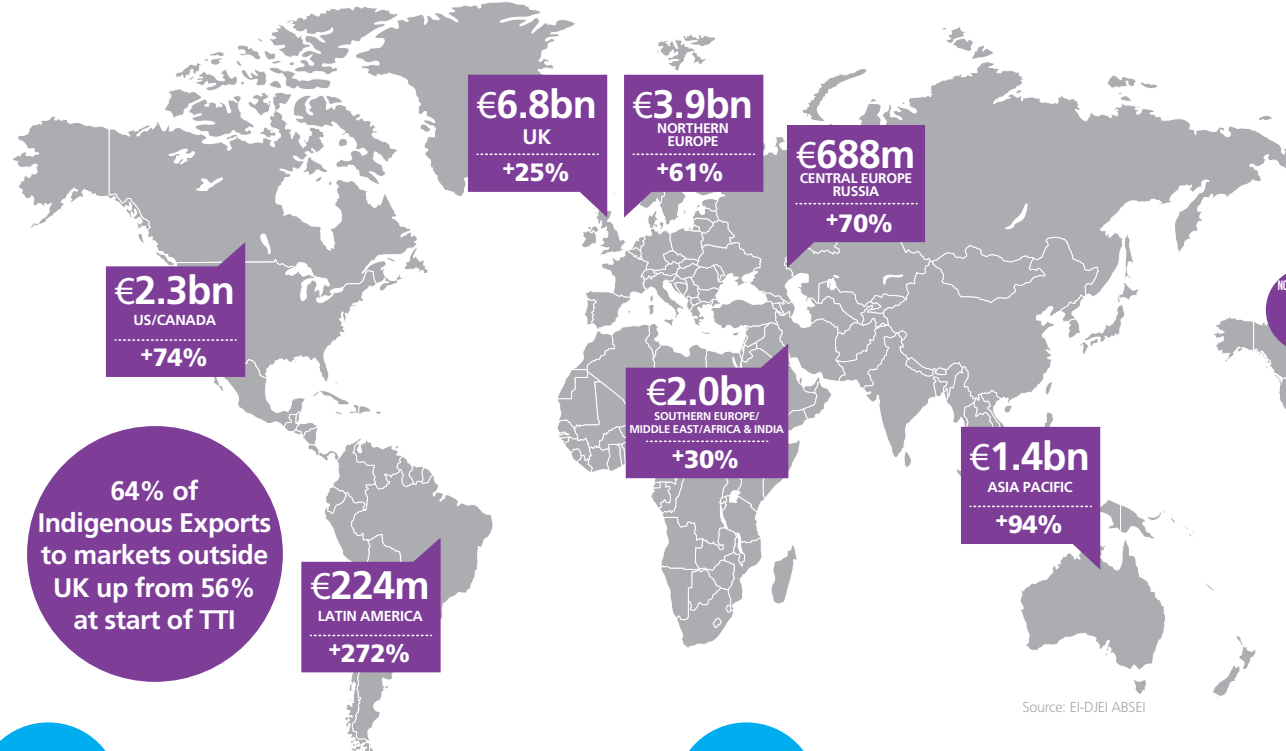


IRELAND'S TRADE, TOURISM AND INVESTMENT STRATEGY

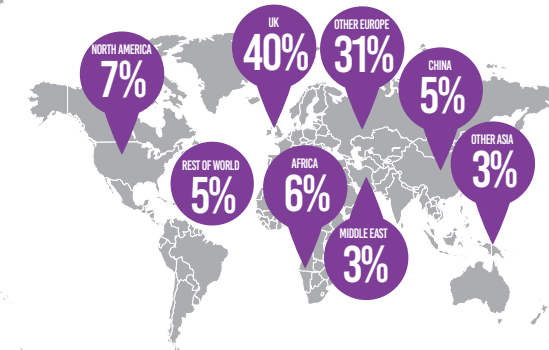
Growing and Diversifying our Export Footprint

EI Client Exports 2014 (% growth 2010-'14)



Source: EI-DJEI ABSEI

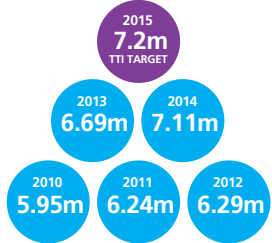
DESTINATION OF FOOD & BEVERAGE EXPORTS, 2014



Source: Bord Bia

ARRIVALS
+20%

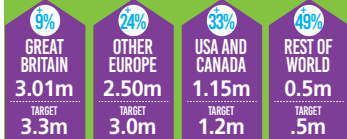
OVERSEAS TOURIST VISITORS



New Tourism Policy
Statement target to 2025
of 10.0m visitors

Source: Fáilte Ireland Tourism Facts, Sept 2015.

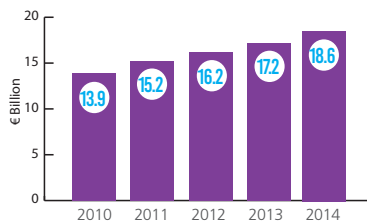
OVERSEAS TOURIST MARKETS



Source: Fáilte Ireland Tourism Facts, Sept 2015.

+44%

EI CLIENT EXPORTS

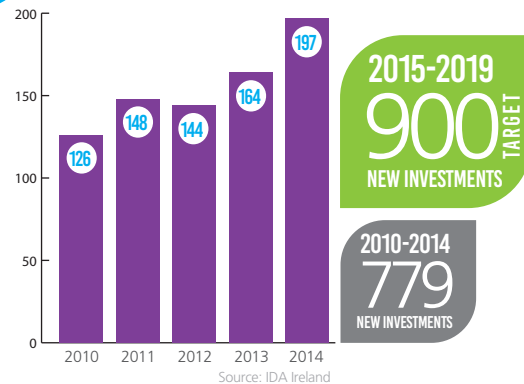


EI 2016 target €22bn

Source: EI-DJEI ABSEI

+110

IDA INVESTMENT WINS FIRST-HALF 2015



Source: IDA Ireland

+38,700

NEW EXPORT-LED JOBS SINCE LAUNCH OF ACTION PLAN FOR JOBS IN 2012

EI: New Jobs
+16,420



IDA: New Jobs
+22,265



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

Source: DJEI Annual Employment Survey

+42.5%



FOOD & BEVERAGE EXPORTS

TTI target 2010-'15+33%
New 2025 target
€19bn (+85%)

Source: CSO & Food Wise 2025