



**IOE**  
Institute of Export

## Doing Business in **Ireland**

Samuel Beckett Bridge, Dublin



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\*Forbes 2015

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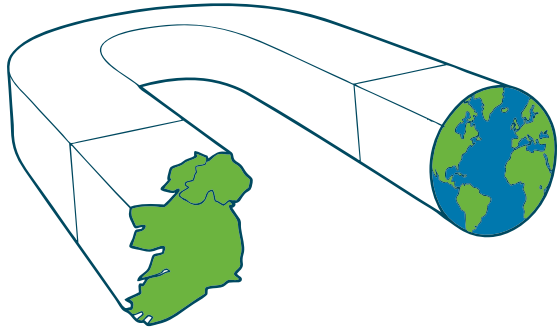
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## Ireland overview

The Republic of Ireland (ROI) covers an area of about 70,000 sq km, with 26 counties occupying five-sixths of the island of Ireland in the North Atlantic Ocean, west of Great Britain in the extreme north-west of the European continent, and on major air and sea routes between North America and northern Europe. The land is mostly level or rolling interior plain surrounded by rugged hills and low mountains, with high sea cliffs on the west coast.

Ireland is the UK's fifth largest export market and imports more from the UK than any other country. The UK accounts for 30% of imports into Ireland. In 2014, exports of goods plus services from the UK to Ireland totalled £27.86 billion (United Kingdom Balance of Payments – The Pink Book: 2015).

Ireland is the UK's largest export market in food and drink, and second largest market in clothing, fashion and footwear. Trade in other sectors continues to grow. Two-way trade stands at over EUR €1 billion per week.

Ireland is an ideal first-step market for UK companies, ranked 17<sup>th</sup> out of 189 in the World Bank's 2015 Ease of Doing Business index (the UK ranked 6<sup>th</sup>), and although economic challenges remain, Ireland's GDP is forecast to continue growing in the next two years. The Central Bank of Ireland has forecast GDP growth of 4.8% in 2016.



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**IOE**  
Institute of Export

## **Welcome from Lesley Batchelor OBE, FIEEx (Grad) - Director General, The Institute of Export**

Preparing for any new market needs consideration when thinking about a country like Ireland there are many issues both cultural and business linked that you need to think through.

This guide offers you the opportunity to think through your market issues and learn how to enter the market successfully and with as little pain as possible.

The Institute of Export's mission is to enhance the export performance of the United Kingdom by setting and maintaining professional standards in international trade management and export practice. This is principally achieved by the provision of education, training and practical support, a helpline and one-to-one assistance with paperwork.

Dedicated to professionalism and recognising the challenging and often complex trading conditions in international markets, the Institute is committed to the belief that real competitive advantage lies in competence and that commercial power, especially negotiating power, is underpinned by a sound basis of knowledge.

Why not contact us and find out how you can join?

**Lesley Batchelor OBE, FIEEx (Grad) -  
Director General - Institute of Export**

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British Embassy  
Dublin

## Foreword from Dominick Chilcott, British Ambassador to Ireland

Welcome to this guide to doing business in Ireland.

The British Embassy gives a high priority to the UK government's goals of raising the number of British companies that are exporting and helping businesses already exporting to increase their overseas sales.

Ireland is a good place for UK businesses to try exporting for the first time. It is nearby and very easy to get to. As Britain and Ireland have a great deal in common, British companies will find the business landscape familiar. Our business practices are similar, as are our laws, systems of finance and our broader culture.

Partly for these reasons, many British companies operate very successfully in Ireland and the same is true for Irish companies in the UK.

Ireland is much more, of course, than a starter market for first time exporters. It is the fifth largest market for British goods and the sixth for services. It is one of the UK's most important trading partners. There are lots of good opportunities for British companies in Ireland.

The UKTI team at the embassy provides a range of services to UK companies seeking to expand their activities in Ireland. Our trade advisers have built up a wealth of local knowledge in their daily contacts with the public and private sectors, on which British companies can draw.

I trust you will find this guide helpful. With the right products and the right approach, British companies can do really well here.

Good luck with your business.

**Dominick Chilcott**  
**British Ambassador to Ireland**

[www.gov.uk/government/world/organisations/british-embassy-dublin](http://www.gov.uk/government/world/organisations/british-embassy-dublin)





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**UK Trade  
& Investment**

## **Foreword from Shirley McCay, Director of Trade and Investment, UKTI Ireland**

I am delighted to welcome you to this guide to Doing Business in Ireland, which provides essential information, guidance and support for UK companies considering entering the Irish market.

This guide gives you the information you will need about Ireland and offers you the opportunity to think through your market issues and learn how to enter the Irish market successfully and with as little pain as possible.

Ireland's economy is on the rise again - from the days of the Celtic Tiger to the economic downturn and recession, the country is now on a more stable and balanced economic footing and punching well above its weight in many sectors. Growth rates of 7.8% in 2015 mean strong purchasing power exists. We have an appetite for expansion and new economic developments here in Ireland so we encourage you to prepare well and to identify your unique selling points to the Irish market.


If you are looking to Ireland, either for the first time or to expand into new markets, then UK Trade & Investment is uniquely positioned to help you get there. We can help you to identify opportunities, develop networks, find agents, distributors or partners and raise your profile.

It is our hope that this guide encourages you to explore the wealth of opportunities that await you and your organisation in Ireland. I invite you all to take time to read this guide and share in this ambition.

**Shirley McCay**

**Director of Trade & Investment, UK Trade & Investment (UKTI) Ireland**

[www.gov.uk/government/world/organisations/uk-trade-investment-ireland](http://www.gov.uk/government/world/organisations/uk-trade-investment-ireland)

A pair of silver pruning shears and a sprig of dark berries on a wooden surface.

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Business rises on





## Welcome from Aidan Lynch, President of the British Irish Chamber of Commerce

As President of the British Irish Chamber of Commerce, I'm delighted to welcome you to this comprehensive and valuable guide to doing business in Ireland.

The two way trade relationship between the islands of Ireland and Great Britain has never been stronger. The historic State visits of HM Queen Elizabeth II and the Duke of Edinburgh to Ireland in May 2011 together with the visit in 2014 of President Michael D Higgins to Britain marked the strong economic and political relationship between our two islands.

The Irish economy is on an upward trajectory and a growing number of UK firms are expanding their trading relationships in Ireland. As the economies of both countries strengthen, the opportunities for both Irish companies looking to scale their business in the UK and British companies starting to export are considerable. It is therefore important that both British and Irish companies are aware of the strong levels of assistance available from business support organisations and the State agencies in both countries. We as a Chamber, together with our Government support agencies and advisory partners in Ireland and the UK, are on hand to help, encourage and promote all opportunities for trade and investment between these islands. Whether you are a multinational or a local SME that is expanding, the information within this guide will assist you greatly and help you to identify new trade and investment opportunities.

We wish you every success in your endeavours and we look forward to supporting you and your business in the future.

**Aidan Lynch**

**President - British Irish Chamber of Commerce**

[www.britishirishchamber.com](http://www.britishirishchamber.com)



HM Government



## OPPORTUNITY AWAITS

Right now, there are thousands of people all over the world looking for the expertise, goods and services of UK businesses. The demand is out there. You could be too.

To find your opportunity, search Exporting is GREAT





## About UK Trade & Investment (UKTI)

UKTI is the British Government department that helps UK-based companies succeed in an increasingly global economy. UKTI also helps overseas companies bring their high quality investment to the UK's economy. UKTI's range of expert services are tailored to the needs of individual businesses to maximise their international success. UKTI provides companies with knowledge, advice and practical support.

Through a range of unique services, including participation at selected tradeshows, outward trade missions and providing bespoke market intelligence, UKTI can help you crack foreign markets and get to grips quickly with overseas regulations and business practice.

With headquarters in London, UKTI have professional advisers around the UK and staff across more than 100 countries.

### Contact UKTI

Contact your local International Trade Team or Scottish Development International (SDI), Welsh Government (WG) or Invest Northern Ireland (INI) offices to find out more about the range of services available to you.

You can find your nearest International Trade Team at:

[www.gov.uk/ukti](http://www.gov.uk/ukti)

General UKTI enquiry number: +44 (0) 207 215 5000  
UK Trade & Investment  
1 Victoria Street  
London,  
SW1H 0ET  
United Kingdom

Email: [enquiries@ukti.gsi.gov.uk](mailto:enquiries@ukti.gsi.gov.uk)



## UK Export Finance: clearing your path to trade

Export finance and insurance can increase your capacity for growth. It can mean higher levels of finance compared to conventional lending. You can give your overseas buyers time to pay, while protecting your cash flow.

There are many ways to arrange this. The right one for you will depend on your circumstances but you could:

- manage your working capital without using finance
- work with your existing bank finance arrangements
- seek more support by shopping around for export finance and insurance

Support is available, for example, to help you secure additional working capital, to insure against non-payment by customers buyers, or to fulfil requirements to obtain performance bonds.

Most exports to EU countries are sold on short credit terms of typically up to six months. However sales of capital goods or construction projects are usually arranged on longer terms, and very large capital goods such as aircraft can be supplied on payment terms of 10 years or more.

Specific issues you may need to manage can include:

- having to wait for payment, restricting cashflow
- exposure to the risk that the buyer cannot (or will not) pay for the exports – for example, if the buyer goes bankrupt
- being asked by the buyer to provide a performance bond in return for an advance payment. The bond needs to be issued by the exporter's bank, which is likely to ask for cash security, another potential cashflow restriction

## HM Government support

Exporters can talk to their bank or approach other specialist financial organisations to try to secure working capital, and speak to insurers or brokers to source insurance against the risk of not being paid.

Where exporters are unable to find the working capital they need, UK Export Finance (UKEF) may be able to help by sharing some of the risk with their bank.

We can consider support for all exporters, large and small, across a wide range of sectors. In recent years we have supported UK exports to the EU in most sectors, including the agricultural, construction, creative & media sectors, energy, food & drink, IT, leisure & tourism, medical, scientific equipment and water sectors.

We provide guarantees with the resulting obligations carrying the full faith and credit of HM Government – the most powerful partner a UK exporter can hope to find.



### A wide range of support

Types of assistance UKEF is able to offer, in the right circumstances, include:

**Bond support** – Under our Bond Support Scheme we can offer guarantees to banks issuing performance or other contract bonds in relation to UK exports to China. This often means the bank can issue the bond and also expand working capital facilities for exporters, as the extra credit is guaranteed by UKEF.

In 2016 UKEF helped a builder of bespoke catamarans, Blyth Workcats of Essex obtain the performance bond it needed to secure a German contract. Without a UKEF guarantee for its bank, the need to set aside its own cash cover against this bond would have made it impossible to fulfil the contract. UKEF guaranteed a proportion of the bond helping release cash to fund its work on the catamaran, a new scientific survey vessel for a German university.

*“UKEF support was paramount for this project” said Stuart Davidsen, the production and design manager at Blyth. “Our bank couldn’t cover 100% of the risk for the bond. Thankfully UKEF was able to take on 50% of the risk. We couldn’t have gone ahead without it.”*

**Working capital support** – UKEF’s Export Working Capital Scheme can enhance your bank’s ability to lend you working capital to support export-related activity. Under the scheme, we provide partial (typically 80%) guarantees to lenders to cover the credit risks associated with export working capital facilities. The scheme is particularly useful in circumstances where a UK exporter

wins an overseas contract that is larger than it is used to handling, or manages to win a number of contracts at the same time, but may struggle to finance them all at once

Both the bond support and export working capital products are accessed through participating banks. If your bank representative is unfamiliar with the products, they can be referred to our ‘Bank toolkit’, which can accessed at [www.gov.uk/uk-export-finance](http://www.gov.uk/uk-export-finance).

**Export Finance Advisers** – your free resource

UK Export Finance’s regional network of Export Finance Advisers (EFAs) stand ready to offer free trade finance information to UK companies who are exporting or considering exporting to Europe

The EFAs act as local points of contact to introduce exporters and prospective exporters to finance providers, credit insurers, insurance brokers, trade support bodies and sources of government support. They can also help explain UK Export Finance’s own product range, complementing what is available in the private market.

For more information and to book a meeting with an EFA, visit:

[www.exportingisgreat.gov.uk/finance-and-insurance](http://www.exportingisgreat.gov.uk/finance-and-insurance)

**Note:** more detailed UKEF contact information can be found on page 86 of this guide.



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## ABOUT THIS GUIDE

This guide aims to provide a route map of the way ahead, together with signposts to other sources of help.

The main objective of this **Doing Business in Ireland Guide** is to provide you with basic knowledge about Ireland; an overview of its economy, business culture, potential opportunities and to identify the main issues associated with initial research, market entry, risk management and cultural and language issues.

We do not pretend to provide all the answers in the guide, but novice exporters in particular will find it a useful starting point. Further assistance is available from the UK Trade & Investment team in Ireland. Full contact details are available in this guide.

To help your business succeed in Ireland we have carefully selected a variety of essential service providers as 'Market Experts'.

This guide is available in four formats:

- website ([www.Ireland.DoingBusinessGuide.co.uk](http://www.Ireland.DoingBusinessGuide.co.uk))
- a 'free' downloadable 'mobile device-friendly' app
- this full colour hard-copy brochure
- PDF download/e-flipbook (please see the website for more details)

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## IRELAND

Ireland is the UK's fifth largest export market and imports more from the UK than any other country. Two-way trade stands at over EUR €1 billion per week. Ireland is an ideal first-step market for UK companies.





## Summary

### Located in:

Western Europe

### Capital:

Dublin (population 1.1 million – estimated that more than 50% younger than age 25.)

### Area:

70,273 sq km

### Official languages:

Irish (Gaeilge); English

### Population:

4.6 million (forecast 4.8 million by 2020).  
Over 40% of the population live within 100 km of Dublin.

### Population growth rate (change):

0.8%

### Population density:

67 people per sq km

### Average age:

36 years

### Urban population:

63%

### Government type:

Republic, Parliamentary Democracy

### Other major cities:

Cork (198,582);  
Limerick (91,000);  
Galway (76,778);  
Waterford (51,519)

### GDP per capita:

US \$49,402

### GDP Growth:

7.8% (2015)

### Unemployment rate:

9.4% (2015)

### Currency:

Euro €

### Annual inflation rate:

-0.3% (2015), 0.6% (2016 forecast)

*[Source: FCO Economics Unit (2014, updated Oct 2015), Ibec]*

### Membership of international organisations:

The main organisations of which Ireland is a member include the European Union (EU), European Bank for Reconstruction and Development (EBRD), World Trade Organisation (WTO), United Nations (UN), International Monetary Fund (IMF), World Bank, International Bank for Reconstruction and Development (IBRD), Organisation for Economic Cooperation and Development (OECD), Asian Development Bank (ADB)

## Why Ireland?

### Background

#### Geography

The Republic of Ireland (ROI) covers an area of about 70,000 sq km, with 26 counties occupying five-sixths of the island of Ireland in the North Atlantic Ocean, west of Great Britain in the extreme north-west of the European continent, and on major air and sea routes between North America and northern Europe. The land is mostly level or rolling interior plain surrounded by rugged hills and low mountains, with high sea cliffs on the west coast.

#### Government overview

The Irish Constitution (Bunreacht na hÉireann) was enacted in 1937. It is the fundamental legal document that sets out how Ireland should be governed through a series of 50 Articles. Every part of the Constitution is set out in both the Irish and English language.

The Constitution establishes the branches or organs of government, it establishes the courts and it also sets out how those institutions should be run. The Constitution also describes the fundamental rights of every Irish citizen.

Article 28 of the Constitution sets out the composition of Government. The Constitution states that the Government must not be smaller than 7 members or larger than 15 members.

The Taoiseach is the head of the Irish Government. He or she is nominated by the Dáil (one of the houses of Parliament) and formally appointed by the Irish President.

Normally, each of the political parties or a coalition of parties will have its own nominee for Taoiseach. The nominee who has the support of the majority of the members of the Dáil will become Taoiseach.

The Taoiseach then nominates the other members of the Government and gives each of them a Department. They are approved by the Dáil and appointed by the President.

Following an inconclusive general election on 26 February 2016, Ireland currently has an acting Taoiseach, Mr Enda Kenny, T.D. Leader of the Fine Gael party. At the time of going to print, consultations on the formation of a new government are ongoing.

*[Source: Government of Ireland (Feb 2016)]*

#### Economic overview

Ireland is the UK's fifth largest export market and imports more from the UK than any other country. The UK accounts for 30% of imports into Ireland. In 2014, exports of goods plus services from the UK to Ireland totalled £27.86 billion (United Kingdom Balance of Payments – The Pink Book: 2015).

Ireland is the UK's largest export market in food and drink, and second largest market in clothing, fashion and footwear. Trade in other sectors continues to grow. Two-way trade stands at over EUR €1 billion per week. Ireland is an ideal first-step market for UK companies.

*[Source: UK Trade & Investment/gov.uk (Feb 2016)]*

## Benefits of Ireland for UK businesses

Benefits for UK businesses exporting to Ireland include:

- English speaking
- Same time zone
- Strong transport links
- Similar regulatory and legal framework
- Ideal starter or test export market
- Sophisticated consumer market
- Open economy, used to imports
- Good perception of the quality of British goods and services

*[Source: UK Trade & Investment/gov.uk (Feb 2016)]*

## Strengths of the market

Strengths of the Irish market include:

- Strong bilateral trade between the two countries
- Strong economic environment
- Flexibility and range of Small and Medium Sized Enterprises (SMEs) representing 99.8% of active enterprises in Ireland
- Three million British tourists visit Ireland every year
- Highly-educated workforce

In addition, Ireland hosts:

- 9 of the top 10 global pharmaceutical companies

- 10 of the top 10 global software companies
- 10 of the top 10 born on the internet companies
- 12 of the top 15 medical device companies
- 6 of the world's top 10 selling pharmaceutical products are exclusively produced in Ireland

Furthermore:

- In 2014 Ireland was ranked 17<sup>th</sup> out of 175 in Transparency International's latest corruption perception index (the UK ranked 14<sup>th</sup>): [www.transparency.org/cpi2014/results](http://www.transparency.org/cpi2014/results)
- Ireland is ranked 17<sup>th</sup> out of 189 in the World Bank's 2015 Ease of Doing Business index (the UK ranked 6<sup>th</sup>): [www.doingbusiness.org/rankings](http://www.doingbusiness.org/rankings)
- The World Economic Forum's Global Competitiveness report ranks Ireland 25<sup>th</sup> out of 144 for 2014-15 (the UK is ranked 9<sup>th</sup>): [www.weforum.org/reports/global-competitiveness-report-2014-2015](http://www.weforum.org/reports/global-competitiveness-report-2014-2015)

Contact a UK Trade & Investment (UKTI) export adviser at: [www.greatbusiness.gov.uk/ukti](http://www.greatbusiness.gov.uk/ukti) for a free consultation if you are interested in exporting to Ireland.

Contact UK Export Finance (UKEF) about trade finance and insurance cover for UK companies. You can also check the current UKEF cover position for Ireland. See: [www.gov.uk/guidance/country-cover-policy-and-indicators#ireland](http://www.gov.uk/guidance/country-cover-policy-and-indicators#ireland)

*[Source: UK Trade & Investment/UKEF/gov.uk (Feb 2016)]*



## Growth potential

Although economic challenges remain, Ireland's GDP is forecast to continue growing in the next two years. The Central Bank of Ireland has forecast GDP growth of 4.8% in 2016: [www.centralbank.ie/press-area/pressreleases/Pages/StronggrowthprovidesanopportunitytostrengthentheeconomicresilienceQuarterly-Bulletin.aspx](http://www.centralbank.ie/press-area/pressreleases/Pages/StronggrowthprovidesanopportunitytostrengthentheeconomicresilienceQuarterly-Bulletin.aspx)

[Source: UK Trade & Investment/gov.uk (Feb 2016)]

## Trade between the UK and Ireland

There are strong trade ties between both countries. The UK exported £18.37 billion in goods to Ireland in 2014.

The main exports by value are:

- Fuel and lubricants
- Manufactured articles
- Machinery
- Transport
- Food and live animals
- Chemicals

The top ten UK export categories to Ireland in 2014 were:

- Petroleum products and related materials
- Miscellaneous manufactured articles
- Gas, natural and manufactured
- Articles of apparel and clothing accessories
- Essential oils and perfume materials; toilet preparations etc.

- Road vehicles
- Medicinal and pharmaceutical products
- Manufactures of metals
- Electrical machinery, appliances and electrical parts
- Office machines and automatic data-processing machines

Total British Foreign Direct Investment (FDI) in Ireland currently amounts to £27.86 billion.

[Source: UK Trade & Investment/gov.uk (Feb 2016)]

## Free Trade Agreements (FTAs)

Ireland is a member of the European Union (EU) and the World Trade Organization (WTO) and other international bodies. Goods manufactured in the UK are exempt from import duties.

SOLVIT is a free service provided by the national administration in each EU country and in Iceland, Liechtenstein and Norway, providing solutions to problems with your EU rights. Contact the SOLVIT team at: [www.ec.europa.eu/solvit/index\\_en.htm](http://www.ec.europa.eu/solvit/index_en.htm) if you have market access issues relating to the operation of the Single Market.

[Source: UK Trade & Investment/gov.uk (Feb 2016)]





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Local knowledge

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**Global reach**  
Local knowledge



# Quick growth of tech start-up is a team effort

A Serbia-based video game maker, Nordeus, explains how TMF Group Ireland helped them meet their global ambitions.

## Client profile

Nordeus began as a small start-up company in Serbia and launched Top Eleven, an online football manager game, with just three employees. Three years later, we have more than 110 employees in five offices - Belgrade, San Francisco, Dublin and Skopje. Our game has more than 12 million active monthly players worldwide. We are really excited to be able to work in the video games industry, to follow industry development and be part of it, to implement new technologies and keep track of all the changes which are happening in probably the fastest developing industry there is.

Our unique approach and especially care for our employees earned us the "Best employer" title for the south-east Europe region, which we are really proud of, and also the "Fastest growing video game company in Europe" and "Europe best start-up" awards, among others.

## Strategic issue

One of our major concerns was actually entering other markets we really know little about in terms of legalisation, law, tax requirements, and that's just the beginning. We are game developers from a small country in Europe with a popular video game played in almost every country in the world. At the time, we had little knowledge of the legal situation in other countries. That's why we decided to request assistance from professionals in that area of expertise.

## How TMF Group helped

We have used TMF Group as a helping hand in many fields we were not familiar with - company formation, compliance with all legal and bureaucratic requirements, accounting, payroll, bank accounts. To put it simply, TMF Group was always there to answer all our questions with a really quick response time, thorough replies and direct assistance. That helped us to focus on the thing we are really good at, and that's making video games. I just cannot imagine the time and resources we would have spent if we decided to do everything ourselves.

## In the future

Our goal is to keep Top Eleven as the most popular online sports game in the world, and we are doing so by always upgrading the game, implementing new features and listening to players' needs. Besides that, we are developing new products, one of those in partnership with bwin.party, and we will be able to share more details about by the end of the year. We intend to keep our "best employer in south-east Europe" title and continue our growth with more people and more presence around the world.

*"To put it simply, TMF Group was always there to answer all our questions with a really quick response time, thorough replies and direct assistance. That helped us to focus on the thing we are really good at, and that's making video games."*

Milan Đukić  
Nordeus

TMF Group provides the following services to Nordeus:

### Set-up services

- Incorporation and filing of documents with the companies registration office
- Registration with the Irish tax authorities
- Opening bank accounts with domestic and international banks
- Payroll system set-up
- Accounting system set-up
- Invoicing system set-up

### Ongoing services

- Provision of registered office and named company secretary
- Board support services
- Accounting and reporting services: management accounts and annual statutory accounts preparation under IFRS
- Tax filing and regulatory compliance services, including corporation tax and VAT
- Payroll services
- Cash Management services



[contact@tmf-group.com](mailto:contact@tmf-group.com)

[tmf-group.com](http://tmf-group.com)





## IRELAND

Doing business in Ireland is straight forward and easier than many other markets. It is always advisable for companies to conduct reliable research before taking the plunge and venturing into any new market. This is vital, and will save you money and improve the efficiency of your venture.



## Researching the market

### Consultation and bespoke research

#### Taking a strategic approach

Doing business in Ireland is straight forward and easier than many other markets. It is always advisable for companies to conduct reliable research before taking the plunge and venturing into any new market. This is vital, and will save you money and improve the efficiency of your venture.

A good first step is to spend time thinking about what objectives your company has in Ireland.

The questions listed below should help you to focus your thoughts. Your answers to them will highlight areas for further research and also suggest the right way forward for your company. You may then want to use this as a basis for developing a formal Ireland strategy, although this may not be necessary or appropriate for all companies:

#### Your Company

- What are the unique selling points for your product or service?
- Do you know if there is a market for your product in Ireland?
- Do you know if you can be competitive in Ireland?
- Are your competitors already in Ireland? If so, what are they doing?
- Do you have the time and resources to handle the demands of communication, travel, product delivery and after-sales service?

- Where does Ireland fit in with your wider plans – for example, are you planning to use Ireland as a stepping stone to other markets?

#### Your Knowledge

- Do you know how to secure payment for your products or service?
- Do you know where in Ireland you should start?
- Do you know how to locate and screen potential partners, agents or distributors?
- Have you carried out any Ireland-specific customer segmentation, and do you know how to best reach potential customers in-market?

It is unlikely that you will have the answers to all these questions at the outset and these “knowledge gaps” should form the basis for further research and investigation. Some of these questions will require quantitative research in your sector, while others involve more contextual and cultural considerations. Talking to other people in your industry and regularly visiting Ireland will give you access to the most current advice, and such experience can often lead to new insights and form the basis for further research.



## Help available for you

You will be able to find out some free information from carrying out desk research. As a minimum, you are advised to contact the UKTI team at the British Embassy in Dublin prior to your visit to discuss your objectives and what help you may need. They provide a range of services to UK based companies, including the provision of market information, validated lists of agents/potential partners, key market players or potential customers; establishing interest from such contacts in working with UK based companies; and arranging appointments. In addition, they can also organise events for you to meet contacts or promote a company and its products/services. In addition, read the EU's practical guide to doing business in Europe: [www.europa.eu/youreurope/business/index](http://www.europa.eu/youreurope/business/index)

### Events and missions

Events are one of the most effective ways to support companies that are looking for trade opportunities and that are undergoing periods of transition. The UK Trade & Investment (UKTI) calendar of events has some 400 core events and missions, and 1,000 opportunities across the TAP 'Trade Access Programme' and the English National Regions.

### UKTI Events Portal

The UKTI Events Portal provides a single calendar view of all UKTI Events and Missions, and has been developed to provide companies with more detailed information on each event in order to help them decide on the most appropriate event to attend. The calendar can be filtered and searched by sector and/or market.

There are also detailed events websites which include more information about the event and also allow users to register for an event.

The UKTI Events Portal is your central hub for business and networking opportunities. Search for future events and missions, register online and network with fellow delegates. Register online at: [www.events.ukti.gov.uk](http://www.events.ukti.gov.uk)

### Export Opportunities

The UKTI Export Opportunities service is a web-based system that allows UK companies to register for thousands of free sales leads in 42 sectors in over 100 countries.

These are sourced by UKTI experts and put you in touch with companies in that market who are looking to source millions of pounds worth of goods and services from the UK.

To register for this free service and tailor your alerts for business opportunities, please visit: [www.exportingisgreat.gov.uk](http://www.exportingisgreat.gov.uk)

### Webinars

The UKTI Webinar service runs hundreds of free hour-long internet events covering topics, sectors and countries around the world, helping you shape your export plan. These events allow you to interact with the experts in specific sectors and countries and allow you to ask questions to enhance your knowledge

To see upcoming UKTI Webinars, please visit: [www.events.ukti.gov.uk](http://www.events.ukti.gov.uk) and search for webinars.

### Overseas Market Introduction Service

You can also commission a UKTI Overseas Market Introduction Service (OMIS) to help you enter or expand your business in Ireland. Under this service, the Embassy's Trade Advisors, who have wide local experience and knowledge, can identify business partners and provide the support and advice most relevant to your company's specific needs in Ireland.

UKTI services are ever changing and evolving, below are some examples of services on offer. For more information check with the UKTI Ireland team.

### Other UKTI services

UKTI assists new and experienced exporters with information, help and advice on entering overseas markets such as Ireland. These services include:

- An Export Health Check to assess your company's readiness for exporting and help develop a plan of action
- Training in the requirements for trading overseas
- Help to grow your business through online exports
- Access to an experienced local International Trade Adviser
- Specialist help with tackling cultural issues when communicating with Irish customers and partners
- Advice on how to go about market research and the possibility of a grant towards approved market-research projects

- Ongoing support to help you continue to develop overseas trade and look at dealing with more-sophisticated activities or markets
- Information, contacts, advice, mentoring and support from UKTI staff in the UK and their network of staff in Ireland
- Support to participate in trade fairs in Ireland
- Opportunities to participate in sector-based trade missions and seminars
- Access to major buyers, local government and supply chains in Ireland
- Advice on forming international joint ventures and partnerships
- Exploratory visits to Ireland
- Alerts to the latest and best business opportunities

To find out more about commissioning any of these services, contact a UK Trade & Investment (UKTI) Export Adviser at: [www.greatbusiness.gov.uk/ukti](http://www.greatbusiness.gov.uk/ukti) for a free consultation, or see further details at: [www.gov.uk/government/collections/uk-trade-and-investment-services-for-exporters](http://www.gov.uk/government/collections/uk-trade-and-investment-services-for-exporters)

### Business Opportunities

UK companies are set to benefit from a unique new five-year programme presenting real-time export opportunities that you can apply for online. This is part of a move to get 100,000 additional companies exporting by 2020.

Launched in November 2015, Exporting is GREAT is part of the UK government's GREAT campaign, and presents live export opportunities to UK businesses across a range of media outlets and digital channels. Hundreds of these export opportunities, with a potential total value of more than £300 million, are hosted on a new platform, [www.exportingisgreat.gov.uk](http://www.exportingisgreat.gov.uk), with many more set to come online each month.

"Exporting is GREAT" provides advice and expertise to support businesses at every step on their exporting journey, from initial interest to selling in-market, and includes a year-long roadshow travelling the UK, giving face-to-face assistance to potential exporters, and using the latest technology to connect these businesses with live export opportunities.

### E-Exporting Programme

UKTI's E-Exporting Programme aims to help UK companies get their brands to millions of global consumers and grow their business through online exports. UKTI's E-Exporting Programme helps UK companies who are:

- new to selling online
- already selling online, but need help with specific issues
- experienced in online sales, but are looking to sell on multiple platforms globally

The programme enables you to:

- arrange a free meeting through your local UKTI office to get expert international trade advice and support, and access to UKTI's global network of contacts. See: [www.uktiofficefinder.ukti.gov.uk/contactSearch.html?guid=none](http://www.uktiofficefinder.ukti.gov.uk/contactSearch.html?guid=none)
- meet a Digital Trade Adviser where relevant, to help develop and implement an international online strategy
- set up on e-marketplaces quickly and also identify new e-marketplaces around the world
- access better than commercial rates to list on some e-marketplaces, including lower commission fees and 'try for free' periods. See: [www.gov.uk/guidance/e-exporting#preferentialrates](http://www.gov.uk/guidance/e-exporting#preferentialrates)
- access the 'E-Expertise Bank', a community of over 175 B2B/B2C service providers offering free advice. See: [www.gov.uk/guidance/e-exporting#eexpertise](http://www.gov.uk/guidance/e-exporting#eexpertise)
- join UKTI's mailing list for opportunities to hear from industry experts, network with like-minded individuals and find out about e-commerce trends.



Getting UK businesses ready to sell overseas

# What is Open to Export?

Open to Export is the online community helping UK businesses get ready to sell overseas. Backed by Government and business, we are a not for profit social enterprise dedicated to helping UK companies grow through export.



**Getting started >**



**Selecting a market >**



**Reaching customers >**



**Pricing and getting paid >**



**Delivery and documentation >**

For more information visit [opentoexport.com](https://opentoexport.com)



### Open to Export

Open to Export is UKTI's free, online advice service for UK companies looking to grow internationally. It offers free information and support on anything to do with exporting and hosts online discussions via its forum, webinars and social media where businesses can ask any export question, and learn from each other.

Open to Export can be accessed at:  
[www.opentoexport.com](http://www.opentoexport.com)

If you are interested in exporting to Ireland, Contact a UK Trade & Investment (UKTI) Export Adviser at: [www.greatbusiness.gov.uk/ukti](http://www.greatbusiness.gov.uk/ukti) for a free consultation.

*[Source: UK Trade & Investment/gov.uk  
(Feb 2016)]*

### Other agencies that can help

British Irish Chamber of Commerce (BICC) is the leading business group serving the interests of businesses with interests in Britain and Ireland. The Chamber plays a vital role in maintaining focus on the value of two-way trade between the United Kingdom and Ireland. They also operate BIG, the British Irish Gateway for Trade, which is an online community of businesses people interested in export and business development. For more information visit: [www.britishirishchamber.com](http://www.britishirishchamber.com) and [www.big.a-star.ie](http://www.big.a-star.ie)

British Irish Trading Alliance (BITA) is a non-profit making organisation that encourages its members to build relationships to generate business through exciting networking, educational and social events held in both countries. For more information: [www.bita.ie](http://www.bita.ie)

Enterprise Europe Network (EEN) helps Irish businesses innovate and grow internationally. With over 600 member organisations, throughout the world, they are the largest support network for SMEs and combine international business expertise with local knowledge to help companies take their innovation into new markets. For more information: [www.een-ireland.ie](http://www.een-ireland.ie)

Small Firms Association (SFA) is the national organisation exclusively representing the needs of small enterprises (i.e. those employing less than 50 employees) in Ireland. For more information: [www.sfa.ie](http://www.sfa.ie)

Irish Small and Medium Enterprises Association (ISME) is the independent representative association for Small and Medium Enterprises in Ireland and currently has in excess of 10,200 members throughout Ireland. For more information: [www.isme.ie](http://www.isme.ie)

In addition, read the EU's practical guide to doing business in Europe:  
[www.europa.eu/youreurope/business/index\\_en.htm](http://www.europa.eu/youreurope/business/index_en.htm)



## IRELAND

The UK and Ireland share a common travel area so there is no passport controls for UK and Ireland citizens when travelling between both countries.







GETTING HERE AND ADVICE ABOUT YOUR STAY

## Getting here and advice about your stay

### Entry requirements

#### Passports and Visas

You do not require a visa to travel or work in Ireland.

The UK and Ireland share a common travel area so there is no passport controls for UK and Ireland citizens when travelling between both countries. This means passports are not needed, but people need a form of valid official photo ID. These include:

- passports
- driver's licences
- international student cards
- national ID cards
- bus passes
- police IDs
- work IDs

In addition, individual travel providers, such as airlines, ferry and bus companies, may have their own photo ID requirements.

Check with your travel provider to make sure you have the right form of official photo ID.

### Health

Visit your health professional at least four to six weeks before your trip to check whether you need any vaccinations or other preventive measures. Country-specific information and advice is published by the National Travel Health Network and Centre on the TravelHealthPro website: [www.travelhealthpro.org.uk/locations/ireland](http://www.travelhealthpro.org.uk/locations/ireland) and by NHS (Scotland) on the fitfortravel website: [www.fitfortravel.nhs.uk/destinations/europe--russia/ireland.aspx](http://www.fitfortravel.nhs.uk/destinations/europe--russia/ireland.aspx).

Useful information and advice about healthcare abroad is also available on the NHS Choices website: [www.nhs.uk/NHSEngland/Healthcareabroad/Pages/Healthcareabroad.aspx](http://www.nhs.uk/NHSEngland/Healthcareabroad/Pages/Healthcareabroad.aspx)

If you are visiting Ireland you should get a free European Health Insurance Card (EHIC) before leaving the UK. The EHIC is not a substitute for medical and travel insurance, but it entitles you to state-provided medical treatment that may become necessary during your trip. Any treatment provided is on the same terms as for Irish nationals.

If you do not have your EHIC with you or you have lost it, you can call the Department of Health Overseas Healthcare Team (+44 191 218 1999) to get a Provisional Replacement Certificate. The EHIC will not cover medical repatriation, ongoing medical treatment or non-urgent treatment, so you should make sure you have adequate travel insurance and accessible funds to cover the cost of any medical treatment and repatriation.

[Source: FCO Travel advice/gov.uk (Feb 2016)]



### FCO Travel Advice

If you are travelling to Ireland for business, the Foreign & Commonwealth Office (FCO) website has travel advice to help you prepare for your visits overseas and to stay safe and secure while you are there.

For advice please visit the FCO Travel section pages on the gov.uk website:  
[www.gov.uk/foreign-travel-advice/ireland](http://www.gov.uk/foreign-travel-advice/ireland)

Or the FCO Travel Advice Twitter page:  
[www.twitter.com/FCOtravel](https://www.twitter.com/FCOtravel)

changing money anywhere other than banks or legitimate bureaux de change.

*[Source: BIS, FCO Travel advice/gov.uk (Feb 2016)]*

### Travel insurance

Take out comprehensive travel and medical insurance before you travel. See FCO Foreign Travel Insurance: [www.gov.uk/guidance/foreign-travel-insurance](http://www.gov.uk/guidance/foreign-travel-insurance)

*[Source: FCO Travel advice.gov.uk (Feb 2016)]*

### Bribery and corruption

Bribery is illegal. It is an offence for British nationals or someone who is ordinarily resident in the UK, a body incorporated in the UK or a Scottish partnership, to bribe anywhere in the world. In addition, a commercial organisation carrying on a business in the UK can be liable for the conduct of a person who is neither a UK national nor resident in the UK or a body incorporated or formed in the UK. In this case it does not matter whether the acts or omissions which form part of the offence take place in the UK or elsewhere.

The UK government takes a very serious view on bribery and corruption, and any UK company considered to be involved in corrupt practices will feel the full weight of the law bear down on them under the UK Bribery Act 2010. The UK Department for Business, Innovation and Skills (BIS) has published a number of documents on their website. For assistance in this area, see: [www.gov.uk/government/organisations/department-for-business-innovation-skills](http://www.gov.uk/government/organisations/department-for-business-innovation-skills)

British nationals have been arrested for possessing counterfeit currency. Avoid

The Irish Tourist Assistance Service (ITAS) can also offer support and practical assistance to victims of crime. This includes liaison with travel companies and financial institutions and, in emergency situations, arranging accommodation, meals and transport. The service is free and Ireland-wide. The ITAS recommends you report any incident in person to the nearest Garda (Police) Station who will then contact the organisation.

ITAS can be contacted at:  
**Irish Tourist Assistance Service (ITAS)**  
Monday-Friday: 6 - 7  
Hanover Street East, Dublin.  
Weekends and public holidays:  
Store Street Garda Station, Dublin 2

Website: [www.itas.ie](http://www.itas.ie)  
Email: [info@itas.ie](mailto:info@itas.ie)  
Tel: Mon-Fri: +353 (0)1-6610562;  
Weekend and public holidays:  
+353 (0)1 6668109

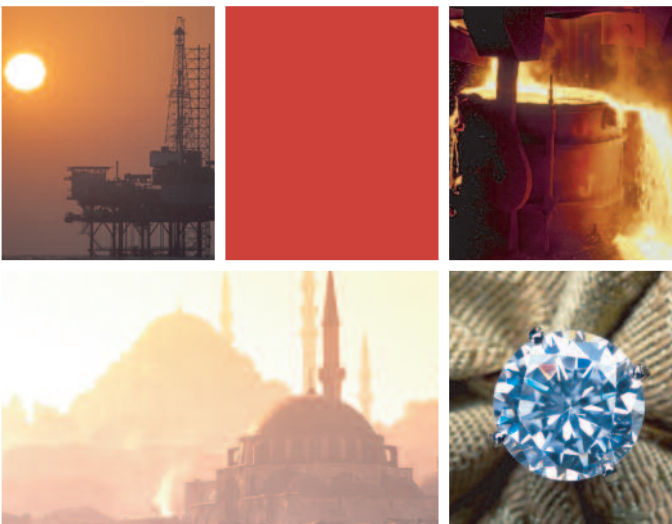
Open Mon-Sat: 10:00 - 18:00,  
Sun & Public Holidays: 12:00 - 18:00.

*[Source: ITAS (Feb 2016)]*



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- Essential contact details
- Listings with links to up-and-coming trade shows
- Links to UK Trade & Investment (UKTI) international trade support services.

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## IRELAND

Ireland is the UK's largest export market for food and drink. More than £3 billion worth of food and drink goods was imported from the UK in 2014. A large number of well-known indigenous and multinational agri-food companies have significant operations in Ireland.







## Sector-specific opportunities in Ireland

UK Trade and Investment (UKTI) publish over 1,000 business opportunities per month across all sectors and over 100 markets. Sign up to receive regular export opportunities alerts at: [www.exportingisgreat.gov.uk](http://www.exportingisgreat.gov.uk)

Access high value public procurement notices via Tenders Electronic Daily (TED) at: [www.ted.europa.eu/TED/main/Home-Page.do](http://www.ted.europa.eu/TED/main/Home-Page.do). TED contains all procurement notices above a certain threshold from the EU and European Economic Area (EEA). See also: [www.ojec.com/?aspxerrorpath=/thresholds.aspx](http://www.ojec.com/?aspxerrorpath=/thresholds.aspx)

Access all Irish public sector procurement opportunities via Etenders, the official Irish government procurement site. See: [www.etenders.gov.ie](http://www.etenders.gov.ie)

There will be UK export opportunities for quality, competitively priced products and services, across all sectors in Ireland.

*[Source: UK Trade & Investment/gov.uk (Feb 2016)]*

## Agriculture and food & drink

The manufacture of food and drink products is Ireland's most important indigenous industry (Bord Bia). The sector has a turnover approaching EUR €26 billion and an annual payroll of EUR €1.8 billion making it Ireland's largest manufacturing sector (accounting for 7% of GDP). 230,000 jobs are linked to the sector in communities big and small throughout the country. Ireland exported EUR €10.5 billion in 2014, with 40% destined for the UK.

A large number of well-known indigenous and multinational agri-food companies have significant operations in Ireland. Uniquely, these activities are consistently dispersed throughout all regions of Ireland, especially rural areas. The agri-food sector is therefore also at heart of the social fabric of rural Ireland.

Ireland imported more than £3 billion worth of food and drink goods from the UK in 2014 (United Kingdom Balance of Payments – The Pink Book: 2015). Ireland is the UK's largest export market for food and drink. By export value, the main sub sectors are:

- cereals and cereal preparations
- dairy products and birds' eggs
- meat and meat preparations
- beverages
- coffee, tea, cocoa, spices and manufactures

At the time of going to print, health foods (particularly snacks and drinks), unique products, speciality diets (gluten free, lactose free, etc.) and confectionery are in demand in the Irish market. Many of the same products that are sold in the UK can be bought in Ireland, with some differences. Irish consumers are interested in the story behind a product, as well as the origin and quality.

*(Source: Bord Bia).*



There are three multiples (Dunnes Stores, Supervalu and Tesco) and two discounters (Aldi and Lidl) in the market, as well as a range of convenience stores and a variety of speciality stores.

There are many routes to market to consider: agent, distributor, direct sales. It is important to come to Ireland to understand the market – including price points, competition, target customers and buyers. Contact [ukti.ireland@fco.gov.uk](mailto:ukti.ireland@fco.gov.uk) for more information on opportunities in the agri-food sector.

*[Sources: UK Trade & Investment/gov.uk (Feb 2016), Bord Bia, Food and Drink Industry Ireland (FDII), United Kingdom Balance of Payments – The Pink Book: 2015, Teagasc]*

## Construction

Output in the construction industry has finally begun to recover, but the sector continues to face a number of challenges. The gross value of output recovered to EUR €11 billion in 2014, having reached its lowest value in 2012.

The Irish Government have announced a capital investment plan for 2016 to 2021 worth EUR €42 billion and have made significant financial commitments to a number of Public Private Partnership (PPP) projects. Examples of these projects (some of which have already been awarded) include:

- 12 primary healthcare centres with a budgeted cost projected at EUR €115 million and expected maintenance contract time span of 25 years

- EUR €300 million Dublin Institute of Technology (DIT) at Grangegorman, the biggest ongoing educational construction project in western Europe with expected completion in 2017
- EUR €650 million National Children's Hospital in Dublin, the largest and most complex capital investment healthcare project ever undertaken in Ireland with expected completion in 2019
- About EUR €1.77 billion to be invested in Irish Water for the provision of water metering, upgrades and waste treatment

Tenders for all Irish public sector projects are advertised via the E-Tenders online procurement website: [www.etenders.gov.ie](http://www.etenders.gov.ie). For future projects and opportunities, keep an eye on the e-tenders website.

Contact [ukti.ireland@fco.gov.uk](mailto:ukti.ireland@fco.gov.uk) for more information on opportunities in the construction sector.

*[Source: UK Trade & Investment/gov.uk (Feb 2016), National Development Finance Agency (NDFA)]*

## Education

The educational sector in Ireland is small in comparison to the UK. There are approximately 3,200 primary schools in Ireland, serving 500,000 students, in comparison with 5 million primary school students in the UK. There are also approximately 720 secondary schools in Ireland, serving 333,000 students.

### Primary Schools

The primary education sector in Ireland includes state-funded primary schools, special schools and private primary schools. The state-funded schools include religious schools, non-denominational schools, multi-denominational schools and Gaelscoileanna (Irish-medium schools).

### Post-Primary Schools

The post-primary education sector comprises secondary, vocational, community and comprehensive schools. Secondary schools are privately owned and managed. Vocational schools are state-established and administered by Education and Training Boards (ETBs), while community and comprehensive schools are managed by Boards of Management of differing compositions. Post-primary education consists of a three-year Junior Cycle (lower secondary), followed by a two or three year Senior Cycle (upper secondary), depending on whether the optional Transition Year (TY) is taken.

### Transition Year

Transition year or '4<sup>th</sup> year' occurs when schools provide multiple activities to the students outside of the normal curriculum. This is often an optional year for students. Many decide to forego this year and reduce their Senior Cycle to two years.

### Funding

There is also a significant difference in how schools are funded between the UK and Ireland. Schools in Ireland have more discretion when it comes to allocating their funding. In Ireland, schools receive a block grant from the government and then additional funding depending on the number of pupils it has attending it. The school is then free to spend the money how they see fit; the wages of staff are paid through the Department of Education.

It is important to be aware that schools in Ireland are currently limited on their expenditure and allocate their budget resources to essential requirements such as heating, materials and maintenance. In contrast, in the UK's local authorities play a much more active role in schools and have a major say in how funding is spent.

### Third Level

There are 26 Higher Education Authority (HEA) funded institutions in Ireland – 7 Universities, 14 Institutes of Technology, and 5 Teacher Training Colleges. There are 42, 375 undergraduate students and 17,647 postgraduate students in Ireland

*[Source: UK Trade & Investment 2016, Higher Education Authority (HEA)]*



## Energy

The energy sector is one of Ireland's main industrial sectors and makes a very significant contribution to the Irish economy. This can be measured not only in terms of economic activity, but also employment and contribution to the Exchequer.

The energy sector buys many goods and services from other sectors, for example, electricity generation relies on a range of inputs such as fuel, construction and IT services.

Ireland is focusing on developing renewable energy sources. It aims to reach a 2020 target of generating 40% of energy with renewable energies, particularly by developing wind farms. Its strategic location provides a natural advantage for the generation of renewable energy in the areas of wind and wave power. There is ongoing public and private sector investment for wind, wave and solar energy.

There are also opportunities for biomass technologies.

Contact [ukti.ireland@fco.gov.uk](mailto:ukti.ireland@fco.gov.uk) for more information on opportunities in the energy sector.

*[Source: UK Trade & Investment/gov.uk (Feb 2016)]*

## ICT

Ireland has built an international reputation over the past thirty years as a centre of technology excellence. The industry in Ireland has two complementary elements: a strong presence of international companies that are global market leaders, and a

larger number of indigenous companies who have achieved significant success on the world stage. The sector directly employs over 105,000 people, with 75% employed in multinational companies and the remainder in indigenous software companies. This indigenous sector is continuing to grow, with almost 730 Irish software companies currently in operation. The Irish tech sector is recognised internationally as being highly innovative, technically expert, and commercially adept.

Ireland's world renowned indigenous and multinational ICT sector has all of the world's top ten ICT companies located in-market. These include firms involved in:

- hardware and software
- data centres
- cyber security
- mobile gaming
- social and digital media
- cloud computing

Companies with significant operations in Ireland include Intel, Microsoft, Twitter, LinkedIn, Facebook, Google and Dropbox. Contact [ukti.ireland@fco.gov.uk](mailto:ukti.ireland@fco.gov.uk) for more information on opportunities in the ICT sector.

*[Source: UK Trade & Investment/gov.uk (Feb 2016), Irish Software Association (ISA), ICT Ireland]*

## Life sciences and healthcare

Four decades of continuous investment has established Ireland the location of choice for international and indigenous life sciences companies. The industry employs over 50,000 people with 27,000 employed in the medical technology sector alone, making Ireland one of largest employers of medical technology professionals in Europe.

9 of the top 10 global biopharmaceutical companies and 18 of the top 25 global medical technology companies have an international base in Ireland. 6 of the world's top 10 selling pharmaceutical products are exclusively produced in Ireland. The country is the 8<sup>th</sup> largest pharmaceutical manufacturer globally and one of the largest exporters of medical products in Europe with annual exports of EUR €8.5 billion. Companies here directly export to over 100 countries worldwide.

Companies in Ireland are involved in:

- diagnostic
- hospital and homecare products
- ophthalmic
- orthopaedic
- vascular
- contract research and development/ manufacturing
- connected health
- services

Companies with major operations in Ireland are Abbott, GSK, Pfizer, Eli Lilly, Takeda, Roche and Genzyme.

A potential benefit of selling to European headquarters of multinational firms in Ireland can be access to wider opportunities with their parent companies globally. Often the opportunity is not merely in increased sales, but from the association of having engaged with world leading companies.

The international nature of the sector has other benefits too: aside from the Irish market, most firms primarily serve multiple markets and regions, including EMEA and North America. Indeed, if successful in obtaining business from an Irish based firm, this may also offer supply chain access to many of the world's top life sciences and medical device firms.

### Healthcare

With a EUR €13 billion budget annually, the Irish public health service, the Health Service Executive ('HSE'), accounts for 40% of total Government spending. Private healthcare providers are also present, with full or partial private health insurance common.

Unlike other western European countries, Ireland does not have a universal health system, rather a mixed system based on need and personal choice. This means that there are three common types of hospital, public hospitals, voluntary public hospitals: and private hospitals. The latter are limited to mostly urban areas.

National healthcare policy is currently being changed to have a series of local primary health care centres, while universal healthcare provision is also planned.

#### **What are the opportunities in the sector?**

There are many, from routine healthcare consumables and services, to specialist medical equipment.

As most hospitals are publically funded, most service and product needs are sourced through publically advertised procurement procedures. These opportunities are typically listed on the official procurement website: [www.etenders.gov.ie](http://www.etenders.gov.ie). Private hospitals are fewer, but they operate their own separate procurement competitions. A direct approach to these is best. Opportunities are usually listed on their respective websites.

#### **Where can I find out about companies present in Ireland?**

A comprehensive list of public hospitals can be accessed on the Irish national health services website (the HSE): [www.hse.ie/eng](http://www.hse.ie/eng). Many private hospitals are listed on the main trade body website: [www.independenthospitals.ie](http://www.independenthospitals.ie)

Contact [ukti.ireland@fco.gov.uk](mailto:ukti.ireland@fco.gov.uk) for more information on opportunities in the healthcare sector.

*[Sources: UK Trade & Investment/gov.uk (Feb 2016), Irish Medical Devices Association (IMDA), BioPharmaChem Ireland, Enterprise Ireland]*

### **Retail**

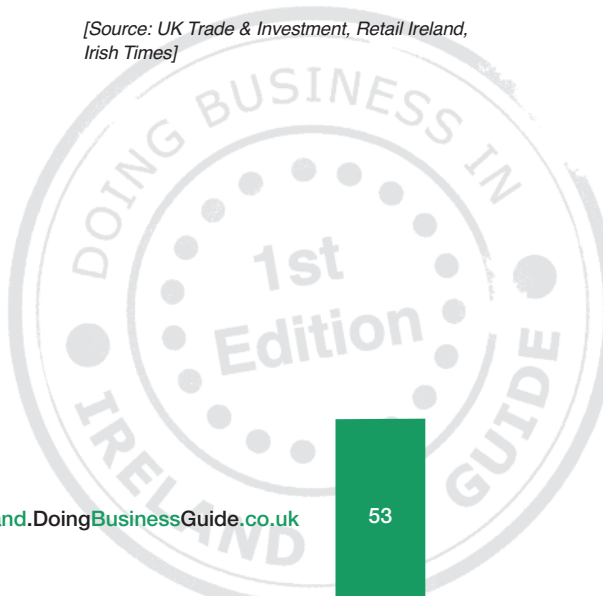
Many UK retail outlets have branches in the UK, such as Topshop, Oasis, Harvey Nichols and Debenhams. Ireland is an important market for clothing and footwear exports from the UK.

The Irish retail sector employs almost 275,000 people. There are 42,000 retail and wholesale businesses operating in Ireland of which 83% are Irish owned and operated. Many of these are independently run shops.

Due to increasing levels of employment and salary increase, consumer confidence improved which led to increased consumer spending. It was estimated that Irish consumers spent approximately EUR €90 billion in 2015.

Contact the UKTI Ireland team at [ukti.ireland@fco.gov.uk](mailto:ukti.ireland@fco.gov.uk) to get advice on the best approach for your product in the Irish market

*[Source: UK Trade & Investment, Retail Ireland, Irish Times]*



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## Transport

Public transport, airport and port operations are owned and maintained by the Irish state though designated semi-state organisations. There is significant public sector involvement in the majority of infrastructure projects through public/private partnerships.

### Roads

On a per capita basis, Ireland's road network is relatively large when compared to other European countries. The network comprises 100,000 km of road (81.4% local, 13.2% regional and 5.4% national), of which approximately 900 km is motorway. There have been substantial investments and improvements made over the last number of years, with a modern motorway network now linking Dublin with the major towns and cities across Ireland.

### Railway

The Irish rail sector is relatively small when compared to other EU countries, although the past decade has seen significant infrastructural improvements and investments in rolling stock. There is nearly 2,400 km of heavy rail track nationwide, (of which 4.5% is electrified) in addition to a 37km light rail system servicing Dublin and surrounding suburbs.

Rail freight traffic in the Republic of Ireland is low in comparison with other EU countries and almost insignificant when compared with road haulage.

### Sea Ports

As an island nation, Ireland's commercial sea ports are vital for exporting and importing, as well as for the country's

important tourism sector. In terms of freight activity, the largest ports are Dublin, Shannon Foynes, Cork, Rosslare, Bantry Bay and Waterford.

### Air

International air connectivity is crucial for Irish business travel and tourism, with the sector benefiting from continued investment in expansion of the infrastructure, maintenance, safety and security. Dublin Airport is Ireland's largest airport, followed by Cork and Shannon, while regional airports are located at Knock, Kerry, Waterford and Donegal.

### Access to market & opportunities

Tenders for all Irish public sector projects including transport are advertised via the E-Tenders online procurement website: [www.etenders.gov.ie](http://www.etenders.gov.ie).

The Irish Government through the Department of Transport, Tourism and Sport has allocated EUR €10 billion over the next seven years to allow for appropriate levels of investment to be made in public transport to maintain and improve the existing network. EUR €6 billion is being made available to support the development of Ireland's road network, while provision has also been made for a strategic rail line (Metro North) to serve the transport needs of North Dublin.

*[Sources: UK Trade & Investment, Irish Department of Transport, Tourism & Sport, Engineers Ireland]*



## A guide to doing business in Ireland

Why would you consider Ireland as a place to do business, and if you were, why would you choose to bank with Ulster Bank?

There are many excellent reasons why you would chose to do business/locate your business in Ireland. Our favourable low corporation tax regime is well documented, we have a highly educated and multi skilled workforce, a supportive business environment where entrepreneurship is embraced, an economy that is rebounding at the fastest rate in the European Union (EU), an enviable geographic location and on a personal level, Ireland is just simply a great place to live.

Ireland is located off the North West coast of Europe and has a population in excess of 4.5 million people. Ireland is divided into 32 counties. 6 of these counties are in Northern Ireland which is part of the United Kingdom (UK). The remaining 26 counties form the Republic of Ireland.

It has international airports located in Dublin, Belfast, Derry, Knock, Cork and Shannon together with a network of regional airports. Ireland is the closest EU European country to the United States (US) and most European cities are accessible within a two to three hour flight. Its main language is English and it is the only Eurozone country in which English is the principle language.

### **Ireland is home to :**

- 9 out of 10 world leading technology and internet companies.
- 8 out of 10 leading online game companies and platforms
- 8 out of 10 world leading pharmaceutical companies
- 15 out of the top 20 world leading life sciences companies
- And over 50% of the world's leading financial services companies.

Familiar names such as Google, Facebook, Twitter, Microsoft, Boston Scientific and more have significant HQ operations in Ireland and this concentration of world-leading organisations has positioned Ireland as a major European business centre attracting some of the world's most talented people.

These businesses have been able to draw on the availability of a young, flexible, ambitious, well-educated and multilingual workforce as many foreign nationals from across Europe and beyond have combined with Ireland's indigenous workforce to ensure a plentiful supply of highly qualified workers.



Successive Irish Governments have encouraged foreign direct investment (FDI) and entrepreneurship and they actively encourage international companies to choose Ireland as their European base. The Industrial Development Authority (IDA) is Ireland's FDI agency and they have helped over 1,100 companies establish & develop themselves in Ireland. The 2015 World Bank 'Doing Business' report ranks Ireland in the top 10% of 189 economies surveyed.

Ireland's tax regime helps make companies based in Ireland more attractive to investors. This includes a low corporate tax rate of 12.5% as well as a comprehensive double tax treaty agreement with over 70 countries. The availability of improved tax credits for research and development expenditure and the introduction of tax relief on the acquisition costs of intellectual property, patent rights and other intangibles have heightened Ireland's tax attractiveness for investors.

Ireland's economy continues to rebound at the fastest rate in the EU. Growth figures for 2015 have been a good deal stronger than expected with the economy growing by 6.9% year on year in the first half of the year. The European Commission recently commented that the strong recovery was initially driven by strong net exports but it is now firmly based on domestic demand across many economic sectors. It also noted that the growth is being driven, not just by foreign multinationals, but by Irish Small and Medium Sized Enterprises (SMEs) which are exporting more due

to the weak euro and access to finance. The domestic labour market also continues to register healthy improvement across the country where the jobless rate stands at 9.3% (October '15) compared to 15.2% in early 2012 and the strengthening recovery is also evident in the public finances with Ireland set to comfortably deliver a fifth consecutive year of fiscal outperformance.

As a place to live Ireland has a lot to offer. Ireland is blessed with a rich history, culture and a beautiful landscape. It is an island where you can't get more than 150 miles from the sea. Its weather is moderate and its people are renowned worldwide for their friendliness and their willingness to embrace change.

The Republic of Ireland is a parliamentary democracy where the Euro is the common currency. Health care is available free to all residents including those from the European Union and European Economic Areas living in Ireland. Its education system is excellent where primary, secondary and third level education is strongly encouraged. Ireland is often referred to as the 'land of saints and scholars' referring to the golden age of monastic learning or 'the emerald isle' referring to its green landscape.

Popular culture in Ireland is very similar to many Western countries in terms of TV, cinema, traditional music and literature. However, it's probably best known for its pub culture where friends, family, neighbours and tourists can meet in a relaxed and friendly atmosphere to enjoy some of the best food, drink and 'craic' in the world.



So, if you were tempted to consider Ireland as a place to do business and you needed a bank, why would you choose Ulster Bank?

If you are taking your business across international borders it can put a strain on your cash flow and expose your business to new risks. In response to these challenges Ulster Bank recently launched a compelling international proposition to help our customers' trade internationally with greater efficiency, security and peace of mind. As a wholly owned subsidiary of Royal Bank of Scotland, we can leverage local connectivity and banking services across the UK via RBS and Nat West. We can also support UK companies coming to the Island of Ireland to do business here through our extensive network of over 200 branch & business centre locations providing you with a full service banking operation for both personal and business needs.

The scale of foreign direct investment into Ireland continues to thrive and there is no shortage of innovative, international companies seeking to locate here. The work of bodies such as the IDA, British Irish Chamber of commerce, Inter Trade Ireland and others have all played an integral part in bringing high growth companies to Ireland and as a domestic bank with an international footprint Ulster Bank is very well placed to support these businesses through its dedicated FDI team.

Ulster Bank is also the only Irish Bank that is a member of the International banking partnership IBOS (International Bank, One Solution). IBOS includes over 25 member banks, all operating globally (including Silicon Valley Bank, US Bank, PNC Bank, Unicredit, Santander). The advantage of this partnership for our customers is that we can provide them with on the ground banking services in a large number of countries with the same level of service you'd expect to get from Ulster Bank. This allows us to support our customers as they expand into Europe, America and beyond.

Ulster Bank is building a bank that is relevant to the future with a stated ambition to become the number one bank on the Island of Ireland for customer service, trust and advocacy. Many of the companies we meet coming to Ireland see innovation as a key competitive advantage. Through our parent, RBS (Royal Bank of Scotland), we have access to the RBS innovation team based in Silicon Valley, the heart of the tech start-up community. Ulster Bank's ongoing investment and focus on innovation is a key component of our offering and we are excited for the future benefits this investment will bring to our customers.

So, if the business attractions that Ireland offer seem attractive to you and you want to explore the extensive possibilities of partnering with a domestic and international bank, we'd be delighted to hear your plans and share our insights with you.

Connect with us today at  
[ulsterbank.ie/international](https://ulsterbank.ie/international)



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## IRELAND

The Irish Office of the Revenue Commissioners is responsible for tax and customs matters in Ireland. Most goods or services supplied in Ireland are subject to VAT, which is charged at a number of different rates.







## Preparing to export

### Start-up considerations

The Companies Registration Office (CRO) is the central repository of public statutory information on Irish companies. The CRO provides information on setting up a company in Ireland, together with other aspects of business in Ireland including business planning, legal structures, funding, tax, PRSI and employing staff. See: [www.cro.ie/Registration/Company](http://www.cro.ie/Registration/Company)

Other routes to market include:

- agent or commission agent
- importer
- distributor
- direct sales
- partnership
- joint venture
- tenders

## How to do business in Ireland

### Legal considerations

As a common law jurisdiction and a European Union member, Irish law closely mirrors UK law. However you should still seek professional legal advice.

The Irish Department of Jobs, Enterprise and Innovation provides full details of start-up and sector-specific regulations, as well as a new guide to help SMEs find out which Government financial supports may be available. See: [www.businessregulation.ie](http://www.businessregulation.ie)

### Standards and technical regulations

Products and packaging should meet EU standards.

Local standards and technical regulations may apply. You should seek legal advice or guidance from the appropriate regulatory agency in Ireland. These include the:

- National Standards Authority of Ireland which provides information on general certification and standards. See: [www.nsai.ie](http://www.nsai.ie)
- Central Bank and Financial Services Authority of Ireland provides details of regulations in the financial sector. See: [www.centralbank.ie/Pages/home.aspx](http://www.centralbank.ie/Pages/home.aspx)
- Commission for Energy Regulation (CER). See: [www.cer.ie](http://www.cer.ie)
- Commission for Communications Regulation which provides details of regulations in the telecommunication sector. See: [www.comreg.ie](http://www.comreg.ie)



- Environmental Protection Agency.  
See: [www.epa.ie/#&panel1-1](http://www.epa.ie/#&panel1-1)
- Food Safety Authority of Ireland. See: [www.fsai.ie](http://www.fsai.ie)
- Health and Safety Authority of Ireland.  
See: [www.hsa.ie/eng](http://www.hsa.ie/eng)
- Irish Medicines Board which provides information on regulations for medicinal products (Health Products Regulatory Authority). See: [www.hpra.ie](http://www.hpra.ie)
- National Consumer Agency which regulates on general consumer law.  
See: [www.consumerhelp.ie](http://www.consumerhelp.ie)

EU standards mostly apply with regard to packaging. However, dependant on the business sector there may be local considerations. You should check by:

- seeking appropriate legal advice
- consultation with relevant national agencies
- consulting the local UK Trade & Investment team at the British Embassy in Dublin. See the Contacts section at the end of this guide, or: [www.gov.uk/government/world/organisations/uk-trade-investment-ireland#contact-us](http://www.gov.uk/government/world/organisations/uk-trade-investment-ireland#contact-us)

*[Source: UK Trade & Investment/gov.uk (Feb 2016)]*

## Intellectual Property (IP)

Trademarks, designs, patents and copyright are the principal forms of Intellectual Property (IP) protection available to companies and individuals.

Having the right type of intellectual property protection helps you to stop people stealing or copying:

- the names of your products or brands
- your inventions
- the design or look of your products
- things you write, make or produce

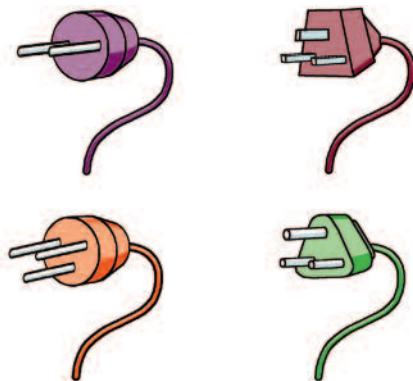
Copyright, patents, designs and trademarks are all types of intellectual property protection. You get some types of protection automatically, others you have to apply for.

**You own intellectual property if you:**

- created it (and it meets the requirements for copyright, a patent or a design)
- bought intellectual property rights from the creator or a previous owner
- have a brand that could be a trade mark, e.g. a well-known product name

You usually will not own the intellectual property for something you created as part of your work while you were employed by someone else.

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Intellectual property can:

- have more than one owner
- belong to people or businesses
- be sold or transferred

However, IP law – especially for patent protection – is not yet totally harmonised within the EU. The Irish Patents Office has responsibility for IP legislation in Ireland. You should seek professional legal advice with regard to issues around IP. See: [www.patentsoffice.ie/en](http://www.patentsoffice.ie/en)

Contact the Intellectual Property Office (IPO), the official UK government body responsible for intellectual property (IP) rights including patents, designs, trademarks and copyright, for further information or advice: [www.gov.uk/government/organisations/intellectual-property-office](http://www.gov.uk/government/organisations/intellectual-property-office)

*[Source: UK Trade & Investment/IPO/gov.uk (Feb 2016)]*

## Tax and customs considerations

The Irish Office of the Revenue Commissioners is responsible for tax and customs matters in Ireland. See: [www.revenue.ie/en/index.html](http://www.revenue.ie/en/index.html)

### Value Added Tax (VAT)

Most goods or services supplied in Ireland are subject to VAT. VAT is charged at a number of different rates. These include:

- standard rate at 23%
- 13.5% rate, applying to a number of labour intensive services
- 9% to tourism goods and services
- 4.8% to livestock
- 0% for services supplied in the public interest, e.g. foods, medicines, children's clothes, childcare and education

Check with HM Revenue and Customs (HMRC) regarding VAT refund of business expenses incurred in Ireland. See: [www.gov.uk/government/publications/vat-notice-723a-refunds-of-vat](http://www.gov.uk/government/publications/vat-notice-723a-refunds-of-vat)

Check with the Irish Revenue Office regarding VAT rates for your products. See: [www.revenue.ie/en/tax/vat/rates/index.jsp](http://www.revenue.ie/en/tax/vat/rates/index.jsp)

### Company tax

Ireland's 12.5% corporate tax rate on trading income is one of the lowest 'onshore' statutory corporate tax rates in the world. A tax rate of 25% applies to non-trading income (passive income) such as:

- investment income
- rental income
- net profits from foreign trades
- income from certain land dealings and oil, gas and mineral exploitations

The extent of a company's liability to Irish corporation tax depends on its tax residence. Irish resident companies are liable to corporation tax on their worldwide income and capital gains. A company is tax resident in Ireland if its central management and control is located in Ireland, or it is incorporated in Ireland, but there are exceptions for certain Irish companies.

Companies not resident in Ireland, but with an Irish branch, are liable to corporation tax on:

- profits connected with the business of that branch
- any capital gains from the disposal of assets used by or held
- for the purposes of the branch in Ireland

Companies not resident in Ireland which do not have an Irish branch are potentially liable to:

- income tax on Irish source income
- capital gains tax from disposal of specified Irish assets, e.g. Irish land, buildings, certain Irish shares

#### Income tax

Income tax is generally chargeable on all income made in Ireland, and on income for services performed in Ireland. Tax on other income and gains depends on the residence and domicile of the individual.

The most common form of income tax is Pay As You Earn (PAYE), which is a salary withholding tax deducted by employers from an employee's pay. People who are self-employed or receive income from non-PAYE sources use the self-assessment system.

Personal income tax rates depend on marital status. See the Irish Citizens Information site: [www.citizensinformation.ie/en/money\\_and\\_tax/tax/income\\_tax/how\\_your\\_tax\\_is\\_calculated.html](http://www.citizensinformation.ie/en/money_and_tax/tax/income_tax/how_your_tax_is_calculated.html)

There are a wide range of tax-deductible expenses. These include pension contributions and tax credits, such as the employee credit.

#### Customs

The internal market of the European Union (EU) is a single market in which the free movement of goods, services, capital and persons is assured, and in which citizens are free to live, work, study and do business.

Since its creation in 1993, the single market has opened itself more to competition, created jobs, and reduced many trade barriers. The Single Market Act (see: [www.ec.europa.eu/growth/single-market/smact/index\\_en.htm#maincontentSec3](http://www.ec.europa.eu/growth/single-market/smact/index_en.htm#maincontentSec3)) was put forward in two parts, in 2011 and 2012, containing proposals to further exploit the opportunities afforded by the single market, in order to boost employment and improve confidence in European business. Therefore as a single market allowing the free movement of goods and services, no import duties are applicable.

Information on customs and duties in Ireland is available from the Irish Office of the Revenue Commissioners. See: [www.revenue.ie/en/index.html](http://www.revenue.ie/en/index.html)

*[Source: UK Trade & Investment/HMRC/gov.uk (Feb 2016)]*



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### Who are we?

An Post is a major commercial organisation providing a wide range of services which encompass postal, communication, retail and financial services. It is one of Ireland's largest companies directly employing over 9,500 people through its national network of retail, processing and delivery points.

### The Irish eCommerce Market

The Irish eCommerce market is growing. 9 in 10 adults in the Republic of Ireland shop online and have an average spend of €71 per month. Irish consumers are estimated to have spent €6bn online in 2015. This is forecasted to increase to €20bn by 2020. Irish population settlement means Retail choice and selection is limited versus the UK. The Irish economy is now in growth, meaning higher disposable income is available. Less retail competition means prices are higher, driving stronger margin.

*Source: Frontier Economics Ltd -The packets and parcels sector in Ireland, May 2015*

### How can we help you grow your business in the Irish market?

High shipping costs can result in lost conversions; we offer extremely low shipping costs v's our UK competitors. Long winded return processes put off the consumer and you the merchant; our Returns process is easy for you and your customer via our centralised returns solution. Lead times from warehouse to door can be long; we offer a range of delivery services satisfying the growing urgent demand of the Irish consumer. Missed deliveries can drive up Customer Service queries, for you the merchant; our technology and network means strong first time service levels with best in class tracking. Rural areas can take considerably longer for couriers; we are the national carrier and deliver to every address, every working day in the Republic of Ireland.

### Our Network

**Customers** – we serve 1.7m weekly customers

**Collection** – 8,706 collection points across the Republic of Ireland

**Processing** – 4 Mail Centres and 293 Delivery Offices gives us reach to all customers

**Network** – 2,654 motor vehicles

**Delivery** – 4,130 delivery routes, 2.2million delivery points daily

### eCommerce Delivery Services

Our Express with Signature service is our parcel delivery service within Ireland. We can carry parcels up to 30kgs in weight. With next day delivery, fully tracked throughout our network and a signature on delivery, it provides both peace of mind and a reliable and efficient service for you and your customer.

### Technology

We have Realtime scanning incorporated across our full network. This enables our realtime track and trace information and signatures are available online for all signature deliveries. We can also provide interactive customer alerts, by both email and SMS. Our tracked returns solution is linked to order details providing you the merchant with a facility to manage your returns efficiently.

### Premium Delivery Options – as Standard

At An Post, we believe in offering the Customer choice and offer a range of Premium Delivery Options, giving the Customer the power of choice from the order stage.

### In-flight Delivery Service

PRISM is our "In-Flight" delivery choice solution. We pro-actively make phone contact with the Customer to ensure they are home or alternatively have the item redirected to a neighbour, redirected to a local Post Office, Delivery Service Unit or local retailer within the area.

**Contact details:** An Post International Team. Gerry Davis. International Service Manager  
**Address:** General Post Office. O'Connell Street Lower, Dublin 1, D01 F5P2. Ireland  
**Email:** gerry.davis@anpost.ie | **Tel:** +353 86 606 2752  
**For further information visit:** anpost.ie/parcels | thejourneyofthings.ie



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Not everyone is at home when their items arrive. **MyParcel Pickup** is An Post's Click and Collect service, which allows your customers to choose to have their items delivered to a Post Office convenient to them. **MyParcel Pickup** sits as a widget on your website enabling customers to choose their delivery location at the point of purchase and pick it up when it suits them, within 5 working days.



Keeping the Customer informed throughout the delivery process is key. **PostAlerts** provide the Customer with all the information they need by SMS and / or email. We let the Customer know when we have received their item into our network, when their item is going out for delivery, when their item has been delivered or to advise that we could not deliver their item and how to arrange redelivery or collection if it.

Not all online purchases are suitable. Research shows that Customers are more likely to buy from a website that offers convenient and easy Returns options.



With **ReturnMyShopping.ie**, customers can return items to merchants within Ireland conveniently through our extensive Post Office network. If you do not have an Irish presence, we can also offer returns solutions to other countries.



**AddressPal** is a new service from An Post which allows customers have their UK online shopping delivered to Ireland at reduced rates. The service is offered by our **AddressPal.ie** website, which generates a UK proxy for Irish consumers which they use when ordering online. An Post will then make the items available for collection by the Customer at their nominated Post Office in Ireland for a fee of €3.50.



**DeliveryBox™** is the convenient and secure new way to receive letters, packets and parcels from An Post, in the form of a compact, discreet and stylish wall-mounted box which holds your letters and parcels at your home or business, until you retrieve them. **DeliveryBox™**, allied to An Post's unrivalled nationwide delivery network, is the perfect solution for online shoppers, commuters and working families. **DeliveryBox™** is also ideal for returning online orders, as mail can be collected each time a delivery is made. **DeliveryBox™** marks part of An Post's response to changing consumer needs. No more waiting around for deliveries, no more missed parcels. An Post's smart scanning system acts as proof of delivery and there's no need for a signature for non-registered mail. In addition, the technology behind **DeliveryBox™** enables an email notification to be sent to the customer to inform them when a delivery has been made. To find out more, visit [anpost.ie/DeliveryBox](http://anpost.ie/DeliveryBox).



### **An Post; Adding Value**

**iloveshopping.ie** is perfect for online retailers who are looking to break into the Irish Market. It enables you to target online shoppers, free of charge. It is simple to register and easy to use. Maximise your exposure by uploading offers and promotions. It offers a free listing for your website and free access for your customers to find you.

### **Why An Post?**

We have a range of domestic and international delivery solutions. We have service options to maximise delivery first time, every time. We can offer a Returns Solution and a free Order Generation website coupled with IT and Account Management support. An Post is a one-stop shop for all your delivery needs and can help and support your business to grow in Ireland.

Visit our website at [anpost.ie](http://anpost.ie), email us with your contact information at [customer.services@anpost.ie](mailto:customer.services@anpost.ie) and we will contact you, or by mail to Customer Services, General Post Office, O'Connell Street Lower, Dublin 1, D01 F5P2, Ireland.



The background of the page is a collage of various Euro banknotes, including 10, 20, and 50 Euro notes, showing architectural details and the European Union flag stars.

## IRELAND

Whilst Irish has constitutional status as the national and first official language of Ireland, English is the most commonly spoken language. Irish belongs to the Gaelic or Goidelic branch of the Celtic languages, along with Scottish Gaelic and Manx.





## Business etiquette, language & culture

### Language

Whilst Irish has constitutional status as the national and first official language of Ireland, English is the most commonly spoken language.

Irish belongs to the Gaelic or Goidelic branch of the Celtic languages, along with Scottish Gaelic and Manx. In 2003, the Official Languages Act was passed, giving expression to the constitutional status of Irish as the first official language. That Act led to the establishment of the office of An Coimisinéir Teanga. In 2006 the Government issued the “Government Statement on the Irish Language” in which it affirmed its support for the development and preservation of the Irish language and the Gaeltacht – the areas where Irish is still spoken.

There are currently Gaeltacht areas in seven counties (Donegal, Mayo, Galway, Kerry, Cork, Waterford and Meath). The economic development of the Gaeltacht has, however, been accompanied by declining percentages of Irish speakers (in 2002, a government commission had reported that of the 154 electoral divisions in the Gaeltacht, only 18 divisions had 75% or more people in them who were daily speakers of Irish).

In 2007, Irish was recognised as an official working language of the European Union. Outside the Gaeltacht, Irish is spoken as a minority language throughout Ireland. According to the 2011 census, 1.77 million people (41% of the population) over the age of three defined themselves as Irish speakers (an increase of 7.1% on the figure in 2006).

77,185 people said they spoke Irish on a daily basis outside the education system (an increase of 5,057 on the figure in 2006).

There have been significant developments in Irish-language media in recent years. Since 1996, a dedicated Irish-language television channel, TG4 (formerly Teilifís na Gaeilge), has been on air. The Gaeltacht-based radio service, RTÉ Raidió na Gaeltachta, broadcasts 24 hours a day. A cross-border language promotion body, Foras na Gaeilge, was established under the Good Friday Agreement of 1998 and there are also many voluntary Irish language organisations.

*[Source: The Office of An Coimisinéir Teanga (Feb 2016)]*

### Irish society and culture

#### The Family

The dominant social structure is still the extended family, even in urban areas – ties to home and family are very strong.



## Meeting and greeting

Irish business people tend to be informal, quickly moving to first names. When meeting, smile and shake hands firmly with everyone.

## Business cards

Business cards are often exchanged after introductions, although many do not have business cards, so you should not necessarily expect one in return.

## Public holidays 2016

Date:	Day:	Holiday:
1 January	Fri	New Year's Day
17 March	Thu	St Patrick's Day
28 March	Mon	Easter Monday
2 May	Mon	May Day
6 June	Mon	June Bank Holiday
1 August	Mon	August Bank Holiday
31 October	Mon	October Bank Holiday
25 December	Sun	Christmas Day
26 December	Mon	St Stephen's Day



## IRELAND

Doing business in Ireland is very similar to doing business in the UK. If your product or service is successful in the UK, there is a good chance you will be successful in Ireland.









# IOE

Institute of Export

## Moving in the right direction

- The leading UK authority on all aspects of international trade
- Exporting excellence through education
- Expert solutions to your export needs
  - Maximising your profit from International Trade

Our main aim is to help you achieve your export and international trade goals.

**If you do well, we do well.**

**Join us today**

**Call: +44(0)1733 404 400**

**email: [institute@export.org.uk](mailto:institute@export.org.uk)**

**[www.export.org.uk](http://www.export.org.uk)**

## What are the challenges?

### Challenges to doing business in Ireland

Doing business in Ireland is very similar to doing business in the UK. If your product or service is successful in the UK, there is a good chance you will be successful in Ireland.

However, there are certain challenges when doing business in or with Ireland that you should be aware of. These include:

- competition against a robust domestic market
- costs of doing business can be high
- Shipping costs can be prohibitive

Direct debit mandates, Bankers' Automated Clearing Services (BACS), Single Euro Payments Area (SEPA) and cheques are all widely used in Ireland. Standard payment terms are usually 30 days. However, average payment days currently stand at 55 days.

*[Source: UK Trade & Investment/gov.uk (Feb 2016)]*



# MAKING THE MOST OF A WORLD OF OPPORTUNITY



Mark Lindsay  
Managing Director of Trade and  
International at Bibby Financial Services.

British SMEs have a strong history of serving customers domestically, but increasingly opportunities lie in other markets. With a resilient economy, a strong SME community and excellent transport links, Ireland provides significant trade opportunities for businesses in the UK

Many SMEs, however, feel unable to maximise their international trade potential, often listing a lack of funding, inexperience in dealing with foreign currency and cultural nuances as the top constraints holding them back.

But there is a wealth of support available, both in relation to funding and currency exchange, and overcoming cultural barriers to trade.

## ABOUT US

Part of the 200-year-old international business-to-business services provider, the Bibby Line Group, Bibby Financial Services has been helping businesses to trade overseas for over 15 years. Formed in 1982, we have more than 40 operations in 14 countries, including 19 UK offices and one in Ireland.

Globally, we have 9,500 customers and our international footprint enables us to support businesses trading in over 100 countries worldwide.

In addition to our Export Finance services, we provide import and multi-currency support, helping our clients to trade with confidence in overseas markets.

## HOW WE CAN HELP

We take a relationship based approach to supporting businesses, which means that we work hand-in-hand with our clients to find the right support package for them. Though our solutions are highly bespoke and tailored to the individual needs of our clients, we offer three solutions for those trading in overseas markets.

### EXPORT FINANCE

We can provide funding of up to £10m to support businesses exporting and our Export Finance facility was designed to provide a flexible finance solution - but also to provide support in relation to developing business in foreign markets, cultural expertise, linguistic and currency services.



We provide funding against unpaid customer invoices, unlocking working capital and helping our clients to bridge the gap between invoicing and payment, which can frequently extend to over 120 days in overseas markets (often while goods are in transit).

Additionally, we can manage the full invoice collections process using multi-lingual credit controllers and overseas multi-currency accounts, enabling businesses to focus on fulfilling existing orders and generating new sales.

On top of this, we can provide Bad Debt Protection, helping our clients to offset the risk of non-customer payment in the markets in which they trade.

## **TRADE FINANCE**

For those importing goods from Ireland, our trade financing offering provides a means of paying international suppliers upfront, enabling our clients to negotiate early payment discounts and benefit from better customer and supplier relationships.

Additionally, we can cover the cost of shipping, VAT and import duty, removing the hassle of importing and helping our clients to access to goods they need, when they need them.

## **FOREIGN EXCHANGE**

Foreign exchange plays a huge role in the efficiency, accessibility and appeal of exporting and importing, however, trading anywhere overseas can leave a business exposed to currency fluctuations.

When agreeing prices of goods, businesses need to consider potential future currency fluctuations which could result in the sale price decreasing by the time it comes to invoicing for the goods. Having access to experts who can talk about exchange rates

and turn around payment quickly can be essential.

Bibby Foreign Exchange looks to remove complexities preventing many SMEs from engaging in international trade, by combining business funding with foreign exchange in your currency of choice.

## **INTEGRATED SUPPORT FOR INTERNATIONAL TRADE**

Combining funding with foreign exchange services is something other non-bank funders are simply unable to do and the ability for businesses to drawdown – in a currency of their choice – from existing funding arrangements, is a huge benefit. Having Export and Trade Finance and Foreign Exchange capability enables our teams to support businesses whatever their needs and ambitions.

Our dedicated business development people, committed relationship management teams and knowledgeable operations function mean we're in a great position to support SMEs trading internationally.

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**To find out more about how we can support your business, visit [www.bibbyfinancialservices.com](http://www.bibbyfinancialservices.com) or call 0808 301 5423.**

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**BIBBY**  
FINANCIAL SERVICES



## IRELAND

Events are one of the most effective ways to support companies that are looking for trade opportunities and that are undergoing periods of transition. The UK Trade & Investment (UKTI) calendar of events has some 400 core events and missions, and 1,000 opportunities across the TAP 'Trade Access Programme' and the English National Regions.





# IOE

Institute of Export

## What does membership of the Institute of Export mean?

To most the Institute of Export simply plods away providing much needed qualifications to professionalise the industry however, did you realise that our helpline is one of the busiest and best in the industry? It's all part of membership and, if you need more than a phone call, we can put together a project to fulfil your needs. 2015 saw the launch of our Technical Help for Exporters that recognises the volume of legislation and regulation that covers our industry and gives you the comfort of knowing that if you don't know, you know someone who does!



Innovation is key to the success of the Institute and new ideas include our New Exporter package. This allows a business to enter a new market secure in the knowledge that they have an understanding of how they will operate and comply with any specific regulations and standards. Practical help and assistance is always available from the Institute so any additional training can be tailored to the business and the team that needs the knowledge.

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The work of the IOE also extends to representing membership views. Knowledge gained from our members' feedback, those who get involved with the forums and Special Interest

Groups, and those who attend our training courses or study with us, enables us to represent the industry at government levels in both the process and delivery of policy for international trade. These views also help us to ensure that the training programmes are effective and pertinent to the industry needs. Our Diploma in World Customs Compliance and Regulation is testament to the way we listen to our members' needs. This was driven by Nissan, Adidas, John Lewis and many others and will neatly dovetail into any AEO work ensuring that quality standards are met at manager and junior staffing levels.



Starting in 1935, the Institute committed itself to building competence and growing confidence for businesses trading in goods and services, which at the time, was a far reaching remit. Over the years this remit has seen us develop from simply providing training in short course format over a day, or perhaps two, into a fully-fledged Ofqual Awarding Organisation that operates specifically to deliver international trade education.



This status allows our individual members and corporates alike to be sure that they are part of a quality organisation with plans for growth integrated with a sustainable future for the global prosperity of UKPIc.

Part of our work includes mapping existing qualifications to roles and producing training needs analyses to ensure staffing progression and continuity. The need to upskill our workforce to match those of our competitors is a key element vital for growth. Our focus is on recognising that International trade needs specific knowledge, coupled with a strong belief that we must start to talk to our young people at an earlier stage.

We need to engage the next generation in thinking about how world trade works and how it will be great for British businesses. They need to know how items arrive in the shops which, in turn, will begin to spark ideas. As these young people join companies they will bring a fresh outlook that all things are possible especially if you operate globally.



#### Why not call us and get involved?

It has never been more important that we act as an industry to help – we need experts and commitment to professionalising international trade from businesses large and small – help your institute to stay ahead of the curve.

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#### **The Institute of Export** Export House

Minerva Business Park, Lynch Wood,  
Peterborough, Cambridgeshire,  
PE2 6FT, UK  
Telephone: +44(0)1733 - 404400  
Fax: +44(0)1733 - 404444



**IOE**  
Institute of Export

Lesley Batchelor OBE, FIEEx (Grad) -  
Director General, The Institute of Export

## Focusing on qualifications.

A focus on qualifications - but why do we need them?

I'd like to tell you about my story, it's ok it won't take too long but I think it's similar to a lot of people that work in international trade.

I left school with no ambition to do anything other than help my mum make ends meet. I wanted to be a seamstress but we couldn't afford the material for the interview so I went into an accounts department at a large pharmaceutical company. Luckily for me they recognised a hard worker and asked me to work in various departments. After a year they asked me which one I like the best and without even thinking I said "international", and that was my career set out for me.

Working in international trade I found that I needed to understand so many different things - from how trade agreements impacted a sale to the legal aspects of trade and how different systems worked in terms of contract and disputes. Getting paid brought about a whole new set of issues and this really made me learn and think about the implications of offering credit and how it can be used to your advantage.

Things I learnt about logistics and the paperwork that was needed to support a trade were empirical and slowly I became sure of my knowledge. The problem was, that when I wanted to move on to the next company, I had nothing to show I had that knowledge. It was frustrating to find that the knowledge that I had accumulated over 11 years wasn't evidenced in any way and that no-one knew exactly what I knew. I was lucky enough to get my next job with a well-known Japanese computer company but it made me realise that if I wanted a career, I needed to get qualified.

So I spent the next two years, two nights a week at night school honing my skills and building a knowledge and understanding of all aspects of the trade I had entered "by the back door". Finally, exhausted but with a full understanding of how planning and control worked, I passed and became a Graduate Member of the Institute of Export, suffi MIEEx (Grad) in 1991.

Well, many things have changed since then, as after many years of working in international trade, I took over at the helm, steering the qualifications and the Institute towards a better place. We have now gained Ofqual Awarding Organisation status for the qualifications and have worked hard on ensuring we are ready for the next 80 years of representing the industry and standing as guardian of professional standards in international trade.

OFQUAL\* awarding status is hard earned and we are proud to be the only professional body operating in this international trade environment.

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## IOE Qualifications in brief

[www.export.org.uk/professional-qualifications](http://www.export.org.uk/professional-qualifications)

- Level 1 Young International Trader  
(Available electronically)
- Level 2 International Trade Logistic Operations \*\*
- Level 3 Certificate of International Trade  
Certified International Trade Adviser
- Level 4 Advanced Certificate in International Trade
- Level 5 Diploma in International Trade  
Diploma in World Customs Compliance and Regulations
- Level 6 Foundation Degree jointly delivered with \*\*\* Anglia Ruskin University  
**Higher Apprenticeship in International Trade** - the first so far.

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Our courses at level 3 onwards are delivered online using a blended learning technique which involves the support of an expert tutor for each topic. The IOE online campus offers a range of learning tools, from power-point presentations and videos to online chats and forums for the students. The Institute has a success rate of 95% in helping our students through these academic programmes.

**The Advanced Certificate in International Trade** - Elective modules have been added to the level 4 Advanced Certificate syllabus. In addition to the three core modules of Business Environment, Market Research & Marketing and Finance of International Trade, students can now choose a fourth elective module from:

- a. International Physical Distribution
- b. Selling Services, Skills and Software Overseas
- c. Or one of:
  - i. Doing business & communicating in Arabic speaking markets
  - ii. Doing business & communicating in Spanish speaking markets
  - iii. Doing business & communicating in German markets
  - iv. Doing business & communicating in Chinese markets
  - v. Doing business & communicating in Russian markets

The series of modules above carry language skills training, the focus being on basic business language needed and business culture

Finally, eBusiness internationally will be launched summer 2016.

**The Diploma in International Trade** - level 5 is equivalent to the second year of a degree and is accepted as entry level for:-

**BSc (Hons) in Management Practice** - International Trade with Plymouth University  
-Online 24 months

**MSc International Trade, Strategy and Operations** with Warwick University - 36 months part residential

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[www.export.org.uk/professional-qualifications](http://www.export.org.uk/professional-qualifications) will give you more detail and a contact who will talk you through your options.

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\*The OFQUAL Register of Regulated Qualifications contains details of Recognised Awarding Organisations and Regulated Qualifications in England (Ofqual), Wales (Welsh Government) and Northern Ireland (Ofqual for vocational qualifications and CCEA Accreditation for all other qualifications).

\*\* International Trade Logistic Operations is delivered through our approved centres

\*\*\* Anglia Ruskin University is Entrepreneurial University of the Year



**IOE**  
Institute of Export

**The Institute of Export**

Export House  
Minerva Business Park  
Lynch Wood  
Peterborough  
PE2 6FT, UK

Tel: +44 (0) 1733 404400

Website: [www.export.org.uk](http://www.export.org.uk)



# UK Export Finance

UK Export Finance is the UK's export credit agency, serving UK companies of all sizes. We help by providing insurance to exporters and guarantees to banks to share the risks of providing export finance. In addition, we can make loans to overseas buyers of goods and services from the UK.

In the past five years, we have provided:

- £14 billion worth of support for UK exports;
- direct support for more than 300 customers supported directly, with many thousands more benefiting through export supply chains;
- nearly 2000 individual guarantees, loans or insurance policies.

UK Export Finance is the operating name of the Export Credits Guarantee Department (ECGD).

For more information and to arrange a free consultation with an Export Finance Adviser, visit:

[www.gov.uk/making-exports-happen](http://www.gov.uk/making-exports-happen)

New business enquiries:

Telephone: +44 (0) 20 7271 8010

Email: [customer.service@ukef.gsi.gov.uk](mailto:customer.service@ukef.gsi.gov.uk)



**British Expertise**

23 Grafton Street, London W1S 4EY

Tel: +44 (0)20 7824 1920

Fax: +44 (0)20 7824 1929

[www.britishexpertise.org](http://www.britishexpertise.org)



PROUD TO SUPPORT

# EXPORTING IS

## GREAT

BRITAIN & NORTHERN IRELAND

### UK Trade & Investment

If you have a specific enquiry about the Irish market which is not addressed by the information in this guide, you may contact:  
Email: [enquiries@ukti.gsi.gov.uk](mailto:enquiries@ukti.gsi.gov.uk)

Tel: +44 (0) 20 7215 8000

Fax: +44 (0) 141 228 3693

Visit the website at:  
[www.gov.uk/government/organisations/uk-trade-investment](http://www.gov.uk/government/organisations/uk-trade-investment)

Otherwise contact the team in Ireland directly:

### UK Trade & Investment Dublin

The British Embassy  
29 Merrion Road  
Ballsbridge Dublin 4  
Ireland

Email: [ukti.ireland@fco.gov.uk](mailto:ukti.ireland@fco.gov.uk)

Tel: +353 1 205 3754

*(Source – UKTI)*



### Where to find us:

Dublin:

#### British Irish Chamber of Commerce

Newmount House  
22-24 Mount Street Up.,  
Dublin 2

Tel: +353 (0)1 400 4322

[www.britishirishchamber.com](http://www.britishirishchamber.com)

London:

COBCOE

Sceptre Court, 40 Tower Hill  
London EC3N 4DX



### IDA Ireland (Head Office)

Wilton Place

Dublin 2

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Fax: +44 (0)20 7395 7599

Email: [idaireland@ida.ie](mailto:idaireland@ida.ie)

[www.idaireland.com](http://www.idaireland.com)



## About the British Irish Chamber of Commerce

### **The Focal Point of British Irish Business**

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The British Irish Chamber of Commerce is the leading business group serving the interests of businesses with interests in Britain and Ireland

Every week, over €1 billion of trade is conducted between our two islands. This trade sustains over 400,000 jobs directly, and many more indirectly.

The Chamber's member businesses employ almost 2 million people globally and we look for every opportunity to help them grow in a pro-business, pro-employment and pro-community environment.

### **Maintaining Focus on Two Way Trade**

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The Chamber plays a vital role in maintaining focus on the value of two-way trade between the United Kingdom and Ireland, for business, for our governments and our communities.

The Chamber enables vital access between our governments, policymakers, industry and employers for the benefit of all. We ensure viewpoints are heard and respectfully discussed and we champion cooperation for the mutual interests of all our stakeholders.

### **Background**

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The British Irish Chamber of Commerce was launched at PWC's Dublin offices in May 2011, during the historic visit of HM Queen Elizabeth II to Ireland. Assisted by

the Irish Embassy in London and the British Embassy in Dublin, it was a timely initiative of inspired senior business leaders, who saw opportunity in the enhanced diplomatic environment, to inject momentum into the joint economic space within and across these islands.

A wider dimension recognises the geographic, cultural, social and historic ties that have bound neighbours together and the ever growing respect that benefits business and communities alike.

### **Mission**

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Core to the Chamber's mission is a commitment to promote the interests of members in the combined business space. By engaging with stakeholders in business, governments, political parties and like-minded trade organisations and the informed media, the Chamber is THE focal point of British Irish business.

### **Diversity**

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The Chamber's ever growing membership is broadly based, from large multi-nationals, through manufacturing, logistics, financial services, tourism, food and agribusiness, the arts and small to medium enterprise, spanning the UK and Ireland.

### **Unique**

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This is a bi-lateral Chamber, engaging members from across two islands and five legislative bodies in meaningful dialogue with a common purpose.

We provide excellent networking events for members to find new suppliers and markets. Sector driven policy committees enable competitors to jointly examine opportunities and threats and to think about collaborative growth in Europe and beyond. The Chamber does much of its work away from the public eye where in camera debate and discussion is freer.

### **Are you one of the thousands of businesses operating in the British Irish Business space? Or planning to?**

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The British Irish Chamber of Commerce is the focal point for business activity between Ireland and Britain. Through its members and links to key stakeholders in government, it has become one of the main influencing, networking and promotion organisations across these Islands.

When you join the British Irish Chamber, your Customer Relationship Manager will help get you launched at the right events. We'll talk to you about profiling your business, making connections and getting you involved in the right places and spaces.

### **Meet Your Next Client or Customer**

- High calibre events in GB and Ireland, bringing potential clients, suppliers and customers together
- Exclusive member-only events
- Sector-specific events
- Conferences and networking dinners for people who do business within and across these islands
- Entertain clients at Gala Dinner, British Irish Raceday and lots more
- C-Suite and In Camera events with cabinet ministers and key policymakers
- Personal introductions

### **Get Noticed**

- Host an event on your area of expertise
- Co-brand events for a diverse audience and strong attendance
- Deliver a keynote address as a sponsor
- Launch new products and services to a target audience
- Avail of a directory style page on the Chamber's website, promoting your business
- Advertise on the Chamber's Website
- Recurring advertisement on social media

### **Information & News – Topical and Informative**

- Receive regular emails on topical bulletins and briefings
- Regular latest news updates on the website and social media

### **Have Your Say**

- Join all-islands sub committees to influence Chamber policy
- Collaborate with sector peers on issues facing your industry
- Use the Chamber's influence to make changes that matter
- Assistance from Chamber Sub Committee Administrator

## Online Information Resources

The Chamber's new website provides a better resource for members doing business in the British Irish space, featuring your latest business news and profiling your business.

Research on trans-Island market data is constantly being updated by the Chamber Research Team. We can undertake specific research for members for a fee; talk to Darragh O'Tuathail.

Individual Membership Packages to Suit All Organisations

The British Irish Chamber of Commerce offers membership to companies and organisations of all sizes, based across countless industries and sectors throughout the UK and Ireland.

## Member Benefits

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## Information & News – Topical and Informative

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## Have your say

- Join all-islands sub committees to influence Chamber policy
  - Collaborate with sector peers on issues facing your industry
  - Use the Chamber's influence to make changes that matter
  - Assistance from Chamber Sub Committee Administrator
-



## **BIG – British Irish Gateway for Trade**

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The importance of Trade between the United Kingdom and Ireland can't be overstated – the UK is by far Ireland's largest two way trading partner and combined trade between the UK and Ireland of more than €1billion every week supporting over 400,000 jobs. The British Irish Chamber of Commerce is committed to securing and growing this trade and the jobs and communities it supports.

BIG is a new initiative managed for the community by the British Irish Chamber of Commerce through which the Chamber will work closely to support like-minded organisations across the two islands in the work we all do to encourage the flow of business between and from both markets and to help businesses on both islands achieve more together.

## **BIG is a movement to promote and grow British/Irish trade**

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BIG is an initiative managed for the community by the British Irish Chamber of Commerce and supported by public and private sector organisations across Ireland and the UK.

The objective of the BIG initiative will be to treble the number of first exporters between both markets and support all business organisations on both islands to promote and grow shared trade.

During 2016 BIG will facilitate 1,000 new connections for buyers and suppliers through extensive new introduction opportunities enabled through the British Irish Gateway for Trade and its supporting organisations. This will be facilitated through an online portal system.

BIG will help first-time exporters to find new market partners and help larger firms to deepen their presence in both markets. The extensive resources of all agencies will be highlighted and channelled efficiently towards best benefit for all enterprises.



### **Where to find us:**

Dublin:  
**British Irish Chamber of Commerce**  
Newmount House  
22-24 Mount Street Upr.,  
Dublin 2

Tel: +353 (0)1 400 4322  
[www.britishirishchamber.com](http://www.britishirishchamber.com)

London:  
COBCOE  
Sceptre Court, 40 Tower Hill  
London EC3N 4DX

## Useful Links

### Country Information:

BBC Website:

[www.news.bbc.co.uk/1/hi/country\\_profiles/default.stm](http://www.news.bbc.co.uk/1/hi/country_profiles/default.stm)

### FCO Country Profile:

[www.fco.gov.uk/en/travel-and-living-abroad/travel-advice-by-country/country-profile](http://www.fco.gov.uk/en/travel-and-living-abroad/travel-advice-by-country/country-profile)

### Culture and communications:

CILT – National Centre for Languages - Regional Language Network in your area:

[www.cilt.org.uk/workplace/employer\\_support/in\\_your\\_area.aspx](http://www.cilt.org.uk/workplace/employer_support/in_your_area.aspx)

### Customs & Regulations:

HM Revenue & Customs:

[www.hmrc.gov.uk](http://www.hmrc.gov.uk)

### Economic Information:

The Economist:

[www.economist.com/countries](http://www.economist.com/countries)

### Trading Economics:

[www.tradingeconomics.com](http://www.tradingeconomics.com)

### Export Control:

Export Control Organisation:

[www.gov.uk/beginners-guide-to-export-controls](http://www.gov.uk/beginners-guide-to-export-controls)

### Export Finance and Insurance:

British Insurance Brokers Association (BIBA): [www.biba.org.uk](http://www.biba.org.uk)

### UK Export Finance (formerly ECGD):

[www.gov.uk/government/organisations/uk-export-finance](http://www.gov.uk/government/organisations/uk-export-finance)

### Intellectual Property:

Intellectual Property Office: [www.ipo.gov.uk](http://www.ipo.gov.uk)

### Market Access:

Market Access Database for Tariffs:

[www.madb.europa.eu/madb/indexPubli.htm](http://www.madb.europa.eu/madb/indexPubli.htm)

### Standard and Technical Regulations:

British Standards Institution (BSI):

[www.bsigroup.com/en/sectorsandservices/Disciplines/ImportExport](http://www.bsigroup.com/en/sectorsandservices/Disciplines/ImportExport)

### Intellectual Property Office:

[www.ipo.gov.uk](http://www.ipo.gov.uk)

### National Physical Laboratory:

[www.npl.co.uk](http://www.npl.co.uk)

### Trade Statistics:

HM Revenue and Customs (HMRC):

[www.uktradeinfo.com/statistics/buildyourowntables/pages/table.aspx](http://www.uktradeinfo.com/statistics/buildyourowntables/pages/table.aspx)

### National Statistics Information:

[www.statistics.gov.uk/hub/index.html](http://www.statistics.gov.uk/hub/index.html)

### UK Trade Info:

[www.gov.uk/government/organisations/uk-trade-investment](http://www.gov.uk/government/organisations/uk-trade-investment)

### Travel Advice:

FCO Travel: [www.gov.uk/browse/abroad](http://www.gov.uk/browse/abroad)

### FCO Foreign Travel Insurance:

[www.gov.uk/guidance/foreign-travel-insurance](http://www.gov.uk/guidance/foreign-travel-insurance)

### Healthcare abroad:

Travel health: [www.travelhealth.co.uk](http://www.travelhealth.co.uk)

TravelHealthPro: [www.travelhealthpro.org.uk/locations/ireland](http://www.travelhealthpro.org.uk/locations/ireland)

NHS (Scotland): [www.fitfortravel.nhs.uk/destinations/europe--russia/ireland.aspx](http://www.fitfortravel.nhs.uk/destinations/europe--russia/ireland.aspx)

NHS Choices: [www.nhs.uk/NHSEngland/Healthcareabroad/Pages/Healthcareabroad.aspx](http://www.nhs.uk/NHSEngland/Healthcareabroad/Pages/Healthcareabroad.aspx)

### International Trade:

British Chambers of Commerce (BCC): [www.britishchambers.org.uk](http://www.britishchambers.org.uk)

British Council: [www.britishcouncil.org](http://www.britishcouncil.org)

British Expertise: [www.britishexpertise.org](http://www.britishexpertise.org)

CBI (Confederation of British Industry): [www.cbi.org.uk](http://www.cbi.org.uk)

Department for Business, Innovation & Skills (BIS): [www.gov.uk/government/organisations/department-for-business-innovation-skills](http://www.gov.uk/government/organisations/department-for-business-innovation-skills)

Exporting is GREAT: [www.exportingisgreat.gov.uk](http://www.exportingisgreat.gov.uk)

Foreign & Commonwealth Office: [www.gov.uk/government/organisations/foreign-commonwealth-office](http://www.gov.uk/government/organisations/foreign-commonwealth-office)

Gov.uk: [www.gov.uk/browse/business/imports-exports](http://www.gov.uk/browse/business/imports-exports)

Institute of Directors (IoD): [www.iod.com](http://www.iod.com)

Institute of Export (IOE): [www.export.org.uk](http://www.export.org.uk)

OECD: [www.oecd-ilibrary.org](http://www.oecd-ilibrary.org)

Open to Export: [www.opentoexport.com](http://www.opentoexport.com)

Overseas business risk: [www.gov.uk/government/collections/overseas-business-risk](http://www.gov.uk/government/collections/overseas-business-risk)

SOLVIT: [www.ec.europa.eu/solvit/index\\_en.htm](http://www.ec.europa.eu/solvit/index_en.htm)

Tenders Electronic Daily (Supplement to the Official Journal of the EU) (TED): [www.ted.europa.eu/TED/main/Home-Page.do](http://www.ted.europa.eu/TED/main/Home-Page.do)

Trade Tariff: [www.gov.uk/trade-tariff](http://www.gov.uk/trade-tariff)

Transparency International: [www.transparency.org](http://www.transparency.org)

UK Trade & Investment: [www.gov.uk/government/organisations/uk-trade-investment](http://www.gov.uk/government/organisations/uk-trade-investment)

UKTI e-exporting programme: [www.gov.uk/e-exporting](http://www.gov.uk/e-exporting)

UK Visas: [www.gov.uk/government/organisations/uk-visas-and-immigration](http://www.gov.uk/government/organisations/uk-visas-and-immigration)

World Bank Group economy rankings: [www.doingbusiness.org/rankings](http://www.doingbusiness.org/rankings)

World Economic Forum Global Competitiveness report: [www.weforum.org/reports/global-competitiveness-report-2014-2015](http://www.weforum.org/reports/global-competitiveness-report-2014-2015)

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## Irish websites

British Irish Trading Alliance (BITA):  
[www.bita.ie](http://www.bita.ie)

Central Bank and Financial Services  
Authority of Ireland:  
[www.centralbank.ie/Pages/home.aspx](http://www.centralbank.ie/Pages/home.aspx)

Companies Registration Office:  
[www.cro.ie/Registration/Company](http://www.cro.ie/Registration/Company)

Connect Ireland:  
[www.connectireland.ie](http://www.connectireland.ie)

Enterprise Europe Network (EEN):  
[www.een-ireland.ie](http://www.een-ireland.ie)

Food Safety Authority of Ireland:  
[www.fsai.ie](http://www.fsai.ie)

Health and Safety Authority of Ireland:  
[www.hsa.ie/eng](http://www.hsa.ie/eng)

Ibec:  
[www.ibec.ie](http://www.ibec.ie)

Ireland Commission for Communications  
Regulation:  
[www.comreg.ie](http://www.comreg.ie)

Ireland Commission for Energy  
Regulation (CER):  
[www.cer.ie](http://www.cer.ie)

Ireland Environmental Protection Agency  
(EPA):  
[www.epa.ie/#&panel1-1](http://www.epa.ie/#&panel1-1)

Ireland Inward Investment Promotion  
Agency:  
[www.idaireland.com](http://www.idaireland.com)

Irish Central Statistics Office (CSO):  
[www.cso.ie](http://www.cso.ie)

Irish Citizens' Information Board:  
[www.citizensinformation.ie/en/  
employment/types\\_of\\_employment/  
self\\_employment/setting\\_up\\_a\\_  
business\\_in\\_ireland.html](http://www.citizensinformation.ie/en/employment/types_of_employment/self_employment/setting_up_a_business_in_ireland.html)

Irish Department of Jobs, Enterprise  
and Innovation:  
[www.businessregulation.ie](http://www.businessregulation.ie)

Irish Embassy in the UK:  
[www.dfa.ie/irish-embassy/great-britain](http://www.dfa.ie/irish-embassy/great-britain)

Irish Government procurement site  
(Etenders):  
[www.etenders.gov.ie](http://www.etenders.gov.ie)

Irish Health Products Regulatory Authority  
(HPRA):  
[www.hpra.ie](http://www.hpra.ie)

Irish national Health Services Executive  
(HSE):  
[www.hse.ie/eng](http://www.hse.ie/eng)

Irish Independent Hospitals:  
[www.independenthospitals.ie](http://www.independenthospitals.ie)

Irish Office of the Revenue Commissioners:  
[www.revenue.ie/en/index.html](http://www.revenue.ie/en/index.html)

Irish Patents Office:  
[www.patentsoffice.ie/en](http://www.patentsoffice.ie/en)

Irish Small and Medium Enterprises  
Association (ISME):  
[www.isme.ie](http://www.isme.ie)

Irish Tourist Assistance Service (ITAS):  
[www.itas.ie](http://www.itas.ie)

National Consumer Agency of Ireland:  
[www.consumerhelp.ie](http://www.consumerhelp.ie)

National Standards Authority of Ireland:  
[www.nsai.ie](http://www.nsai.ie)

Small Firms Association (SFA):  
[www.sfa.ie](http://www.sfa.ie)

The Office of An Coimisinéir Teanga:  
[www.coimisineir.ie/index.php?page=baile  
&lang=english&tid=1](http://www.coimisineir.ie/index.php?page=baile&lang=english&tid=1)

## Trade Shows

A trade show is a method of promoting a business through the exhibition of goods and services, an organised exhibition of products, based on a central theme, where manufacturers meet to show their products to potential buyers.

Taking part in overseas exhibitions is an effective way for you to test markets, attract customers, appoint agents or distributors and make sales. UKTI's Tradeshaw Access Programme (TAP) provides grant support for eligible SME firms to attend trade shows overseas.

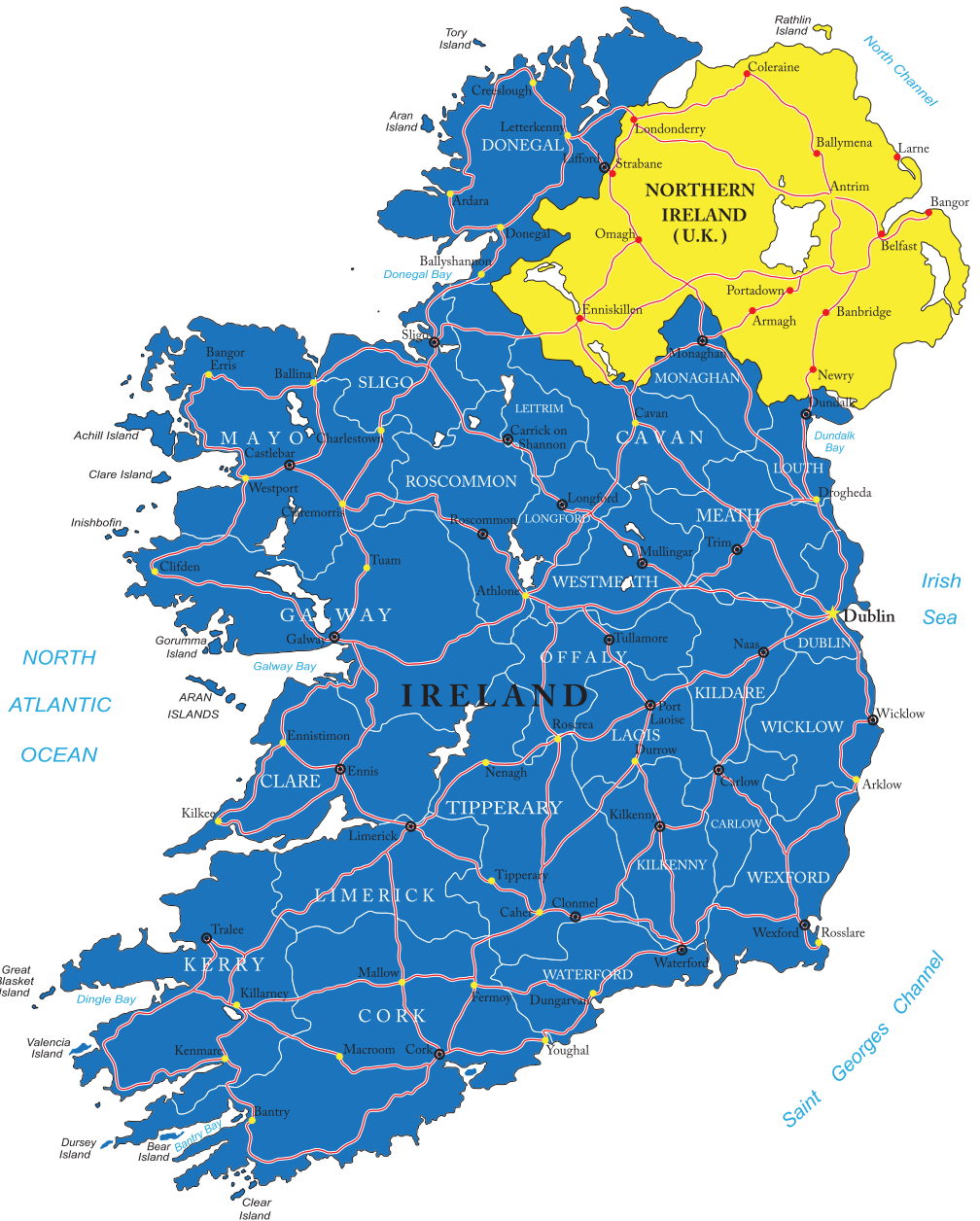
Participation is usually as part of a group, a great advantage for inexperienced businesses, and is usually led by one of UKTI's Accredited Trade Association (ATOs). ATOs work with UKTI to raise the profile of UK groups and sectors at key exhibitions.

**10 Times (formerly BizTradeShows.com):**  
[www.10times.com/ireland](http://www.10times.com/ireland)

**British Expertise Events:**  
[www.britishexpertise.org](http://www.britishexpertise.org)

**EventsEye.com online database:**  
[www.eventseye.com](http://www.eventseye.com)

**UKTI online events search facility:**  
[www.events.ukti.gov.uk](http://www.events.ukti.gov.uk)



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# Doing Business in Ireland Guide Quick Facts

Located in: Western Europe

Area: 70,273 km<sup>2</sup>

Population: 4.6 million (forecast 4.8 million by 2020). Over 40% of the population live within 100 km of Dublin.

Average age: 36 years

Urban population: 63%

Capital: Dublin (population 1.1 million – estimated that more than 50% younger than age 25.)

Official languages: Irish (Gaelic or Gaeilge); English

Religions: Roman Catholic 84.7%, Church of Ireland 2.7%, other Christian 2.7%, Muslim 1.1%, other 1.7%, unspecified 1.5%, none 5.7% (2011 est.)

Government type: Republic, Parliamentary Democracy

Legal system: common law system based on the English model but substantially modified by customary law; judicial review of legislative acts in Supreme Court

GDP per capita: US \$49,402

GDP Growth: 7.8% (2015)

Unemployment rate: 9.4% (2015)

Currency: Euro €

Climate: temperate maritime; modified by North Atlantic Current; mild winters, cool summers; consistently humid; overcast about half the time

Natural resources: natural gas, peat, copper, lead, zinc, silver, barite, gypsum, limestone, dolomite

National symbol(s): harp, shamrock (trefoil); national colours: blue, green

National holiday: Saint Patrick's Day, 17th March

[www.export.org.uk](http://www.export.org.uk)



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