Commodity Codes • Goods Classification • VAT in Goods & Services • Cyber Security • Removal of EU De-minimis Aid The sessions attracted on average over 100 businesses, and feedback was overwhelmingly positive. In Q3 & Q4 2026, to build on the success of the Trade Series, further Webinars are planned to cover Import Duties and Tariffs, CBAM, EUDR and other topics yet to be confirmed. These sessions aim to provide businesses with practical insights to support cross-border trade and growth.

Action 34	**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	Active
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. The show broadcast in GB in spring generating over 14m quality opportunities to see. Work on Shared Island projects continues with a travel trade workshop planned for September. Over 50 travel trade partners from overseas will participate on 5 fam trips across Shared Island regions culminating in a workshop with island of Ireland industry partners in Derry~Londonderry on September 9th.

Promoting Market Access for Irish Exporters

Action 35	**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
Update	**NSAI** BIM Department have introduced a Readiness Assessment during Stage 1 of its BIM certification service. To be developed into a self-assessment tool and launched Q4 2026. **NSAI** Business Excellence has developed a certification readiness platform designed to support Irish SMEs in understanding international standards and taking their first steps towards certification. CertReady.ie will host NSAI's easy to use self-assessment tools, training materials, and readiness checks for standards such as ISO 27001, helping businesses identify gaps and prepare for certification. In respect of current status, the ISO 27001 readiness module is in the final stages of testing ahead of launch towards the end of Q3 2026. **NSAI** Modern Methods of Construction (MMC) launched the MMC Toolkit in May 2025, helping SMEs and others assess their readiness for certification.

Action 36	**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 / IDA / Bord Bia
Delivery	Ongoing
Status	In progress
Update	**IDA:** Global Marketing & Communications Department continues to market Ireland as a location for FDI across its existing and emerging markets within its existing budget allocation. **Enterprise Ireland:** Full TTL get Exporting Campaign delivered across radio, digital, print, social to drive awareness and registrations. New international campaign 'Ireland - Trusted by the World' developed and being rolled out in targeted sectoral campaigns (UK and Germany in H2 2026). **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 this year such as ISM, Gulfood, Biofach and SIAL Paris ensures clients can showcase innovation, build pipelines, and deepen commercial relationships internationally.

Action 37	**Deliver a Trade Horizons conference with a regional focus on Latin America and the Caribbean.**
Responsible Body	DETE / DFAT
Delivery	2026
Status	Complete
Update	The Latin America and Caribbean Trade Horizons Forum was held on 13 May in Croke Park Conference Centre.The event was opened by the Minister for Foreign Affairs and Trade with keynote remarks by the Foreign Minister of Barbados and the Economy Minister from Jamaica. Several LAC countries promotion agencies travelled for the event with the objective of deepening trade and investment ties with Ireland. The event served as an excellent platform for showcasing opportunities for further collaboration on trade and investment priorities and connecting key stakeholders in business and government.

Action 38	**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	Active
Update	My Bord Bia continues to enable companies to diversify more effectively by giving them a single platform for up-to-date market information, ensuring decisions are grounded in current insight. • 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 39	Undertake a review of the existing Government Trade and Investment Strategy.
Responsible Body	DFAT / DETE
Delivery	Q4 2025
Status	Complete
Update	DETE conducted a review of progress on the actions set out under the Trade and Investment Strategy.

Action 40	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	Complete
Update	**DETE**: The closing report of the strategy will be presented at the next HQMT for discussion. DFAT will be guided by Global Ireland 2040 once it is published in the development of a future Trade and Investment Strategy. **DFAT:** Pending completion of the review consideration will be given to developing a new Trade and Investment Strategy, which will be aligned to the Government's overall framework for international engagement, Global Ireland 2040

Action 41	**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	The new Mainland European Strategy was launched to industry partners on 22nd April and details of the programme shared. Increased industry participation on Ireland Floating Roadshow in Germany over St Patrick's Week with stops in 9 German cities and 1 Frankfurt Airport event to engage travel trade with our Irish Industry partners. Total revenue generated was €1.425m from 6,300 meetings. In total 449 industry partners engaged with Tourism Ireland's activities in Mainland Europe in H1. Additional activity planned with SMEs in H2.

Action 42	**Implementation of Tourism Ireland's Mainland European Appraisal Action Plan.**
Responsible Body	Tourism Ireland
Delivery	Ongoing
Status	Active
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 February. 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 43	**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	A key component of the communications strategy for IMW 2025 was the delivery of an important piece of client research that explored client sentiment regarding the challenges and opportunities within global markets. All clients participating in IMW were invited to complete a short survey, the results of which were shared through a press release and discussed extensively by the Senior Leadership Team across a range of media platforms, including broadcast, print, and online channels. One of the key findings of the survey was the increasing adoption of AI, along with the opportunities and concerns associated with its use. In 2026, these insights continue to provide valuable guidance for exporting clients and stakeholders, helping to inform strategic planning, support business growth, and identify emerging market opportunities.

Action 44	**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	**Enterprise Ireland** "Get Exporting" Programme and associated digital platform tenders issued and contracts awarded. Programme went live in May with 210 applications received and assessed resulting in onboarding of 108 companies onto the programme across three cohorts as of mid-July. National radio campaign at launch. Regional roadshow planned for Sept 2026.

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

Action 45	**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	**DFAT** has engaged extensively with Commission negotiation teams working on open FTA negotiations to outline Irish priorities for these negotiations. These submissions were supported by data analysis identifying highest potential market opportunities for Ireland in EU FTA negotiations through reviews of tariff savings, export dependencies and market potential, and supplemented earlier consultation with stakeholders to support coherence with wider Irish trade and investment policy priorities.

Action 46	**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** A report on the Ireland-Mexico economic relationship is due to be published later in 2026. The report explores the potential in the bilateral trading relationship in the context of the new EU-Mexico Modernised Global Agreement coming into force. Following the Free Trade Agreement between the EU and India, an economic study will be delivered by the end of 2026. Further studies are forseen in 2027, guided by the Government Trade Forum.

Action 47	Ratify existing FTA agreements in line with commitments in the programme for Government.
Responsible Body	DFAT
Delivery	Ongoing
Status	In Progress
Update	On 17 June 2026, the President signed the Arbitration (Amendment) Bill into law. The Arbitration (Amendment) Act 2026 is a key part of ongoing efforts to take forward the ratification of CETA and other international agreements containing similar investment dispute resolution provisions, including those with Chile, Mexico, Singapore and Vietnam. Following the High Court challenge to the ratification of CETA submitted in June, the Government is engaged with the Office of the Attorney General on next steps. The Government remains committed to the ratification of CETA as soon as possible, as set out in the programme for Government. In this context, the Government will seek to ensure that this case proceeds as efficiently as possible.

Action 48	**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	Active
Update	Departments across Government have been actively contributing towards the implementation of the European Commission's Single Market Strategy , and the removal of its Terrible Ten barriers in particular, since its publication in 2025, through the progression of a number of key legislative files at EU level (across its Terrible Ten, Services, SME and Digitalisation Pillars). The progression of these files has been reinforced by the launch of the One Europe One Market Roadmap in April 2026, which binds the Council, European Parliament and Commission to delivering on a range of Single Market, competitiveness, trade and resilience measures by end-2027 at the latest. On foot of the call in the Single Market Strategy, "Single Market Sherpas" have also been appointed in each Member State with a mandate to play an active role in addressing and removing national regulatory and administrative Single Market barriers. To strengthen the implementation of Single Market rules in Ireland and remove associated Single Market barriers, the Government also approved in May 2026 the creation of a new National Implementation Framework for the Single Market. This included the designation of the Department of Enterprise, Tourism and Employment as a focal point for the Single Market within the Irish Government via a dedicated Single Market Office. This designation included the appointment of the Department's Secretary General as Ireland's High Level Single Market Sherpa. The Department will work closely with all Government Departments and relevant Government offices and agencies to promote whole of Government compliance with Single Market rules and thereby contribute to preventing and addressing national regulatory and administrative Single Market barriers. It will be supported in this work by a cross Departmental Single Market Taskforce, which will actively monitor Ireland's compliance with its Single Market obligations, as well as a stakeholder Single Market Advisory Panel, to advise Ireland's Single Market Sherpa of the most pressing issues of Single Market compliance and implementation in Ireland and in other Member States.

Action 49	**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	**DFAT**: Ireland continues to prioritise policies that develop the Single Market and build on the Single Market strategy. In particular, Ireland is actively chairing negotiations and advancing Single Market files of the One Europe, One Market Roadmap that was agreed at the informal European Council in Cyprus in April. This Roadmap seeks to make substantive progress across five key pillars; simplifying rules, the removal of internal market barriers, championing strong trade, reducing energy prices and decarbonising and driving digital and AI transformation. The policies of this roadmap, including the more than 20 for delivery by the end of 2026, will greatly improve opportunities for businesses in Ireland. We have also identified a number of priorities for the EU Simplification agenda that will reduce administrative burden for businesses, in particular SMEs. Ireland has signed several non-papers on the Single Market in order to advance policies which promote new opportunities for Irish-based companies prior to entering pre-presidency mode, such as a joint non-paper with Finland, Estonia, Latvia, Slovenia, Romania and Czechia on “more effective competition policy” which gave recommendations on how to boost growth, productivity and strengthen EU’s competitiveness. Ireland also produced a non-paper the then named 28th Regime (since relabeled EU-Inc) on a simplified and regulation-based path forward for the file. This file is intended to provide the option for companies to set up, operate and scale-up more easily across the Single Market. We will prioritise Single Market files during our EU Presidency.

Action 50	**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	**DFAT**: Delivering on the full potential of the Single Market and the competitiveness agenda is one of the three key pillars of Ireland's ongoing EU Presidency, and the blueprint provided by the One Europe, One Market Roadmap is guiding the Presidency's competitiveness goals. Cross-government coordination is ongoing to ensure the swift delivery of the more than 20 proposals that the Joint Statement called to be agreed by the end of our Presidency in December 2026. With the publication of the roadmap, Presidency planning in both Brussels and Dublin was adjusted to meet the ambition agreed by all three European Institutions. Delivery of these files and the further completion of the Single Market are a priority area for our presidency and will greatly improve the economic environment for Irish and EU-based companies. For one example of these Single Market files that we are progressing during our Presidency, we are advancing the files of the Savings and Investments Union, which has the potential to widen the sources of available funding for Irish companies, to provide opportunities for Ireland's export-oriented financial services sector and to improve financial outcomes for EU citizens.

Action 51	**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	**DFIN:** In relation to objective one, there is no further update on the tax treaty side**.** **DFAT:** Double Taxation Agreement between Ireland and Liechtenstein, and an amended protocol with Sweden, have been signed and are due to be progressed as part of Finance Bill 2026.

Objective 2:
Deepening and Broadening Ireland's International Engagement

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

Action 52	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 have reviewed, or are in the process of finalising their review, of their overseas footprint and will take the findings into account when allocating resources globally, with a view to maximising impact and ensuring alignment with their strategic objectives.

Enterprise Ireland

Action 53	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 Atlanta and Glasgow offices are now all open and operational. Zurich is still waiting for an official opening which is now planned for Q4 pending Ministerial availability.

Action 54	**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	In 2025, Enterprise Ireland client companies achieved record exports of €38.86 billion, a 7.6% increase on 2024 and a powerful statement of Irish enterprise's capacity to grow in a challenging global environment. Looking at Enterprise Ireland clients' international performance, the UK reached €11.10 billion in export sales, up 10%, accounting for 29% of total exports. Europe matched that share at €11.10 billion, growing 6%, with the Eurozone especially strong at €10.18 billion, up 10%. North America remained a major market at €7.34 billion, representing 19% of total exports. Despite this strong performance, Enterprise Ireland recognises the changing international trade landscape, the importance of market diversification, and the need to continually review how it allocates resources overseas. Enterprise Ireland is currently undertaking a foot printing exercise, reflecting on the breadth of needs of clients, and where emerging international opportunities are presenting for Irish business. This review is expected to be concluded in Q4 2026.

Action 55	**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	Two Pilot programs completed (West Coast and East Coast) with 16 companies participating. Currently appraising programs and will bring recommendations for next steps in Q3 2026. On-going PR and comms activity in the US to support client visibility, including The Next Innovation podcast (which supports strengthens engagement with US customers).

IDA Ireland

Action 56	IDA will review its presence in locations outlined including any financial and human resources required.
Responsible Body	IDA
Delivery	Q1 2026
Status	Complete
Update	**IDA**: The review of IDA's global footprint complements IDA's long-standing existing processes to regularly review and adjust the agency's overseas footprint as appropriate in response to FDI opportunities across the globe. IDA completed the review of its overseas footprint in Q1 2026 focusing on recent performance, emerging FDI trends and in-market insights. Analysis of how FDI into Europe has evolved over the last decade shows some recurring trends including: • increased intra-European FDI, with the UK among the key drivers at country level, • an increase in the Canadian share of North American FDI to Europe, • a steady performance of Asian FDI into Europe, with relatively consistent shares from China, India and Japan and uptick in investment from South Korea, and, • a changing composition in rest of world FDI to Europe, largely due to an increase in projects from the Middle East. The review of IDA's strategic locations indicated that, overall, IDA's approach overseas is well aligned to areas of opportunity from both existing clients and target companies across Ireland's core FDI sectors and growth drivers. However, in recognition of emerging opportunity and continued shifts in the global trade and investment landscape, it is proposed to: • Increase IDA's presence (x1) in Europe & the UK to enable full-time resources for Emerging Business and Life Sciences in London in response to the opportunity related to the trend towards higher intra-European FDI and the UK's position as the strongest source of new name investment in Europe, • Increase IDA's presence (x1) in Canada through an additional marketing executive in Toronto over the lifetime of the strategy in response to the opportunity to capitalise on Canada's increased role in North American FDI to Europe and the growth seen in Canadian FDI to Ireland in recent years. • Increase IDA's presence in Asia Pac through an additional resource in South Korea to realise opportunities associated with increased investment from the country into Europe (complete as of Q4 2025). South Korea is a growing source of FDI from Asia Pac and considered a high potential market with significant target companies of scale in IDA's key priority sectors. With a new resource in-market in Seoul since December 2025, IDA will continue to monitor and review progress. • Consider transitioning IDA's UAE Pathfinder to a full-time presence from Q4 2026 (from 150 days) in response to the opportunities associated with FDI from the Middle East into Europe. Considering current instability in the region, this recommendation is now paused and will be reviewed at the mid-point of IDA's strategy.

Action 57	As an early action, IDA will review Canada market opportunities and Pathfinder locations.
Responsible Body	IDA
Delivery	Q1 2026
Status	Complete
Update	As per action 56

Action 58	IDA to recruit a new in-market presence in South Korea (Seoul).
Responsible Body	IDA
Delivery	Q1 2026
Status	Complete
Update	A new Executive commenced in South Korea (Seoul)

Bord Bia

Action 59	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 has reviewed its global office footprint ensuring its presence aligns with priority markets identified through its market-prioritisation framework, which segments markets by growth potential and strategic importance. This review is currently under review with Bord Bia and DAFM.

Action 60	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 61	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 is currently delivering the third year of its secondment programme, following the successful implementation of the initiative over the past two years. Current secondment projects include three international market assignments: supporting drinks sector growth in Italy, understanding the sustainability landscape in France, and driving business development and customer engagement in Northern England.

Action 62	**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	Active
Update	Bord Bia continues to work closely with its in-market support network, including its "feet-on-the-street" resources, to regularly review and assess consulting capacity requirements. This helps ensure that appropriate on-the-ground expertise is available to support clients' market diversification ambitions and provide informed, timely market guidance. While we will continue to leverage our existing network of partners and consultants across key markets, we are also actively developing and identifying new relationships to further strengthen our in-market capabilities and responsiveness.

Action 63	**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 including the graduate programme and the fellowship programme. The current fellowship programme is nearing completion, and the secondees will shortly return from markets and present the key insights and learnings gained through their in-market experiences. As previously noted, we introduced a new placement in Sydney during this period, providing additional support to our drinks and consumer foods client base.

Tourism Ireland

Action 64	Increase Tourism Ireland's team in US and Canada to facilitate greater activity in new gateway cities.
Responsible Body	Tourism Ireland
Delivery	Ongoing
Status	Active
Update	Two new roles have been created for digital marketing in Canada and publicity in US.

Action 65	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	Two new roles have been created for content creation specific to the needs of Mainland European visitors and an additional publicity resource within DACH.

Action 66	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	Tourism Ireland representatives have been appointed in UAE and India. The Tourism Ireland Shanghai based team has been increased in size as has the Global Partnerships team that explore opportunities in markets where Tourism Ireland currently doesn't have a presence.

Action 67	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	Two new roles have been created for digital marketing in Canada and publicity in US.

Research Ireland

Action 68	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	Completed
Update	**Research Ireland**: While RI explored the option of an international staff presence, the expansion of the DFHERIS Talent and Innovation Attaché network has reduced the need for dedicated Research Ireland personnel overseas. Research Ireland will work closely with and support the attaché network in advancing shared research and innovation objectives.

Action 69	Develop a strategic approach to developing collaborative research investment funds with international partners.
Responsible Body	Research Ireland
Delivery	2026
Status	Completed
Update	**Research Ireland**: A strategic framework as part of the new RI International Strategy has been developed to guide collaborative research investment funds with international partners.

Action 70	Establishment of a new international Challenge Funding initiative.
Responsible Body	Research Ireland
Delivery	2027
Status	In progress
Update	**Research Ireland** was one of ten funders that developed the International Joint Initiative for Research Harnessing Disruptive Technologies to Address Global Challenges, a collaboration involving research funders from 20 countries to support transformative research aligned with the UN Sustainable Development Goals (SDGs). First awards will start in March 2027.

Action 71	Identify potential joint projects with European Centres of Excellence focused on addressing global grand challenges.
Responsible Body	Research Ireland
Delivery	2027
Status	Not Started

Diplomatic and Overseas Network

Action 72	Review of Attaché posts to assist with its market diversification efforts.
Responsible Body	DFAT / DETE /DAFM / DFIN
Delivery	Q4 2025
Status	In Progress
Update	**DFIN**: The Department of Finance regularly reviews its attaché network in line with wider DFIN priorities. There are currently Department of Finance attachés based in Brussels, London, Washington DC, and Paris (OECD). **DFAT:** The Review is in its final stages and is expected to be presented at the Headquarters Market Team in Q4 2026.. **DAFM:** DAFM is currently conducting a review of its Overseas Network in order to ensure that the current footprint continues to deliver on the strategic objectives of the Department, including in terms of exploring, developing and maintaining access for agri-food produce in global markets. **DETE:** DETE has completed its review of Attaché posts.

Action 73	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	**DFAT**: The expansion/deepening of our 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 74	**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
Update	Minister for Further and Higher Education, Research, Innovation and Science, James Lawless TD, and Minister for Foreign Affairs and Trade, Helen McEntee TD announced in May the appointment of five new Talent and Innovation attachés. The new attachés will be located in United Kingdom, France, Germany – to include a focus on Switzerland, Singapore and South Africa. The new positions will further enhance Ireland's research and innovation relationships in key priority, emerging and high potential markets. Sanctioning from DPER is currently in train and advertising for the posts will be undertaken in Q3 2026, with a view to identifying candidates for the roles in advance of the training cycle for the summer 2027 postings round.

Action 75	**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	The Scholarship Review report was approved by Cabinet at the end of May and was published on gov.ie in July. The review proposes a strategic reset to align scholarships with Ireland's national economic, research and geopolitical priorities, and was welcomed across Government departments. The proposed implementation will start in AY 2027/28 and will include an increase from 60 to 70 GOI scholarships. The additional 10 Scholarships will be aligned with Global Talent and Innovation Attache locations and with the establishment of a new named stream - the Catalpa Scholarship Programme - announced by the Minister on the occasion of his visit to Australia during the 2026 Saint Patrick's Day programme. It is also intended that the stipend for the Scholars will increase to €15,000 from AY2027/28. In addition, it is proposed to re-brand the GoI-IES Scholarship as the 'Government of Ireland - Global Gael Scholarship'. DFHERIS will continue to work with the HEA and other key stakeholders to take the recommendations forward..

Action 76	**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	**DFHERIS:** The final stage of the Global Talent Ireland process has been completed by Research Ireland, who are now engaging with the candidates and their sponsoring institutions **Research Ireland:** 25 award offers were issued to internationally based researchers in Q2 2026.

National Standards Authority of Ireland

Action 77	**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
Update	The NSAI will be exiting medical devices in the future (date yet to be finalised) and this will likely impact the delivery of this action.

Enhance Joint Economic Commissions

Action 78	Maintain active JECs with China and South Korea; reactivate the JEC with Saudi Arabia.
Responsible Body	DETE / DFAT
Delivery	Ongoing
Status	In Progress
Update	DETE will continue to work closely with partner countries to maintain active engagement in planning future JECs.

Action 79	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.

Action 80	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	**DFAT** is engaging with Indian Ministry of Commerce to receive final approval and arrange signature of the Memorandum of Understanding to establish a Joint Economic Commission between Ireland and India. The recently concluded EU-India Free Trade Agreement and the Ireland-India Economic Advisory Panel will greatly add to the value of the JEC and it is hoped that the initial meeting of the JEC will take place in 2027. Work is underway on a Taoiseach-led Team Ireland Trade Mission to India in January 2027 which will contribute to the strengthening of our economic relationship with India and reinforce initiatives such as the JEC. A report on mapping and deepening India-Ireland trade and investment, including in the context of opportunities from the EU-India FTA, is also currently being prepared.

Develop New Ireland Houses as Major Promotional Platforms in Key Locations

Action 81	**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	**DFAT:** Ireland House property development projects in London and Toronto are on track for expected completion in Q3 2027 A lease has been executed for the planned new Ireland House in Madrid and design stage is underway. The total number of Ireland Houses is now at 19. **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 subject to budget being available**.** **IDA** continues to work closely with colleagues in DFAT on the designs and plans for Ireland Houses in Toronto and London with completion for both locations forecast for late Q3 2027. **Bord Bia** is reviewing this**.**

Action 82	**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	Active
Update	**DFAT** and relevant State Agencies are considering other strategic locations and key markets overseas where opportunities to develop new Ireland Houses could arise, subject to budgetary provision; discussions are expected to continue with relevant State Agencies and line Departments in Q3-Q4 2026 and beyond. **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 subject to budget being available**.** **IDA** remains supportive of the Ireland House model where it aligns with our market needs and is cost neutral vis-à-vis existing lease commitments. **Tourism Ireland** Discussions are ongoing with live engagement on Ireland House Milan and Madrid currently **Bord Bia** is reviewing this.

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

Action 83	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	**DFAT** Global Ireland 2040 will be led by the Department of the Taoiseach, with critical input from DFAT. The Programme for Government commits to a number of regional strategies. Regional strategies will be informed by this action plan.

Action 84	Market diversification to be included as an objective of the new International Sports Diplomacy Strategy.
Responsible Body	DFAT / D/CCS
Delivery	Q4 2025
Status	Active
Update	**DFAT**: Ireland's new International Sports Strategy was launched on 24 February 2026. The strategy has since been launched internationally in key markets for sports diplomacy and sports technology, including the United States, Canada and Australia and trade missions to Australia and South Africa led by EI. A new strategic fund to support implementation of the strategy and the new Global Ireland Sports Leaders Initiative will launch in H2 2026. Both will have a strong 'promoting Ireland' focus with objectives aligned with the Action Plan on Market Diversification.

Action 85	**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	Active
Update	**DFAT:** Diaspora Strategy launched in April 2026 following extensive consultations with stakeholders, including senior business representatives and State Agencies at home and abroad. Commitments 18 and 19 relate specifically to trade and investment priorities. A detailed Action plan is currently being drafted and will be published later in the year. **Enterprise Ireland** continues to engage collaboratively and sharing best practice to support a strategic approach to diaspora partnering. **Bord Bia** is reviewing this.

Action 86	**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	**DFAT:** Following the launch of the Diaspora Strategy in April, detailed actions in this area are under development. 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. **Enterprise Ireland** continues to engage collaboratively and sharing best practice to support a strategic approach to diaspora partnering with examples across the network**.**

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 87	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	**DFAT:** A Taoiseach-led Team Ireland Trade Mission to Canada was postponed, however the preparatory work for the mission delivered solid results subsequently during PM Carney's visit to Ireland in June 2026. Key outputs from that visit included agreement between the PM and the Taoiseach on a framework for a strategic and economic partnership. The agreement spans a number of key areas including trade and investment, life sciences, research and innovation, and security and defence.

Action 88	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	DFAT and DETE, in partnership with relevant Government Departments and State agencies, are progressing preparations for a Taoiseach-led Team Ireland Trade Mission to India in Q1 2027 TBC through an interdepartmental organising committee

Action 89	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	The Government will continue to work closely with European partners throughout Ireland's Presidency of the EU to advance a strong and competitive Single Market. a number of trade missions have taken place in Europe this year, including the UK and Netherlands.

St. Patrick's Day 2026

Action 90	Deliver on the planned trade and tourism missions for 2025.
Responsible Body	DETE / EI / IDA / Tourism Ireland / Bord Bia / DAFM
Delivery	Ongoing
Status	Completed
Update	**Enterprise Ireland:** Trade missions are a cornerstone of Enterprise Ireland's international communications programme. Each mission is supported by coordinated national and international PR and communications activity that highlights the positive impact of Irish companies in the market visited, promotes new deals and announcements secured during the mission, and drives increased visibility for clients among local customers and partners. Across the 2025 programme, this activity strengthened Ireland's profile in priority markets and reinforced the diversification message at each ministerial-led engagement. **Bord Bia** completed three trade missions in 2026, to the UAE (January), the USA (March) and Canada (April). These missions continue to support our market diversification objectives across priority international markets and included a programme of senior stakeholder engagements, government-to-government meetings, customer interactions and multi-sector trade receptions. **IDA** continues to collaborate and coordinate with colleagues across Government and its agencies to deliver on Minister led trade missions in 2026.

Action 91	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	**Research Ireland** is supporting DFHERIS in the development of two Ministerial-led research and innovation missions in 2026 (China and Boston) and is contributing to planning discussions**.** **Enterprise Ireland and IDA** have submitted to DETE for review, a full schedule of trade missions for 2026 to support market diversification and are responding to all additional requests in line with remit. **Bord Bia** completed three trade missions in 2026, to the UAE (January), the USA (March) and Canada (April). These missions continue to support our market diversification objectives across priority international markets and included a programme of senior stakeholder engagements, government-to-government meetings, customer interactions and multi-sector trade receptions**.** **DAFM** In January 2026, Minister Grealish led a trade mission to the United Arab Emirates (UAE) in collaboration with Bord Bia and Enterprise Ireland, where the key focus was a visit to Gulfood, the world's largest food and beverage trade event, which had a total of 14 Irish agri-food companies exhibiting at the event. In March 2026, Minister Heydon led a high-level trade mission to California and Seattle, targeting key US agri-food sectors to strengthen bilateral trade. This visit provided the opportunity for the Minister to incorporate a number of trade-related activities into an itinerary which also celebrated St. Patrick's Day events in these locations.

Action 92	**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 / InterTradeIreland / DETE / DFAT / DAFM / DFIN
Delivery	Q1 2026
Status	In Progress
Update	**DFIN:** will continue to support this activity through active participation in HQMT meetings and wider relevant activity**.** **Enterprise Ireland** will continue to support as appropriate and in line with mandate. **Bord Bia** is progressing its 2026 trade engagement programme, with a number of inward buyer visits successfully completed and others currently underway. These visits remain a key mechanism for engaging priority customers and supporting market diversification objectives across international markets**.** **IDA** is supporting high impact Irish Presidency events in 2026, including the International AI Summit on Oct 14 and several events hosted by IDA clients.

Action 93	**Deliver a Research and Innovation Trade Mission to a priority market.**
Responsible Body	DFHERIS / Research Ireland
Delivery	Q2 2026
Status	In Progress
Update	**DFHERIS** Minister Lawless travelled to China (Beijing, Shanghai, and Hong Kong) for a research and innovation focused trade mission w/c 21 September. Planning for a visit to Boston in the United States in November is also being advanced. **Research Ireland** is supporting the development of Ministerial-led research and innovation missions to China and Boston in 2026, strengthening international research partnerships in priority markets.

Action 94	**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	**DFAT** The 2026 "Promoting Ireland' St. Patrick's Day programme was the largest ever with 38 representatives of the State carrying out 73 programmes in 129 cities, across 48 countries. 622 events were organised by the mission network and Team Ireland over the course of the period. In line with this Action Plan, there was an enhanced focus on trade and investment when developing ministerial programmes, including an intensified focus on key priority, high growth and emerging markets.

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

Action 95	**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	**DFIN** will continue to support this activity through active participation in HQMT meetings and wider relevant activity. In the context of the new Ireland for Finance Strategy published in August 2026, there is a commitment to undertake trade missions to specifically promote Ireland's financial services industry. **Enterprise Ireland** will contribute to review process. HQMT is scheduled for Q3 2026. **DAFM Trade** missions provide opportunities to engage politically at Government-to-Government level and allow us to progress our applications to further expand our market access in Third countries. Accessing, growing, and developing new and existing international markets for our safe, high quality and nutritious food produce remains a key policy objective. **DAFM** will continue to engage with the HQMT and ensure a coordinated approach with relevant Government Departments. **IDA** continues to fully participate in HQMT on the development of high impact trade missions.

Action 96	Consider opportunities to add research elements to existing trade missions.
Responsible Body	DETE / DFAT / Research Ireland
Delivery	Q4 2025
Status	In progress
Update	**Research Ireland** considered opportunities to incorporate R&I elements into wider trade missions, including engagement on a Boston mission in November 2026 and the Team Ireland Trade Mission to Canada prior to its cancellation (April). This work strengthens the integration of research and innovation within broader international engagement activities.

Objective 4:
Enhancing Domestic Readiness for Economic Engagement and Partnership

Key Sectoral Strategies

Action 97	**InterTradeIreland, 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 (eg. offshore wind) to develop the scale and export potential of associated businesses.**
Responsible Body	InterTradeIreland / EI / Invest NI
Delivery	2026–2027
Status	In progress
Update	**InterTradeIreland** continues to promote research undertaken in this area with all relevant stakeholders as part of our convening and collaborating role. Policy prioritisation, resources and funding / incentivisation models continue to be considered to determine a strategic and manageable way forward. **Enterprise Ireland** Cluster activity on an All-Island basis is led by InterTradeIreland and a general call for funding closed on 17th July. These are currently being assessed. There is additional Cluster Programme Manager training planned for Q3 2026. The EI RTCF programme is currently being evaluated. Ref: Offshore Wind - ITI report commissioned to examine the economic opportunities arising from offshore wind across the island of Ireland, with a particular focus on SME supply-chain participation and the potential value of greater cross-border coordination. A meeting will be held in Q3 2026 to discuss how some of the key recommendations can be progressed.

Action 98	**InterTradeIreland 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	InterTradeIreland
Delivery	Ongoing
Status	In progress
Update	**InterTradeIreland** continues to deliver its suite of innovation programmes such as Innovation Boost and Business Explorer. These programmes help businesses to scale through cross-border collaboration, increasing productivity and sustainability.

Action 99	**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	Completed
Update	**DFIN:** The new Ireland for Finance 2026-2030 Strategy (launched 25 August 2026) recognises the importance of both establishing and deepening international relationships in financial services, including further activity to support this aim. This includes activity highlighted through ongoing industry and public-sector collaboration and communication by the D/Finance. **IDA:** has engaged closely with the Department of Finance in the development of the new Ireland for Finance 2026-2030 Strategy. The strategy includes a focus on strengthening international relationships and expanding geographic engagement in line with sectoral opportunities.

Action 100	**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 101	**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	**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 was 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.

Action 102	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 103	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	**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.

Action 104	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 105	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
Update	**NSAI's** ISO 19650-2 BIM Certification Scheme has achieved accreditation from the Irish National Accreditation Board (INAB). Through INAB's international recognition agreements, certificates issued by NSAI are now recognised as equally reliable as those accredited by other national accreditation bodies, such as UKAS in the UK. This is a significant milestone for NSAI and our certified clients, strengthening the value of their certification when demonstrating information management capability and competing for projects in Ireland, the UK and internationally.

Action 106	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	A new programme to encourage additional sales activities by groups of Business Events industry is being launched in July to boost H2 sales activity by SMEs for Business Events overseas.

Action 107	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	**DETE** An update was provided at the Competitiveness Summit on 13 July. There has been considerable progress to date, in the relatively short time since the Action Plan on Competitiveness and Productivity was published in September. An update on implementation was provided at the third annual Competitiveness Summit on 13 July. For priority actions, 65.4% have either been implemented or are on track, while 34.6% are partially implemented and considered in progress. For non-priority actions, 42.4% have either been implemented or are on track, and 49.2% are partially implemented and in progress. A formal progress report will be published in September.

Action 108	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	Ireland's Action Plan to Promote Collective Bargaining is for delivery over the 2026-2030 period with a Mid-Term Review in 2028. Implementation of the Action Plan is progressing substantively across a range of measures and key developments in H1 2026 have included: • Six dedicated meetings, under the LEEF umbrella, between Department officials, ICTU and IBEC to support and monitor the implementation of the Action Plan and to discuss a number of targeted action items and debate papers from the Social Partners on specific topics or propose Actions. • A new award category celebrating excellence in collective bargaining practices was launched in August. • Constructive engagement with the Department of Finance, including the submission of a detailed proposal on the reintroduction of tax relief for trade union subscriptions. • Progressing the research commitments, with a view to developing and collating more robust and representative data on collective bargaining coverage during 2027, in advance of Ireland's next reporting obligations to the European Commission in 2028.



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