



IRELAND'S TRADE, TOURISM AND INVESTMENT STRATEGY

EXPORT TRADE COUNCIL UPDATE JANUARY 2016

SPD, DJEI

TRADE AND INVESTMENT TARGETS TO 2020-2025

+60,687 NEW EXPORT-LED JOBS SINCE LAUNCH OF ACTION PLAN FOR JOBS IN 2012

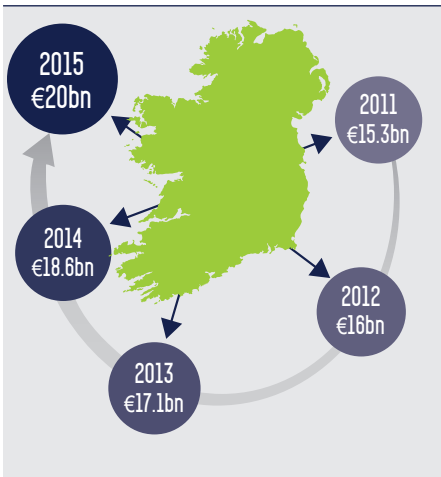
EI FIRMS UP 26,589 +34,566 INDIRECT JOBS

IDA FIRMS UP 34,098 +23,869 INDIRECT JOBS

Every extra job in exporting firms supports a job in locally traded businesses

SOURCE: SPD, DJEI

RECORD LEVELS OF EXPORTS OF GOODS AND SERVICES BY EI SUPPORTED FIRMS



SOURCE: DJEI/EI ABR

ENTERPRISE 2025

+74,000 EXPORT-RELATED JOBS 2015-2020
(+42,000 IDA & +32,000 EI)

IDA WINNING STRATEGY

+900 INVESTMENT WINS 2015-2019

IRISH-OWNED EXPORTS

+6-8% PER ANNUM GROWTH TO €26bn BY 2020 EXPORT INTENSITY TO REACH 55-60% OF SALES FROM 51%

+€6bn IRISH-OWNED EXPORTS BEYOND UK

GROWING TOURISM TO 2025 STRATEGY

10m OVERSEAS TOURISTS

€5bn OVERSEAS REVENUE BY 2025

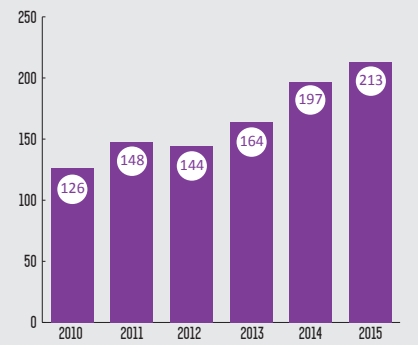
FOODWISE 2025

+85% FOOD & BEVERAGE EXPORTS TO €19bn

IFS 2020

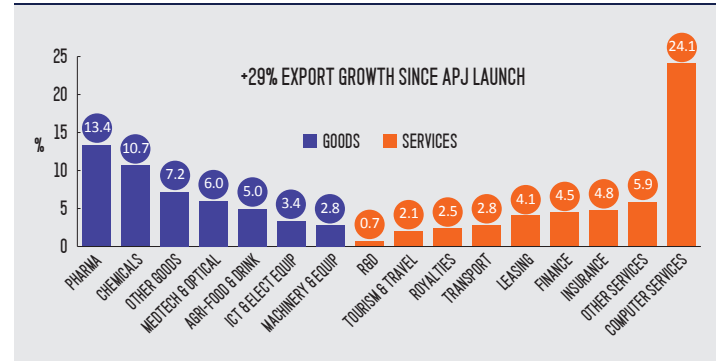
+10,000 NEW JOBS

+8% IDA INVESTMENT WINS 2015



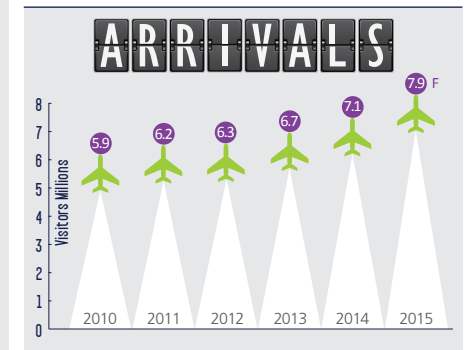
SOURCE: IDA IRELAND

SECTORAL SHARE OF IRISH GOODS & SERVICES EXPORTS, 2015



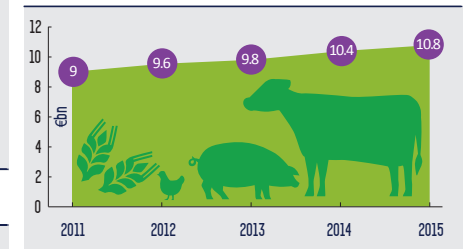
SOURCE: CSO BOP AND EXTERNAL TRADE Q1-Q3 2015

+11% OVERSEAS TOURISM VISITORS & €4.2bn REVENUE IN 2015



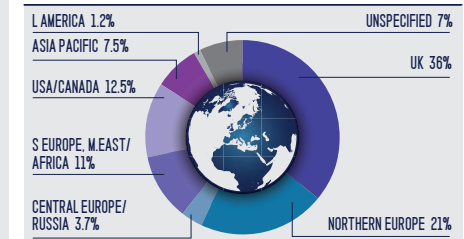
SOURCE: FAILTE IRELAND/ TOURISM IRELAND

+3% FOOD & BEVERAGE EXPORTS 2015



SOURCE: CSO/BORD BIA ESTIMATES

EI EXPORTS BY MARKET, 2014



SOURCE: DJEI/EI ABR