

Diaspora Partnerships: Delivering for Ireland

The 2011 Global Irish Economic Forum - One Year On

**A report on the follow up to
the 2011 Global Irish Economic Forum**

October, 2012



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Summary of Key Outcomes

<p>100 participants signed up to the Global Irish Contacts programme which directly links the Diaspora with Irish companies looking to achieve international growth. 20 direct engagements are currently underway with more in the pipeline.</p>
<p>The Gathering Ireland 2013: the largest ever tourism initiative organised by the State that aims to attract some 325,000 extra visitors to Ireland in 2013. Global Irish Network members across the globe are working with the tourism promotion agencies promote The Gathering Ireland 2013 overseas and to organise Diaspora events in Ireland</p>
<p>The launch of Connect Ireland, which aims to create 5,000 jobs in the next five years. Approximately 300 companies have been suggested to ConnectIreland from people all over the world since the initiative was launched in March 2012. To date, two companies have been approved with the potential to create over 40 jobs with more announcements expected over the next few months.</p>
<p>Directly facilitating job creation through the hosting of an “Invest in Ireland” roundtable with President Clinton in New York and in Dublin to coincide with the Navy v. Notre Dame football match.</p>
<p>130 Forum participants registered to become Advocates for Ireland in sectors such as FDI, support for exporters, tourism, and culture.</p>
<p>Greater involvement of local Network members in the planning and organising of trade missions in their respective regions. Network members were involved in the <i>Invest in Ireland</i> Roundtable in New York in February, the Taoiseach’s visit to China, and all other Enterprise Ireland organised Trade Missions in 2012.</p>
<p>The expansion of the Farmleigh Fellowship Programme in Asia as well as plans to introduce an internship programme in the region. 45 Fellows will have completed the programme by the end of 2012.</p>
<p>The hosting of a Cultural Philanthropy Conference that brings together business and philanthropic investors with the cultural community in Dublin on 18 October 2012 and the hosting of a World Actors Forum in Dublin on 17-18 May, 2013.</p>
<p>The establishment of the Strategic International Communications Unit within the Department of the Taoiseach.</p>
<p>The extension of the Irish Short Stay Visa Waiver Programme and the introduction of an Immigrant Investor Programme and the Start up Entrepreneur Programme.</p>
<p>The introduction of the Temporary Partial Credit Guarantee Scheme and the Micro Finance Fund</p>
<p>The early decision by the Government on the strategic list of target locations for St Patrick’s Day ministerial visits significantly enhanced inter-Agency planning.</p>
<p>A number of steps to strengthen the role of the Network, including:</p> <ul style="list-style-type: none"> ➤ the issuing of a regular series of e-Newsletters to inform the Network of progress being made and decisions being taken; ➤ the establishment of the Advisory Group for the Global Irish Network which held its inaugural meeting on 11 July; ➤ the hosting of a Global Irish Network regional meeting for European based network members in Berlin on 26 October, 2012
<p>The Government has agreed in principle to support Síol, on the basis that it is led, managed and financed as a private sector initiative</p>
<p>The establishment of the Presidential Distinguished Service Award for the Irish Abroad.</p>

In addition to progress outlined above, the close alignment of the Forum’s outcomes with key Government objectives has ensured that significant progress has been made in respect of many of the other actions contained in the report of the Forum. In particular, the **Government’s Action Plan for Jobs 2012** clearly identifies the important contribution Network members can make to Ireland’s economic renewal. Included among the key developments closely associated with the goals of the Forum and the Global Irish Network are:

The launch by Enterprise Ireland of a €10 million International Start-Up Fund and the establishment a new Potential Exporters Division in Enterprise.
Up to €1.2m in extra funding for mentoring and management development networks.
The appointment by Enterprise Ireland of a number of high profile successful Irish entrepreneurs to act as International Start-up Ambassadors including Dylan Collins (UK), Paul Kenny (Middle East and North Africa) and Liam Casey (China).
The introduction of measures across the whole of Government to improve competitiveness. Progress has been reflected by Ireland’s improved ranking in the IMD World Competitiveness Yearbook.
The introduction of measures to exploit the sectoral opportunities in cloud computing, digital gaming, international financial services, agri-food production as well as progress, in support of the green economy and sustainable development agendas.
Enhanced links between Irish education and enterprise including a commitment to double the number of international students in Ireland by 2016;
Ongoing Government support for Irish communities abroad through the Emigrant Support Programme (ESP) – an allocation of €11.5m has been made to the ESP for 2012.
Ongoing marketing of Ireland as a high quality tourist destination in core and emerging markets including on-going cooperation between Tourism Ireland and the Irish Film Board in leveraging the tourism opportunities arising from Irish films.
Bord Bia launched Ireland (China) Food Network , in China April 2012 visit; and launched a similar Ireland (US) Food Network during his visit to the US in late June, 2012.

PART I

Introduction

1. With some 350 members in almost 40 countries, the Global Irish Network provides Ireland with an invaluable source of international expertise. The scope of the Network's activities ranges from an advisory and facilitation role through to an ability to deliver, or assist with the delivery of, specific initiatives. It serves as an additional resource for the Government and State Agencies in advancing our economic interests, particularly in delivering jobs in Ireland by:
 - providing direct assistance to our exporters through the Global Contacts Programme and the appointment of International Start-up Ambassadors;
 - promoting Ireland as a world leading FDI location through initiatives such as Connect Ireland and a range of *Invest in Ireland* events;
 - advancing our tourism interests including by taking a leading role in working with Tourism Ireland to promote The Gathering Ireland 2013 overseas and with Fáilte Ireland and the Gathering Ireland Project Team to organise Diaspora events in Ireland;
 - supporting strategies that exploit the sectoral opportunities in technology, agri-food and education; and
 - facilitating greater interaction between key Irish-connected individuals abroad, helping to cultivate and strengthen relationships.
2. In October, 2011, the Second Global Irish Economic Forum brought together 270 members of the Global Irish Network with Ministers and Ministers of State, senior officials from Government Departments and State Agencies, representatives of the opposition and leading members of the Irish business and cultural sectors to discuss how the Diaspora can contribute to Ireland's economic recovery.
3. Speaking at the opening of the Forum, the Taoiseach outlined his desire to ensure that by 2016, Ireland will be the best small country in the world in which to do business and will be synonymous with entrepreneurship, vision and innovation. The Tánaiste called on participants to develop specific value added ideas that contribute to Government's priorities of economic renewal, job creation and the restoration of Ireland's reputation abroad.

4. In response to the substantive ideas that came from the Forum, both the Taoiseach and Tánaiste pledged to ensure that a robust implementation plan was put in place. Under the direction of the Advisory Group of the Global Irish Network, chaired by the Tánaiste, and an interdepartmental committee headed by the Secretary General to the Government, Government Departments and State Agencies, in partnership with members of the Network and the wider Diaspora, have ensured substantial advances in the Forum's priority outcomes.
5. All who attended the Forum were clear on the need to ensure that all the participants could, one year on, demonstrate that they had made a contribution towards the Taoiseach's aim of ensuring that by 2016 Ireland can clearly show that it is the best small country in the world in which to do business.
6. The level of progress (which is outlined in detail in parts II and III of this report) made in the year since the Forum clearly demonstrates the ability of the Network to deliver real, tangible economic benefits for the Irish at home and abroad in priority areas such as job creation, inward investment, support for our SME and export sectors and enhancing our international reputation. In addition, we have been able to leverage the expertise and experience of the Network in the agri-food, education and philanthropy sectors – all of which can benefit from enhanced partnership between the State's agencies and the Diaspora.
7. The Global Irish Network provides tangible evidence of the benefits to be gained by engaging with our overseas communities. In fact, Ireland is now regarded as a world leader in the Diaspora Engagement sector, an increasingly important global policy area. The Government is grateful that so many are willing to give of their time and expertise and remains committed to strengthening this mutually beneficial relationship in the coming years.

Part II

Diaspora Partnerships: Delivering for Ireland

Case Studies

8. Despite the considerable challenges facing the country, most participants at the time felt that the strategy being taken by the Government to address the economic climate was, in the main, the correct course of action. Therefore participants considered over the two days how their experience and expertise could bring added value to the Government's strategy in the areas such as, job creation; support for our exporters, economic renewal and the restoration of Ireland's reputation abroad.
9. A key outcome of these discussions was the need for develop a range of outcomes that would make tangible contributions to those sectors seen as vital engines of our economy including tourism and creation of an investment environment which encouraged FDI start-ups to move to Ireland.
10. In addition, participants undertook to work with the Government on a structured mobilisation of the Diaspora in areas such as mentoring, offering placements and internships, developing an investment vehicle through which the Diaspora could provide seed funding for Irish business; and in communicating positive messages in support of FDI and developments in Ireland.
11. A number of projects have benefitted significantly from the close partnership between the Government and its agencies and members of the Global Irish Network including The Global Irish Contacts Programme, The Gathering Ireland 2013, Connect Ireland, The Farmleigh Fellowship, Ireland Reaching Out and World Irish.com. In addition, the Government continues to support a range of local Irish business groups overseas, working to build capacity in these groups and leverage the local expertise and skills in support of our economic growth.
12. Also, in response to the desire from participants at the Forum to be kept fully informed of developments and progress, the Government have introduced a number of mechanisms to enhance the coordination across the Network, including the establishment of the Advisory Group of the Global Irish Network.

The Global Irish Contacts Programme

Over numerous years, the Diaspora have worked to assist Irish entrepreneurs and companies seeking to break into new markets. It is clear that the leveraging of advice by experienced executives who have established successful businesses can provide significant benefits to our exporters.

In recognising the importance of our exporting sectors, participants asked the government to consider developing a more strategic approach to this engagement and, in return, they committed to providing their time to act as mentors and work with companies seeking to expand into new markets.

At the Government's request, Enterprise Ireland, in conjunction with the Department of Foreign Affairs and Trade, launched the Global Irish Contacts Programme in April, 2012. This international mentoring type programme facilitates top business leaders from Ireland and abroad contributing to supporting Irish companies looking to achieve international growth.

Over 110 people have signed up to work with Enterprise Ireland to act as mentors to Irish businesses; develop linkages between firms; support potential and existing exporters; examine the "adoption" of SMEs by multi-nationals and explore the leveraging of advice by experienced executives who have established successful businesses.

A pilot of the Global Irish Contacts (GIC) Programme was undertaken in Q2 / Q3 and is now complete with over 20 direct engagements between members of the Global Irish Contacts programme and EI companies underway.

Singapore based Dr Noel Moore has been both enthusiastic and accommodating in his involvement with the Contact Programme. A scientist with a PHD in Chemical Physics, Moore worked in the laser business for a number of years for multinationals, before deciding to go out on his own. He moved to Singapore seven years ago and is now a serial investor, entrepreneur and member of the Global Irish Network:

"I'm willing and able to impart my expertise onto those in Ireland who need it, particularly in the medical device and technology area. There's a lot of good will in Asia in terms of supporting Irish enterprise. In many respects the Global Irish Contacts Programme is a formalisation of how most business is generated: through personal relationships. There has always been a willingness in the Irish expat community to assist Irish companies," says Moore. "But making that initial contact can be a serious barrier for some who aren't lucky enough to already know someone somewhere on the ground."

Dundalk-based Blueacre Technology is one such company that Moore and the GIC have assisted. This optics company develops laser-based machines for the medical device industry. Since its inception in 2006, Blueacre has derived over 75 per cent of their revenue from the export market, particularly in Asia.

“Countries in Asia such as Singapore have a very well educated population and they have a strong desire to develop new products and enter new markets,” explains David Gillen, Founder and Managing Director of Blueacre Technologies. *“These countries are also very well financed, with an excellent industrial-academic spin out infrastructure. Where they are lacking is the experience to engineer these new ideas into working systems, quickly and cost effectively. Contacts and networking are everything in this business though and the GIC has fast tracked the opening of a number of doors for us, which we would have struggled to open ourselves.”*

A number of other targeted GIC engagements are also in the pipeline as the programme is rolled out across priority markets. In addition, a small number of GIC members are being invited to assist Irish companies in sector specific areas such as Public Procurement, Pharma in Europe and Investment Services. The service is conducted on a *pro bono* basis.

The Gathering Ireland 2013

The Gathering Ireland 2013 is the most ambitious tourism initiative undertaken in Ireland. First presented at the 2011 Global Irish Economic Forum, The Gathering Ireland 2013 will be an unprecedented celebration of everything that is best about Ireland right across the country and extending a special invitation to anyone with an interest in, or a connection to, Ireland to come here. The year-long programme of events and gatherings across Ireland, driven by arts, sports, business and community groups and supported by tourism bodies, aims to attract some 325,000 extra visitors to Ireland in 2013. €5 million has been earmarked by the Government to support the initiative in 2012 with further funding envisaged for 2013.

The Gathering was launched internationally by Government Ministers to 17,000 contacts in 27 cities over St Patrick's Weekend. A programme of high-profile promotions involving Ministers Varadkar and Ring, key "enablers" and members of the Global Irish Network and the wider Diaspora commenced in London and other key regional cities in Britain in June and continues in target overseas markets throughout 2012. 8 members of the Global Irish Network have been appointed Gathering Ireland Ambassadors

President Michael D Higgins promoted 'The Gathering' during his recent visit to South America. Minister Varadkar undertook a 'Gathering' roadshow in New York, Chicago, Boston and Toronto in late September/early October targeting 'enablers' and members of the Diaspora. He will visit Sydney and Melbourne in mid-November to promote Ireland and 'The Gathering'. Minister Ring will host further Gathering promotions in Birmingham and Leeds in October and at the World Travel Market, one of the world's largest travel events, in London in November.

Tourism Ireland is also working with members of the Global Irish Network across the globe. In addition to the markets referred to above, Network members have been assisting with promotional events in Argentina, Asia and the Middle East where Etihad Airways, whose CEO, James Hogan is a Global Irish Network member, have been supportive.

To date, Gathering Ireland has 38 confirmed Gatherings organised by the Diaspora including:

- Gordon Campbell of Spar International and a member of the Global Irish Network is bringing some 280 delegates to Dublin and Killarney next May for the Spar International Annual Conference;
- Aer Lingus are organising a Homecoming Hurling Tournament to be held in the Autumn 2013 with 16 teams from all continents; and

- Netherlands based Seán Kilkenny will bring 100 secondary school students from his school in Rotterdam to Dublin for a week in March. The trip is to encourage the students to learn English, learn about Irish history and culture and possibly participate in the parade.

The Silicon based Irish Technology Leadership Group (ITLG) also announced that it will host its 5th Annual 'Silicon Valley Comes to Ireland' event in Cork in January 2013. Over the two days, top executives, entrepreneurs and venture capital investors operating in Silicon Valley, Hollywood and the US East Coast will travel to Cork to meet Ireland's top technology and innovative companies. The event will be led by the former Chairman and Chief Executive of Intel Dr. Craig R. Barrett who is the current Chairman of the ITLG and a Global Irish Network member. Announcing the decision to host the meeting in Cork in 2013, John Hartnett, President and Founder of the ITLG and also an Network member commented

"We are delighted for our event to be part of The Gathering Ireland 2013 and our Irish-American delegation are looking forward to meeting the latest innovative Irish companies as well as business & government leaders at this year's event. It is incredibly important for startup companies to get exposure in the United States to capital and customers to allow them to scale and this can be done most effectively through a solid connection with the Irish Diaspora."

ConnectIreland

The Government launched the *Succeed in Ireland* initiative in March, 2012. Operated by ConnectIreland, whose Chairman, Terry Clune, is a Global Irish Network member, the initiative aims to create 5,000 jobs in the next five years.

Recognising that the Network are in a unique position to assist ConnectIreland, the Taoiseach and Tánaiste asked members who may be aware of companies seeking to expand overseas, to contact the ConnectIreland team. Ireland's Missions and the Network in various locations supported the ConnectIreland roadshows in the US (New York, Boston, Atlanta, Chicago, San Francisco, Seattle), Canada, China, and Europe in May, June and September of this year. Additional events are planned for Europe and Asia later in 2012.

Approximately 300 companies have been suggested to ConnectIreland from people all over the world since the initiative was launched in March 2012 with internationally traded services, business support services and IT companies making up the majority of approved target companies.

To date, two companies have been approved with the potential to create over 40 jobs including Intergeo Services who announced in May that they will create 30 new jobs in Carlow.

There are currently a further 15 companies investigating Ireland as a potential location with decision time lines within the next 6 months.

Geographical breakdown of Registrations	Breakdown of Companies referred to ConnectIreland by Country
Asia: 8.6%	Asia: 19%
Europe (Incl. the UK) : 9.3%	United Kingdom: 11%
USA and Canada: 26%	Europe: 9.3%
Ireland: 53%	USA and Canada – 53%
Rest of the World (incl: South America, Africa, Australia, the Middle East): 3.1%	Rest of the World (incl: South America, Africa, Australia, the Middle East): 7.7%

The Farmleigh Fellowship

Established by Irish business leaders in Singapore following the first Global Irish Economic Forum in 2009, the Farmleigh Fellowship aims to establish a critical mass of highly skilled Irish professionals with first-hand experience of business in Asia who can enhance greater business engagement between Ireland and the Asian region.

Each year, Irish graduates with the opportunity to work with Irish companies in Asia while pursuing a MSc in Asian Business Studies from UCC in partnership with Nanyang Business School (Singapore). Abbot Laboratories, Connect Ireland, CRH, Cut-E, Diageo, Digicel, DIT, DPS Engineering, ESBI, Glanbia, Intuition, Microvision, Morgan McKinley, PCH International, Pfizer, PM Group, Saon Group, Smurfit Kappa, Taxback and Treasury Holdings are among the companies that have taken part.

23 Fellows completed the programme in 2011 and the class of 2012, consisting of a further 22 participants will shortly complete their internships in Asia and return to UCC to complete the course. The selection process for 2013 is now underway.

The ambitious project has been successful due to the drive and vision of key members of the Diaspora in Asia and the goodwill shown by various Irish networks and companies in the region. The Fellowship is supported in its work by the Department of Foreign Affairs and trade and its Embassies and Enterprise Ireland.

Ciarán Gallagher from the Farmleigh Fellowship Class of 2011 is now working in Shanghai with his sponsor company Glanbia. Speaking of how the programme has impacted his career, Gallagher commented that *“like many people, I have always been interested in working in Asia. Would it have happened without the Farmleigh Fellowship? Probably not. The programme’s focus on building skills, hard and soft, for the Asian environment was a big benefit to me, and the diverse network growing around it in Asia is unmatched. It was a great bridge between the theory and practice of business, and a career head start that was second to none.”*

Barry Fitzsimons, Regional Director of Glanbia Asia-Pacific, is also a supporter *“Attracting and retaining high quality talent is a strategic priority for the company, and the Farmleigh Fellowship with its rigorous recruitment process and real-world focus is seen as a solid investment”*.

During the 2011 Forum, the Farmleigh Fellowship announced their intention to introduce an intern/job placement scheme in the region. This significant enhancement will aim to equip young Irish professionals with the business, culture and communication skills needed to successfully trade in Asia.

Ireland Reaching Out

The Ireland Reaching Out programme, which seeks to reconnect the descendants of Irish emigrants to the parishes their people once left from, has expanded very significantly over the past year. Piloted in South-East Galway through 2011, the programme is now active in 400 parishes countrywide north & south, and has expanded to 7 full-time HQ staff. It will soon have a further 9 full-time regionally-based “animators” working to develop the programme through parish communities nationwide funded by the EU LEADER programme.

Ireland XO not only enables Irish parish-based communities to seek out and engage their descendants worldwide, but also makes sure that when someone traces their roots to a particular Irish parish, that a trained local volunteer is there to welcome them should they return, to show them the old homesteads, birthplaces, graves, and if possible, to meet living relatives, creating lifelong connections between them and Ireland today. Over 2,000 inbound genealogical queries relating to parish connections have been responded to by volunteers on www.irelandxo.com. The programme hopes to have trained volunteers covering every parish in Ireland north & south by the end of 2013 and seeks to bring over one million people back to Ireland by 2016.

Ireland XO has received financial support from the Department of Foreign Affairs and Trade, the Arthur Guinness Fund, the Heritage Council, and in its regional roll-out, is partnering with Shannon Development (Mid-West), the Western Development Commission (West) and the Department of Rural Affairs in Northern Ireland. Ireland XO has won several prestigious Awards including the “Pride of Place” Award in November 2011 and the Local Authorities “Best Community Project” Award in February 2012. Partnerships include Google, An Post, the GAA, Third Age, the National Library, and the Heritage Council of Ireland. The Ireland XO has received very significant press attention both nationally and internationally over the year.

In September 2012, Ireland XO and The Gathering Ireland 2013 announced a partnership to work together in attracting Irish Diaspora to visit Ireland through 2013. Ireland XO will assist with countrywide community activation in relation to parish-based Diaspora gatherings including family, school, parish, and local clan reunions.

The Ireland XO programme was founded, and is led by, Global Irish Network member, Mike Feerick. Network member David McWilliams, who played a key role in developing the Global Irish Economic Forum concept is a Director of Ireland Reaching Out which is a non-profit Irish-Registered Charity.

Strengthening the Network

Ongoing Communications with Global Irish Network Members

In addition to the strong wish among participants for timely implementation of the ideas that emerged from the Forum, participants asked to be kept fully informed of developments.

In response, the Taoiseach and Tánaiste now issue regular e-newsletters to participants. The short e-mails update Network members on economic developments in Ireland and the progress being made in respect of the Forum's outcomes. The first newsletter issued in December, 2011 shortly after the Budget. Four further newsletters issued in February, March, April and July, 2012.

The Advisory Group of the Global Irish Network

19 members of the Network from each of the main geographic areas represented at the 2011 Forum accepted the Tánaiste's invitation to join the Advisory Group of the Global Irish Network. The Group is charged with reviewing progress on the Forum outcomes, coordinating the overall work programme for the Global Irish Network and working with our Ambassadors in keeping the wider Network informed of developments.

The Group's first meeting took place in Dublin on 11 July. Participants took the opportunity to exchange ideas and proposals on a range of matters including Ireland's image abroad, enhanced coordination of Irish agencies overseas, education, employment, the importance of direct flights and support for a number of our ongoing projects in the investment, export support, agri-food and philanthropic sectors.

Global Irish Network Regional Meeting – Berlin

Building on the success of similar regional meetings held since 2009 in the US, Britain and Asia, the Tánaiste will host a meeting of European network members at the Embassy of Ireland in Berlin on 26 October. Bring together participants based in continental Europe, Russia and Turkey, the meeting will provide an opportunity to examine the specific economic challenges and opportunities that exist for Ireland in the region; to review and take forward the progress achieved since the 2011 Global Irish Economic Forum; and to preview Ireland's Presidency of the European Union in the first six months of 2013.

WorldIrish.com - "Your place for everything Irish".

In 2011, *The Economist* ran as its front cover lead story the potential of Diasporas worldwide to connect.

Two years earlier, at the 2009 Global Irish Economic Forum, John McColgan of Riverdance posed the question: why have the Irish worldwide Diaspora not yet been connected in one digital place? *"Imagine if we connected the dots.... if we were able to harness this incredible global resource".* .

After the 2009 forum, John backed his idea by investing significant amounts of his time and resources into developing the concept and that culminated in "WorldIrish.com" being launched, in beta, at the 2011 Forum. Aided by Dr Chris Horn, John Hurley, Colm Long, Kingsley Atkins, Mark Little and many others, John put in place a world class team, lead by internet pioneer Michael Branagan, that developed the ideas further and successfully launched version 1.0.

WorldIrish has now created a world first which has married a social media platform with semantic technology to provide 'automatic' discovery of members, stories and events for each community member. WorldIrish is part of the second generation of social media platforms which "automatically discovers" new members, stories and events. There has been international interest in the project and the ground breaking platform, with its cutting edge digital advantage, can be deployed to drive other countries Diaspora networks as well.

WorldIrish.com is working with The Gathering and other major Irish Diaspora initiatives and offers a real opportunity for Ireland to become the definitive experts in Diaspora matters.

Although only recently commenced, the results so far for its digital marketing campaign have been extraordinary - almost 25% of those that have visited the site have signed up, a figure described by one of Ireland's leading ICT CEO's as "unheard of". A significant funding round, backed by internationally known investors, was closed recently to allow the project move on to the next phase. At 20,000 community members, the future looks good for WorldIrish.

Supporting Business Networks Overseas

One of the key outcomes of the 2011 Forum and its 2009 predecessor was to significantly increase awareness of the importance of the global Irish community as a source of soft power and hard influence. As a direct consequence of the Fora, many private and public sector entities now include a Diaspora dimension in their business strategies.

Leveraging local knowledge and expertise can provide Ireland and Irish business with a significant advantage. Over the years, our Missions and State Agencies have worked with local Irish business organisations and Irish chambers of commerce across the globe.

Between 2009 and 2011, the Government has, through the Emigrant Support Programme, provided €900,000 in grants to local business groups. These grants are aimed at building capacity in these groups across Europe, Asia, the Middle East, US and Canada.

One such group, **Network Irlande** is the premier Franco-Irish business networking organisation in France. Linked with the France-Ireland Chamber of Commerce in Ireland and with a number of French associations, it provides its broad range of corporate and individual members with a varied programme of events. Network Irlande received a grant of €30,000 in 2010 and €20,000 in 2011.

In addition, **IN-USA** is a network of 3,000 young Irish and Irish-Americans spread across 13 cities in the US that allows members of the networks to connect with their peers and to develop relationships that will foster success in their business, economic and social ventures.

Part III

Progress Report - October, 2012

Update on the Outcomes of the 2011 GLOBAL IRISH ECONOMIC FORUM

PRIORITY OUTCOMES

Summary of Outcome & Background	Current Position
<p>Over numerous years, the Diaspora have worked to assist Irish entrepreneurs and companies seeking to break into new markets. It is clear that the leveraging of input or advice by experienced executives who have established successful businesses can provide significant benefits to our exporters.</p> <p>In recognising the importance of our exporting sectors, participants asked the government to consider developing a more strategic approach to this engagement and in return, they committed to providing their time to act as mentors and work with companies seeking to expand into new markets.</p> <p>At the Government’s request, Enterprise Ireland, in conjunction with the Department of Foreign Affairs and Trade, launched the Global Irish Contacts Programme in April, 2012. This international mentoring type programme facilitates top business leaders from Ireland and abroad contributing to supporting Irish companies looking to achieve international growth.</p>	<p>The Global Irish Contacts (GIC) programme is now operational.</p> <p>Over 110 people have signed up to work with Enterprise Ireland to act as mentors to Irish businesses; develop linkages between firms; support potential and existing exporters; examine the “adoption” of SMEs by multi-nationals and explore the leveraging of advice by experienced executives who have established successful businesses.</p> <p>A pilot of the Global Irish Contacts programme was undertaken in Q2 / Q3 and is now complete with over 20 direct engagements underway between members of the Global Irish Contacts programme and EI companies underway. A number of other targeted engagements are also in the pipeline as the programme is rolled out across priority markets. In addition a small number of GIC members are being invited to assist Irish companies in sector specific areas such as Public Procurement, Pharma in Europe and Investment Services. The service is conducted on a <i>pro bono</i> basis.</p>

Summary of Outcome & Background	Current Position
<p>Directly facilitating job creation through the hosting of an “Invest in Ireland” roundtable with President Clinton in New York and in Dublin to coincide with the Navy v. Notre Dame football match.</p>	<p>IDA Ireland continues to follow up with relevant companies that attended both these events. IDA also noted that the publicity around the event, including the public comments by President Clinton, have been helpful in the marketplace.</p> <p>To leverage the high level of senior executives that travelled to Ireland in support of the Notre Dame and Navy football teams, the Tánaiste hosted a high-level Investment Roundtable at Government Buildings on 30 August. The meeting was convened by The Coca-Cola Company and moderated by Irial Finan, Executive Vice President of Coca-Cola in Atlanta and a member of the Advisory Group of the Global Irish Network. The roundtable provided an opportunity to brief a key new audience on the progress Ireland is making in its economic recovery and to highlight the many advantages Ireland offers as an investment location. Over 20 leaders from US companies took part.</p>
<p>Establish a formal Advocacy System and appoint Advocates in key parts of the world.</p>	<p>130 Forum participants registered to become advocates and 4 Registers (FDI, support for exporters, tourism, and culture) are now live. Highlights include:</p> <ul style="list-style-type: none"> ➤ the development by IDA Ireland of a dedicated web portal for FDI Advocates; ➤ substantial engagement from Network members in support of the Gathering. 8 Tourism Advocates were appointed Gathering Ambassadors; ➤ significant support from the Export Support Advocates to EI’s Global Irish Contacts Programme.

Summary of Outcome & Background	Current Position
<p>The Gathering - Invite the world to join in our renewal and to reconnect with Ireland.</p> <p>The Gathering was launched internationally by Government Ministers to 17,000 contacts in 27 cities over St Patrick’s Weekend. The Irish Launch on 11 May included media coverage linking the Forum with The Gathering.</p> <p>A number of Network members agreed to become members of <i>The Gathering’s</i> Council of Champions.</p>	<p>8 members of the Global Irish network have been appointed Gathering Ireland Ambassadors. Tourism Ireland is working with these Ambassadors and with members of the Global Irish Network across the Globe including in Asia and the Middle East to promote the Gathering. To date, 38 confirmed Gatherings are being organised by the Diaspora.</p> <p>A programme of high-profile promotions involving Ministers Varadkar and Ring, key “enablers” and members of the Global Irish Network and the wider Diaspora commenced in Britain in June and will continue in key target overseas markets including in the US, Canada and Australia throughout 2012. The Gathering Ireland 2013 was the title sponsor for the Notre Dame/Navy US football game in the Aviva stadium on the 1 September.</p> <p>A series of community meetings are continuing in every county across Ireland to give people an opportunity to learn more about <i>The Gathering</i> and to develop event ideas.</p>
<p>Develop a programme that focuses on attracting entrepreneurs from around the world to set up business in Ireland.</p> <p>On 8 March, the Government launched the <i>Succeed in Ireland</i> initiative which is operated on behalf of IDA Ireland by ConnectIreland, whose Chairman, Terry Clune, is a GIN member. The initiative aims to create 5,000 jobs in the next five years.</p>	<p>Ireland’s Missions and GIN members in various locations supported the ConnectIreland roadshows in the US, Canada, China, and Europe in May, June and September of this year. Additional events are planned for Europe and Asia later in 2012.</p> <p>Two companies have been approved to date with the potential to create over 40 jobs. There are currently a further 15 companies investigating Ireland as a potential location with decision time lines within the next 6 months.</p>

Summary of Outcome & Background	Current Position
<p>Formalise Global Irish Network involvement with Trade Missions.</p> <p>The Government agreed that Network members should be involved in Trade Missions and the Export Trade Council has requested Embassies and Local Market Teams to consider, where appropriate, the involvement of GIN members when planning and organising activities in their respective regions.</p>	<p>Network members were involved in the Taoiseach's visit to China, the <i>Invest in Ireland</i> Roundtable in New York in February and all other Enterprise Ireland organised Trade Missions in 2012. This process has been instituted as part of the Mission planning process.</p>
<p>Introduction of specific measures to improve access to Ireland for those seeking to study and do business here.</p>	<p>The Irish Short Stay Visa Waiver Programme was extended for a further four years until the end of October 2016. A more liberal multi-entry visa regime for business travellers was implemented in the Irish Visa Office in Abu Dhabi in mid 2011 and extended to Moscow and Beijing during 2012.</p> <p>In addition, on 30 March 2012, the Government launched two new schemes - the Immigrant Investor Programme and the Start up Entrepreneur Programme - designed to stimulate investment and enterprise in Ireland by suitably qualified foreign nationals. The programmes capitalise on the opportunities that exist for our immigration system to tap into the entrepreneurial capacity of current and future migrants and also to bring investment into Ireland. Both schemes are now operational and the first permissions issued in September, 2012.</p>
<p>Establish a Strategic International Communications Unit in the Department of the Taoiseach.</p>	<p>The Unit has been established to: ensure a co-ordinated approach to reputation building efforts across Government and its Agencies: to develop core messages about Ireland for international audiences; and to monitor international indicators of Ireland's reputation. In July 2012, the Unit organised a seminar on Strategic International Communications, involving experts from industry and academia including Global Irish Network member, Susan Davis.</p>

Summary of Outcome & Background	Current Position
<p>Síol, develop Koret model to encourage investment into Ireland from the Diaspora to provide a springboard for start ups and small businesses</p>	<p>The Government agreed in principle to support Síol on the basis that it is led, managed and financed as a private sector initiative. The Government is grateful to David McWilliams for the work undertaken to date. Mr McWilliams continues to meet with key stakeholders.</p>
<p>Host a World Actors Forum, ‘a Davos for the Arts’, to be held in Ireland which would help to build upon the work of <i>The Gathering</i>.</p>	<p>Funding has been secured and the Forum is scheduled to be held 17-18 May, 2013. A working group led by Michael Colgan of the Gate Theatre with the Department of Arts, Heritage and the Gaeltacht and key sectoral partners has been established.</p>
<p>Development of a scheme to provide placements for Irish graduates in firms linked to Global Irish Network members.</p>	<p>Initial progress has been made to introduce an internship programme with network members in Europe and Ireland. The Farmleigh Fellowship are also developing a programme for the Asia region.</p> <p>EI is implementing its Graduates 4 International Growth (G4IG) programme which is focused on matching graduates with Irish companies seeking to develop in international markets.</p> <p>G4IG supports companies through the recruitment, assessment and training of graduates in International Business. To date, 167 graduates have joined the G4IG programme across three intakes, the most recent of which commenced in September 2012.</p> <p>The G4IG programme currently involves an 18 month employment contract with an EI (or other agency) client - 6 months spent in Ireland working with the client company and attending the UCD Smurfit School followed by 12 months “in market” working on market research/ business development projects for their companies.</p>

Summary of Outcome & Background	Current Position
<p>Development of a scheme to provide placements for Irish graduates in firms linked to Global Irish Network members (Cont'd).</p>	<p>On successful completion of their assignments and placements, graduates are awarded a Diploma in International Business. The Action Plan for Jobs 2012 highlighted the G4IG programme as a key deliverable with an associated target of 120 participating graduates.</p> <p>The 4th Bord Bia Marketing Fellowship Programme will finish in June 2013 while recruitment for the 5th Programme will commence in January. Bord Bia aims to have in excess of 25 experienced participants undertaking over 100 commercial assignments for over 80 client companies in 12 markets throughout the world.</p> <p>An expanded Food Marketing Graduate Programme will also commence in January 2013. Participants will be assigned fulltime to sponsoring food and drink exporters. Graduates will undertake a post graduate Diploma in International Business Development with DIT. The 13 graduates completing the 1st Programme in December have been working in a range of international markets including China, France, Germany, Italy, Russia, South Africa, Sweden, UK and US.</p>
<p>A series of further communications with GIN members to alert them to progress being made and decisions being taken.</p>	<p>5 e-Newsletters have issued to date, the first in December, 2011 shortly after the Budget. Four further newsletters issued in February, March, April and July, 2012.</p> <p>Enterprise Ireland has issued 7 e-zines since November 2011. The newsletter is designed to bring recipients news on Irish company successes, good news on Ireland and updates on the performance of Irish exports. The e-zine is widely distributed to clients and other public sector bodies for onward distribution, including to Network members.</p>

Summary of Outcome & Background	Current Position
<p>Support the expansion of Bord Bia's Food Networks.</p>	<p>Bord Bia launched Ireland (China) Food Network, in China during Minister Coveney's April 2012 visit; and launched a similar Ireland (US) Food Network during his visit to the US late June, 2012. A Network is currently being developed for Africa. Key executives in the Diaspora and friends of Ireland are invited to join these Networks, which are designed to assist Irish food and drink companies with market entry strategies.</p> <p>Entrepreneurship as highlighted in Pathways for Growth is critical for driving the future success of the Irish food industry. In 2012, Bord Bia, Enterprise Ireland and Teagasc developed a new model in food entrepreneurship to build the next generation of global exporters: Food Works – Creating Global Food Entrepreneurs. <i>Food Works</i> involves bringing the entrepreneurial idea from concept to consumer and market validation, and subsequently to an investor ready business plan.</p> <p>Origin Green was launched to industry in June 2012. To date 60 firms representing over 50% of Ireland's food and drink exports have registered their interest publicly on the Origin Green website. Initial reaction from Ireland's international customer base is very positive. The scheme's three objectives for 2013 are:</p> <ul style="list-style-type: none"> ➤ to recruit and retain companies into the programme ensuring a pipeline build to 75% of exports registered by 2014;. ➤ to continue to seed Origin Green as a new national food initiative to international trade (specifically to key influencers and media); and ➤ to Build Credibility for Origin Green to international trade (specifically key influencers and media) establishing proof points.

Summary of Outcome & Background	Current Position
<p>Support the Education Diaspora Initiative.</p>	<p>The Education Diaspora Initiative seeks to promote Ireland as a centre for international education by activating existing international students and alumni as advocates for an education in Ireland. In addition to the New York based EI official charged with promoting education in North America, locally-engaged “Education pathfinders” (who are currently being recruited) will be placed in India, China and Malaysia to co-ordinate promotional initiatives, including working with interested GIN members. A co-ordinator has also been appointed to take forward development of the Student Ambassador Programme.</p> <p>Education missions will take place to India, China and Malaysia/Vietnam in Q4 2012 and Q1 2013, which will also advance this agenda. In addition, discussions are underway with “The Gathering 2013” to support Higher Education Institutions in engaging further with their alumni</p>
<p>Host a Cultural Philanthropy Conference in Dublin to bring together business and philanthropic investors with the cultural community</p>	<p>The Minister for Arts, Heritage and the Gaeltacht hosted a half day conference - “Philanthropy and the Arts” - in Dublin on 18 October 2012</p> <p>The aim of the conference was to raise awareness on the concept of philanthropy and the associated benefits to the Cultural Institutions, Arts Organisations and Businesses with a Corporate Social Responsibility. The conference featured speakers from key organisations and arts institutions in Ireland. Speakers outlined the positive impact that philanthropy can bring to arts organisations and businesses and the greater associated social benefits that it can generate.</p>

Summary of Outcome & Background	Current Position
<p>Introduction of a Diaspora Recognition Award.</p> <p>The establishment of the Presidential Distinguished Service Award for the Irish Abroad was announced on 17 March. The award provides formal recognition by the Irish State to individuals resident abroad who have provided sustained and distinguished service to Ireland, Irish communities abroad or Ireland’s international reputation. The new Award will be presented on an annual basis to a total of ten individuals across five designated categories</p>	<p>On 4 September 2012, the Tánaiste announced the 2012 recipients:</p> <p><u>Arts, Culture and Sport:</u> Mr Pat Kelly (Canada); Mr Pierre Joannon (France); Mr Jim Stynes (deceased, Australia)</p> <p><u>Business and Education:</u> Mr Donald Keough (United States); Mr Andy Rogers (Britain)</p> <p><u>Charitable Works:</u> Mr Chuck Feeney (United States)</p> <p><u>Irish Community Support:</u> Ms Sally Mulready (Great Britain); Sr Lena Deevy (United States)</p> <p><u>Peace, Reconciliation and Development:</u> Fr Michael Kelly (Zambia); Ms Loretta Brennan Glucksman (United States)</p> <p>The Awards will be presented to the individuals listed at a ceremony in Aras an Uachtarain on 15 November 2012.</p>

Summary of Outcome & Background	Current Position
Support for the expansion of the Farmleigh Fellowship Programme in Asia.	The Fellowship continues to go from strength to strength. By end 2012, 45 Fellows will have completed the programme. The selection process for 2013 is now underway. The programme continues to be led by <u>Network members</u> and is supported by the Department of Foreign Affairs and Trade, Enterprise Ireland and Irish networks and companies in the region. To date, the Fellowship has received in the region of €245,000 from the Government's Emigrant Support Programme.
Support indigenous small businesses with access to capital, in particular micro-financing.	The Temporary Partial Credit Guarantee Scheme will go live shortly. The Micro Finance Fund went live at the end of Q3 2012.
Diaspora 2016 – an initiative by the Silicon Valley based Irish Technology Leadership Group (ITLG) to provide a list of 100 highly qualified business leaders who have volunteered to serve pro bono on relevant State Boards.	The Government appreciates the willingness of individuals based abroad to serve on State Boards. The Government has appointed a number of Network members to State Boards and Advisory Groups and will continue to do so.
Support for local community Diaspora initiatives , particularly in the context of <i>The Gathering</i> <i>The Gathering 2013</i> will provide an opportunity for local organisations engaged in identifying their Diaspora and seeking to bring them back to Ireland. A series of community meetings are continuing in every county across Ireland to give people an opportunity to learn more about <i>The Gathering</i> and to develop event ideas	While such projects should continue to be led at <u>community level</u> , the Department of Foreign Affairs and Trade has supported projects such as Ireland Reaching Out which aims to strengthen links between communities in Ireland and our global community. The Certificate of Irish Heritage operates a partnership programme for community groups and is working with The Gathering organisers to support events in 2013.

Summary of Outcome & Background	Current Position
<p>Maximise the potential of St Patrick's Day abroad including by approving the details of ministerial visits abroad by Christmas to allow maximum preparation of programmes of activity in each location.</p>	<p>The Government agreed the strategic list of target locations for Ministerial visits in advance of Christmas 2011. The early decision on the locations for the visits significantly enhanced inter-departmental/inter-Agency planning. Participation by members of the GIN in Ministerial programmes has also been enhanced.</p>
<p>Establish the Advisory Group for the Global Irish Network.</p>	<p>19 members of the Network from each of the main geographic areas represented at the 2011 Forum accepted the Tánaiste's invitation to join the Advisory Group of the Global Irish Network. The Group is charged with reviewing progress on the Forum outcomes, coordinating the overall work programme for the Global Irish Network and working with our Ambassadors in keeping the wider Network informed of developments.</p> <p>The Group's inaugural meeting took place in Dublin on 11 July. Participants took the opportunity to exchange ideas and proposals on a range of issues including Ireland's image abroad, enhanced coordination of Irish agencies overseas, education, employment, the importance of direct flights and support for a number of our ongoing projects in the investment, export support, agri-food and philanthropic sectors.</p>
<p>Support the hosting of a Global Irish Network regional meeting in Berlin on 26 October, 2012.</p>	<p>The meeting brings together those Network members based in continental Europe, Russia and Turkey and will build on the success of similar regional meetings held since 2009 in the United States, Britain and Asia. The meeting will take place at the Embassy of Ireland in Berlin and provides an opportunity to examine the specific economic challenges and opportunities that exist for Ireland in the region; to review and take forward the progress achieved since the 2011 Global Irish Economic Forum; and to preview Ireland's Presidency of the European Union in the first six months of 2013.</p>

Action Plan for Jobs/Other Forum Outcomes

The close alignment of the Forum’s outcomes with key Government objectives has ensured that significant progress has been made in respect of many of the other actions contained in the report of the Forum. In particular, the Government’s Action Plan for Jobs 2012 clearly identifies the important contribution Global Irish Network members can make to Ireland’s economic renewal. Included among the key developments closely associated with the goals of the Global Irish Economic Forum and the Global Irish Network are:

The establishment a new Potential Exporters Division in Enterprise Ireland to identify more and better support for indigenous exporters.
Up to €1.2m in extra funding for mentoring and management development networks.
The launch by Enterprise Ireland of a €10 million International Start-Up Fund, aimed at encouraging overseas entrepreneurs to locate start-up businesses in Ireland. The fund is open to company promoters anywhere in the world, but will be targeted particularly at the Irish Diaspora, the “New Diaspora” (people from overseas who have previously worked or studied in Ireland), as well as serial and mobile entrepreneurs.
The appointment by Enterprise Ireland of a number of high profile successful Irish entrepreneurs to act as International Start-up Ambassadors including Dylan Collins (UK), Paul Kenny (Middle East and North Africa) and Liam Casey (China).
The introduction of measures across the whole of Government to improve competitiveness by reducing costs for businesses and ensuring a competitive environment for enterprise. Progress has been reflected by Ireland’s improved ranking in the IMD World Competitiveness Yearbook. The introduction of measures across the whole of Government to improve competitiveness by reducing costs for businesses and ensuring a competitive environment for enterprise. This is one of the key themes of the Action Plan for Jobs 2012, which aims to create 100,000 net new jobs by 2016 and also make Ireland the best small country in which to do business. Progress has been reflected by Ireland’s improved ranking in the IMD World Competitiveness Yearbook and the World Economic Forum Global Competitiveness Index.
Supports for enhancing collaboration of SME’s and MNC’s.
An audit and review the multiplicity of licences required by businesses to assess the potential for discontinuing or amalgamating some licences.

<p>The introduction of measures to exploit the sectoral opportunities in cloud computing, digital gaming, international financial services and agri-food production.</p>
<p>The adoption of a new Government strategy for the International Financial Services Industry in Ireland 2011 – 2016.</p>
<p>Ongoing Government support for Irish communities abroad through the Emigrant Support Programme (ESP). An allocation of €11.5m has been made to the ESP for 2012. While the focus of the ESP will remain on supporting our most vulnerable emigrants, grants of over €900,000 was allocated in the 2009 – 2011 period in support the activities of, and capacity building in, Diaspora business groups.</p>
<p>A range of activities in the agri-food sector including:</p> <ul style="list-style-type: none"> ❖ the development by Bord Bia, in partnership with a range of stakeholders, of an umbrella food mark which has verified sustainability at its core; ❖ collaboration between Bord Bia, Enterprise Ireland and Teagasc to develop and launch Food Works – Creating Global Food Entrepreneurs; and ❖ the launch by the Department of Agriculture, Food and Marine and the Department of Foreign Affairs and Trade of a €2m Africa Agri-Food Development Fund to support the development of new partnerships between the agri-food sectors in Ireland and Africa. An assessment mission visited the two host Countries for the Fund, Kenya and Tanzania, in April. In June, the Minister for Agriculture, Food and the Marine hosted a seminar with relevant Irish Agri-Food companies who may participate in the Fund. Both Departments and Bord Bia are following up bilaterally with interested companies.
<p>Enhanced links between Irish education and enterprise including;</p> <ul style="list-style-type: none"> ❖ a commitment to double the number of international students in Ireland by 2016; ❖ a range of initiatives aimed at developing enterprise skills, such as Springboard which strategically targets funding of part-time higher education courses for unemployed people in areas where there are identified labour market skills shortages or employment opportunities. 6,000 new places on 220 Springboard courses opened in May 2012 including 540 places on the sales and marketing programmes; and ❖ 750 places have been made available on new ICT skills conversion programmes in higher education institutions. The total contract value of the programmes is €4m.
<p>Progress in support of the green economy and sustainable development agendas:</p> <ul style="list-style-type: none"> ❖ The development of an “Innovation Campus” focussed on research-active Cleantech firms and support for clustering and other industry-led initiatives to increase collaboration in emerging Green Economy sectors is underway. A lease has been drawn up for the transfer of a portion of Enterprise Ireland’s Glasnevin site to DCU; and ❖ the publication of <i>Our Sustainable Future - a Framework for Sustainable Development for Ireland</i> which sets out the range of environmental, economic and social measures required to move these agendas forward. The Framework also considers how we can transition Ireland to a resource efficient, low-carbon and climate resilient future.

Ongoing marketing of Ireland as a high quality tourist destination in core and emerging markets.

- ❖ The biggest ever tourism promotion around the 2012 St. Patrick's day period which included the "greening" of international landmarks such as Niagara Falls, the Leaning Tower of Pisa, the London Eye and Sydney Opera House which generated positive publicity for Ireland worth in excess of €5 million in advertising equivalent value; and
- ❖ On-going cooperation between Tourism Ireland and the Irish Film Board in leveraging the tourism opportunities arising from Irish films. For example, Tourism Ireland undertook a major publicity push around the release of the major Bollywood film "Ek Tha Tiger" which was filmed in Dublin. The film has been a major box office success and should significantly boost awareness of Ireland, especially among India's growing middle classes, who have the potential to come here on holidays.