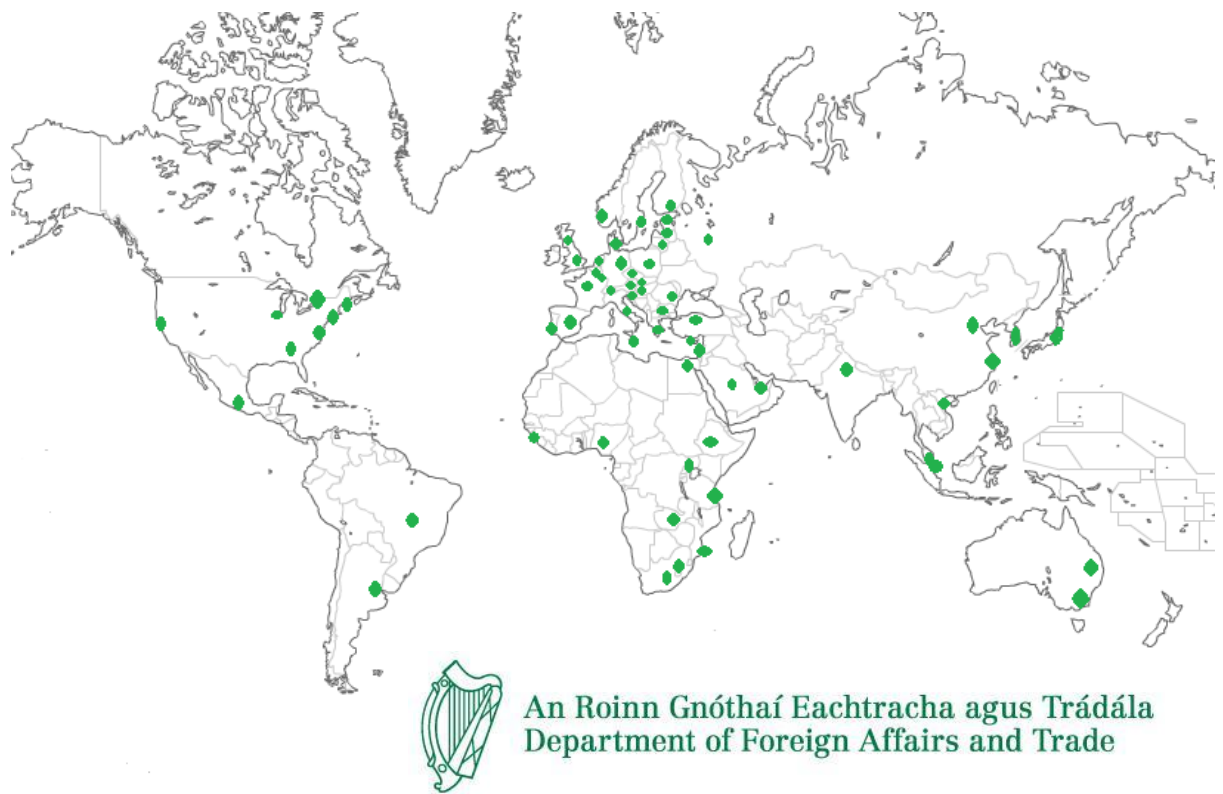


# Ireland's Economic Diplomacy In Action 2013



An Roinn Gnóthaí Eachtracha agus Trádála  
Department of Foreign Affairs and Trade

**27** coordinated plans developed with the state agencies for Ireland's priority markets

**73** Embassies, Consulates and missions to multilateral organisations, most staffed by 3 or fewer diplomats

**136** high-level visits with a significant economic or promotional dimension supported, across 52 countries

**656** events and engagements promoting Irish tourism and 'The Gathering' directly to over 297,000 people from its worldwide launch in March 2012

**661** engagements to promote Ireland's economic positions to office-holders internationally

**734** specific engagements to facilitate trade and investment supporting Irish jobs

In St Patrick's Day period alone:

**70** focussed company engagements and business events involving over

**8,500** Irish and international company representatives

engagements with over **1,152** representatives of international media

the promotion of Ireland directly to audiences of over **778,000**

promotion of key economic messages in op-eds and interviews in the international media – reaching, at a very conservative estimate, an audience of over

**53.5 million**

Renewed access for Irish products to **9** international markets secured - with a combined population of

**1.5 billion**

# 2013

## Economic and Promotional Work of the Embassy Network

In 2013, the Embassy network continued to play a crucial role in supporting the Government's Trade Tourism and Investment Strategy.

The Embassy network supported **136** high-level visits with a significant economic or promotional dimension, across **52** countries. As part of these visits, and as part of their wider activities throughout the year, the Embassy network in close coordination with the State agencies delivered

- the development of coordinated market plans in **27** priority markets
- **734** engagements to facilitate trade and investment supporting Irish jobs
- engagements with over **1,152** representatives of international media to promote Ireland's profile and global reputation
- **661** engagements to promote Ireland's economic positions to office-holders
- the promotion of Ireland directly to audiences of over **778,000** around the world
- the promotion of key economic messages in op-eds and interviews in the international media – reaching, at a very conservative estimate, **over 53.5 million people**
- renewed access for Irish products to **9** international markets secured, including China, Japan, Australia and the Gulf region with a combined population of **1.5 billion**
- **70** focussed company engagements and business events involving over **8,500** Irish and international company representatives in St Patrick's Day period alone
- **656** events and engagements promoting Irish tourism and 'The Gathering' from its worldwide launch in March 2012
- an increasing focus on the world's emerging economies, with just some examples being support to:
  - 6 high level visits to China as well as the largest ever tourism sales mission to the country
  - an investment-focussed trade mission to India
  - a major push to attract international scholarship students from Brazil, resulting in ten times more Brazilian students coming to Ireland in 2013 compared to 2010
  - a major trade mission to Turkey led by the Tánaiste during which deals were secured expected to reach well over €30m in value
  - a Presidential visit to Mexico
  - a major trade mission to South Africa and Nigeria led by Minister of State Costello
  - senior Ministerial visits to the Philippines and Indonesia as part of the St Patrick's Day programme for the first time

**High-Level Visits**  
**Targeting New Markets**  
**Securing New Market Access**  
**Coordinating the Work of Team Ireland**  
**Supporting Irish Companies**  
**Promoting Investment in Ireland**  
**Delivering message that Ireland is on road of economic recovery**  
**Influencing International Decision-Makers**  
**Showcasing Ireland as a Centre of Innovation**  
**Engaging with International Media**  
**Promoting Tourism**  
**Promoting Education in Ireland**  
**Promoting Irish Food**  
**Using New Media**  
**Harnessing the Energy of the Diaspora**  
**Public Diplomacy**  
**St Patrick's Day**  
**Promoting Irish Culture**

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## High-Level Visits

Visits led by the President, Taoiseach, Tánaiste, Ministers and Oireachtas delegations play a vital role in raising the profile of Ireland overseas, adding momentum to discussions on trade and investment issues and opening doors for Irish business. The St Patrick's Day period above all is a time when we have the greatest opportunity to promote Ireland to worldwide audience. In the 2013 St Patrick's Day period, this potential was exploited with the first senior Ministerial visit to the Philippines and Indonesia and the first in over a decade to Saudi Arabia as part of the St Patrick's Day programme, including the first ever Ministerial visit to ASEAN headquarters. The programmes in Indonesia and the Philippines were supported by our Embassy in Singapore in coordination with the State agencies. Japan and South Korea were also destinations for a senior Ministerial visit in the St Patrick's Day period for the first time since 2010.

Enterprise Ireland Ministerial-led trade missions conducted with the active support of the Embassy network bring Irish exporting companies to international markets. The number of such missions has more than doubled over the past two years, up from eight in 2011 and 16 in 2012 to a record number of 18 in 2013.



Tánaiste meets US Secretary of State Kerry

These included Enterprise Ireland trade missions led by the Tánaiste and Minister of State Costello from the Department of Foreign Affairs and Trade and supported by the Embassies to Belgium, Canada, Turkey, South Africa and Nigeria, as well as trade missions led by other Ministers.

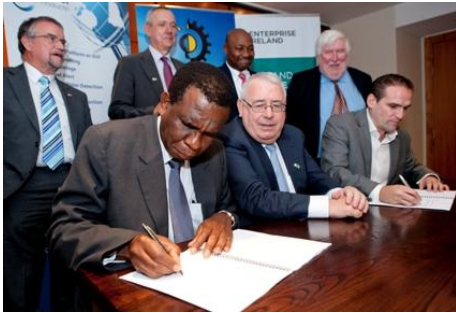
In addition to these missions, the Department and the Embassy network support a range of other high-level visits with a significant economic and promotional dimension. A promotional dimension is incorporated wherever possible in visits by Ministers abroad,

including those focussed on foreign policy and development agendas.

The Department of Foreign Affairs and Trade, including through the Embassy network, also played a major role in arranging visits by international leaders to Ireland, and maximising the economic, trade and promotional impact of those visits in their preparation, delivery and follow-up. In connection with Ireland's EU Presidency, 180 political events were held in Ireland involving over 24,000 visitors. The Department also leveraged the opportunities offered by the holding of the G8 Summit in Co. Fermanagh. 2013 saw visits by, among others, the Prime Minister of Japan, the Prime Minister of Canada, the Prime Minister of Italy and a Vice Premier of China.

## Targeting New Markets

Our major trading partners in the UK, North America, the EU and the emerging economies of China, Brazil, Russia and India were a strong focus of the Embassy network's trade, tourism and investment promotion work. The network also worked with the State agencies to develop our economic relationship with other important markets. The St Patrick's Day visits to the Philippines and Indonesia and the trade missions to Turkey, Nigeria and South Africa were other examples of this approach, as was the significant trade and promotional focus of the visit of President Higgins to Mexico.



Minister of State Costello leads trade mission to South Africa and Nigeria

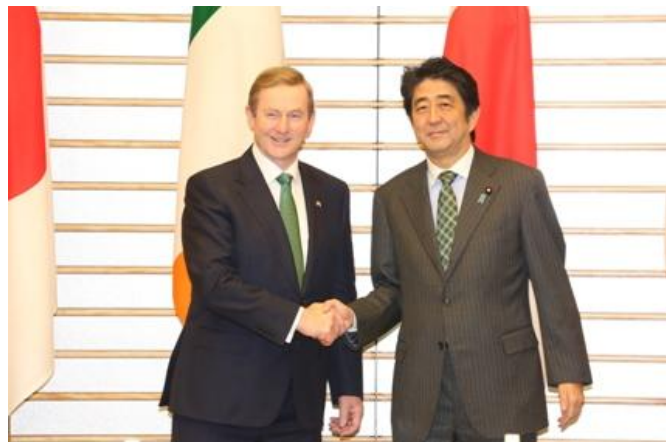
Outside of high-level visits, the Embassy network undertook exploratory trade contacts in markets such as Libya (from the Embassy in Rome), and Myanmar (from the Embassy in Hanoi). In other markets where the State agencies do not have staff on the ground, the Embassy network played an important ongoing role in identifying commercial opportunities and briefing Irish companies on market conditions.

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## Securing New Market Access

The Embassy network, in close coordination with the Department of Agriculture, Food and the Marine and Bord Bia, have a significant role in negotiations to open markets to Irish agri-food exports.

Following the coordinated efforts by the Embassies in the markets in support of the Department of Agriculture and Bord Bia:



Taoiseach meets with Prime Minister of Japan

- A ban on Irish beef exports to Japan was lifted opening up a market potentially worth €15m annually
- A longstanding region-wide ban on imports of Irish beef and sheepmeat to Saudi Arabia, UAE, Oman, Qatar, Kuwait and Bahrain was lifted
- Market access for Irish pig meat to Australia was secured with a potential value of €20m to Irish exporters
- Full market access to China for salmon exports was secured
- Regulatory barriers were removed enabling the export of Irish sheepmeat to Canada for the first time
- Regulatory barriers to the direct export of horses from Ireland to China were removed
- The US agreed to lift animal health restrictions as a first step to Irish beef access

- The necessary veterinary certification to open the Chinese market to porcine semen exports was finalised
- Regulatory barriers to the expansion of Irish beef exports into Morocco were removed
- Regulatory barriers to the export of beef, sheep meat and cooked meats to Lebanon were removed

Embassies in a number of other key markets, including the US and China, continued to work to achieve full market access for Irish beef.

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## Coordinating the Work of Team Ireland

In each of Ireland's 27 priority markets, as included in the Government's Trade, Tourism and Investment Strategy', the Ambassador chairs Local Market Teams comprising the representatives of IDA, Enterprise Ireland, Bord Bia and Tourism Ireland in the country. The Team develop a Local Market Plan each year to ensure that the work of all the State agencies is coordinated so as to have the greatest possible impact on Irish jobs and exports. The Local Market Teams report on their progress to the Export Trade Council chaired by the Tánaiste and including Minister Bruton, Minister Varadkar, Minister Coveney and Minister of State Costello as well as senior representatives of other Government Departments, State agencies and the private sector.

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## Supporting Irish Companies



Tánaiste leads Trade Mission to Turkey

The Embassy network, in coordination with Enterprise Ireland, assisted Irish companies wherever possible with advice, targeted introductions, briefings and assistance with regulatory difficulties. They helped showcase areas of particular expertise in Irish business and innovation. Responding to the strong demand from companies themselves, they put a particular focus on business networking opportunities, including during the St Patrick's Day period. In one example reported in this period, an Irish company confirmed the winning of a €750,000 export deal arising from an introduction

made at the 2012 St Patrick's Day networking event of the Ireland-Netherlands Business Association supported by the Embassy.

The Embassy network also worked to help create an easier business environment for Irish companies in key markets, through helping to put in place Double Taxation Agreements (including with Thailand in 2013 facilitated by the Embassy in Kuala Lumpur, and with Ukraine facilitated by the Embassy in Prague), or working to overcome regulatory obstacles including through Joint Economic Commissions with certain countries.

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## Promoting Investment in Ireland

The Embassy network, in coordination with the IDA, promoted Ireland as a destination for inward investment to foreign multinationals, including through targeted events. Some examples were an 'Invest in Ireland' roundtable hosted by the Tánaiste in Atlanta during the St Patrick's Day period, a financial services event in Luxembourg, a seminar on Ireland's R&D environment in Hokkaido, an event for the Irish Funds Industry Association in Edinburgh, briefings for leading Chinese corporate legal firms on investing in Ireland, a gathering of Chief Financial Officers in Sydney, a venture capital event in Washington and a media event for the Irish Funds Industry Association in New York involving over 100 writers and editors from major media.



Minister Bruton leads trade mission to India

The Embassy network also supported the work of Connect Ireland through events across North America, Europe and Asia. This has contributed strongly to the registering of 1,686 'connectors' and 407 potential investor companies from North America alone, as well as confirmation that an introduction made with the assistance of the Consulate in Atlanta led to the creation of 15 jobs in Galway.

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## Delivering message that Ireland is on road of economic recovery

Following the damage done to Ireland's international economic reputation in the wake of the crisis and our entry into the EU/IMF programme of assistance, the Embassy network continued its work in communicating to international audiences the message of Ireland's progress in stabilising our public finances and returning to sustainable economic growth.

In 2013, Ireland's Presidency of the Council of the European Union and, later in the year, the announcement of our exit from the EU/IMF Programme were important opportunities to reinforce this message, which was a focus of the contact work and public diplomacy efforts of our Embassy network throughout the year.



In the St Patrick's Day period, this message was brought to targeted audiences at events at the New York Stock Exchange, the US Chamber of Commerce headquarters, the world's largest cash equities market in Paris, the Jeddah Economic Forum in Saudi Arabia, the Frankfurt School of Business and Management, the Chicago Federal Reserve, the Seoul Finance Forum and with important audiences in Manila and Jakarta as



**Business networking event in Embassy London**

well as addresses by representatives of the Central Bank of Ireland in Sweden and Poland.

In another notable example, the visit of President Higgins to Mexico supported by the Embassy in Mexico included the keynote address by the President to the Cumbre de Negocios in Guadalajara, the foremost annual business and economic summit in Latin America. The President spoke on the theme of Ireland's economic recovery and on the opportunities for deepening trade, investment and educational links between Ireland and Mexico to 700 leading business and political leaders.

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## Influencing International Decision-Makers

A core function of the Embassy network is engaging with decision-makers internationally to promote Ireland's priorities and reputation and safeguard our national and economic interests. Following the global financial crisis, the Eurozone debt crisis, and Ireland's own financial crisis and entry into an international programme of assistance, it has never been more crucial that we have clear and persuasive lines of communication to policy-makers around the world – above all our European partners and members of the G20.

Our Embassy in Germany, for instance, during our Presidency undertook a programme of outreach to German policy-makers, including visits to every German Federal region for engagements with their regional leaderships and parliaments. Another high-profile example was the programmes of engagement by



**Taoiseach at World Economic Forum**

the Taoiseach and Minister Noonan supported by our Embassy in Berne during the World Economic Forum in Davos. In the St Patrick's Day period alone, private bilateral meetings were held with President Obama, Prime Minister Cameron, Prime Minister

Julia Gillard, Secretary of State Kerry and a huge range of Government Ministers, members of Congress, parliamentarians and decision-makers across the world.

The Global Irish Economic Forum held in Dublin in October was another important event in reaching out to the most influential members of the Diaspora to engage them in a dialogue on Ireland's economic recovery. In 2013, the Forum organised by the Department of Foreign Affairs and Trade, had a particular focus on connecting participants with Irish small and medium-sized enterprises. A number of recommendations arising from the Forum have been prioritised by the Government for immediate action.

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## Showcasing Ireland as a Centre of Innovation

The Embassy network took every opportunity, in coordination with other State agencies including SFI, to showcase Ireland as a centre of innovation and Research and Development strength.

Some examples included an event in Tel Aviv for Irish start-ups and their potential Israeli partners and investors, taking advantage of their presence in Tel Aviv at the DLD (Digital Life Design) Conference - Israel's largest international hi-tech gathering, attended by hundreds of start ups, venture capital firms, angel investors and leading multinationals. Another was the participation by James Whelton of CoderDojo supported by the Embassy in Lithuania at Login2013, the largest tech conference in the Baltic States. The Embassy in Madrid also supported, with Enterprise Ireland, the showcasing of Irish digital animation companies at 3D Wire the biggest animation event in Spain, bringing together more than 8,500 professionals from the sector.

These initiatives were made possible by a pilot funding scheme allocated by the Trade and Promotion Division of the Department of Foreign Affairs and Trade in support of the work of the Embassy network in economic and public diplomacy.

This was however a small fraction of this kind of activity, conducted by the Embassy network in coordination with the State agencies, which spanned a broad range of events from one in Copenhagen to promote Ireland as a destination for investment in wind power, to another in Dar es Salaam displaying Ireland's ICT sector strengths.

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## Engaging with International Media

The Embassy network was very active in engaging with international media to promote Ireland's positive profile and ensure that coverage of the Irish economy was balanced and accurate. Again, our Presidency of the Council of the European Union was a major opportunity both to position Ireland as an active and constructive leader within Europe, and for direct economic messaging. The Permanent Representation to the EU in Brussels was centrally involved with other Embassies in Europe, and with other Departments in Dublin, in organising a major inward press visit at the opening of our Presidency which brought 58 top Brussels-based journalists to Dublin. Resultant coverage of Irish economic progress in press outlets alone reached an estimated audience of 15

million from that single set of engagements. This was just one key engagement from an ongoing programme across Europe. For example, the Ambassador in Sofia gave eleven media interviews around the Presidency in the first month.

The Embassy network also helped to place op-eds in international media, such as pieces by the Tánaiste at the start of our Presidency, and at the time of our exit from the EU/IMF programme which were carried by leading broadsheet newspapers in Germany, France, Italy, Spain, the Netherlands, Poland, Sweden, Portugal, Denmark, Greece, the Czech Republic, Romania, Cyprus, Malta, Latvia, Slovenia, Slovakia, Estonia, Bulgaria and Luxembourg (combined circulation of 5.5 million)

The Embassy network worked throughout the year, including at key moments such as the announcement of Ireland's exit from the EU/IMF programme, to reinforce messages about the economic progress Ireland was making, and to counter selective, negative and inaccurate coverage.

Interviews, press conferences as well as background briefings and engagements with journalists and editorial boards, were all part of this activity. As part of Embassy network engagement with over 1,152 representatives of media organisations, coverage reaching a worldwide audience of at least 53.5 million was secured. The actual figure is certainly much higher. The Tánaiste, for example, was interviewed during his visit to Atlanta on 'Quest Means Business' on CNN International which reaches an audience of 240 million homes or businesses across the world. In this, as in many cases, it is difficult to estimate accurately the numbers reached by specific broadcasts, but interviews and coverage of visits and Embassy-supported events in the St Patrick's Day period alone received national television coverage in Brazil, India, China, Canada, Egypt, throughout Africa and Saudi Arabia, as well as a host of other national and regional outlets

The Embassy in London had a key role in this engagement given the number of international media outlets that cover Ireland from London. The Embassy organised press briefings for members of the Government, the State agencies and the NTMA in London, as well as working throughout the year to develop relationships with London-based media. The Embassy network in other locations was also active in raising Ireland's profile, including for example in Shanghai through a series of press briefings with European partners to discuss aspects of the European agenda of most interest in China, or around major sports events and tours in a number of markets, with a focus on tourism.



Tánaiste speaks to media outside US Capitol

## Promoting Tourism

The Embassy network, in coordination with Tourism Ireland, promoted Ireland as a destination for leisure and business tourism at public and industry events worldwide. In public diplomacy engagements reaching audiences of over 778,000, the Embassy network had the opportunity to directly encourage people to visit Ireland.

From March 2012, through most of 2013, the focus of these activities was to support 'The Gathering' initiative, which preliminary estimates indicate delivered at least 250,000 more tourists in 2013 and additional tourism revenue of €170 million.

A full summary of these activities by the Embassy network is available in the annex.



**Greening of Statue of Christ the Redeemer, Rio de Janeiro**

In the North American market for example, the Embassies and Consulates were able to reach communities of strong Irish descent across the country to raise awareness of 'The Gathering'. This included promotion to large audiences around US and Canadian St Patrick's Day parades ('The Gathering' was an official theme of the parade in Chicago in 2013, attended by 150,000 people and broadcast live to the region), Irish Festivals like the major Milwaukee Irish Festival attended by 120,000 people, and at other events such as at the Rockaway Irish Festival where the Consulate in New York organised and promoted a special 'Gathering Cois Rockaways' event and the Celtic Festival in South Carolina and Irish Dancing Championships in New Orleans where the Consul in Atlanta addressed audiences totalling over 4,000 people.

The Embassies and Consulates supported tourism promotion missions, such as the visit of Minister Varadkar to Montreal and Newfoundland, supported by the Embassy in Ottawa, and to the West Coast of the USA, supported by the Consulate in San Francisco, in the context of the reopening of the direct air route to Dublin. The Embassy in Moscow supported a major trade mission with an aviation focus to Russia involving 30 Irish companies.

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## Promoting Education in Ireland

The Embassy network has worked closely with Irish universities and Enterprise Ireland to promote Ireland as a destination for international students.

The Embassy in Brasília worked throughout the year to maximise the impact of the inclusion of Ireland as a destination of the 'Science without Borders' third level scholarship programme funded by the Government of Brazil. It actively supported an education-focussed Enterprise Ireland trade mission led by Minister Quinn. In 2013, there were 1300 Brazilians studying in Ireland, up from 130

in 2010. Education promotion was also a major focus for our Embassy in Kuala Lumpur, as Malaysia has been a significant source of medical students for Ireland (generating €36 million in fees in 2012). In one example, the Embassy there, in conjunction with Enterprise Ireland, arranged the publication of two features on education in Ireland in Malaysia's Sun Newspaper. A pull-out supplement included interviews with Minister of State Cannon, the Presidents of several Irish third-level institutions and Malaysian students currently studying in Ireland, while a subsequent interview with the Ambassador promoted educational opportunities in Ireland beyond the field of medicine.

The Embassy in India has put an emphasis on education promotion in cooperation with Enterprise Ireland with the aim of doubling the number of Indian 3<sup>rd</sup> level students in Ireland by the end of 2014, with most at advanced post-graduate level. Over the next five years, the target is to grow the number of Indian students to over 5,000, resulting in fee income of some €50 million, and a further €50 million direct spend in the economy. The Embassy in Hanoi is also working with Enterprise Ireland in this area in a market which has already seen a doubling of student numbers between 2011 and 2013 with an estimated value to the Irish economy of approximately €1.5 million.

Minister Quinn's visit to China over St Patrick's Day also had a strong education focus including a meeting with the Minister for Education in China, the launch of the Beijing-Dublin International College, and the confirmation of 5 further cooperation agreements with Higher Education Institutions in China.

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## Promoting Irish Food

The Embassy network was also active in promoting Irish food exports, and building profile for the 'Origin Green' campaign led by Bord Bia. This was a feature of St Patrick's Day events hosted by the Embassy network worldwide and attended by over 85,000 guests. It also included targeted promotions of Irish food in supermarkets in Shanghai and at a hypermarket chain in Luxembourg, a Bord Bia event promoting Irish beef to press and suppliers in Germany, meetings with key potential importers, including in new markets like Tanzania and Slovenia, and a 'Taste of Ireland' showcase in Vienna city-centre.



Food promotion event in Embassy Washington

This promotional work continued throughout the year, with other examples being a Flavours of Ireland event organised by the Embassy in Warsaw, showcasing 20 Irish companies, and a Bord Bia event supported by the Embassy in Malta to promote Irish food and drink exports, attended by 450 industry representatives.

## Using New Media

In addition to the Department's main Twitter account, to date 24 Embassies and Consulates have established Twitter accounts, using them to promote Ireland and Irish events, often through local languages, to their followers.



Launch of 'Ireland in China' Weibo Account

In November, the Embassy in Beijing and Consulate in Shanghai organised the public launch of Ireland's official "Weibo" social media account (the Chinese equivalent of Twitter). The Shanghai launch included an outdoor event, organised in partnership with the Shanghai Fashion Centre and billed as a "Celebration of Ireland", which was attended by more than 7,000 people. The event included showcases of Irish traditional music and dance, theatre, sports and competitions; eighteen booths promoted tourism, food and beverages, clothing and higher education offers. Over 2,000 specially designed "Ireland in China" Weibo postcards were sent by participants to friends on the day and 2,000 gift bags were distributed. The Beijing launch included live performances by musicians from the "Heartbeat of Home" show, and involved prominent Chinese media personalities who highlighted the event to more than 13 million followers on Weibo; it was attended by approximately 130 people, including 40 journalists.

In March, the Embassy network promoted a free gift from the people of Ireland to the people of the world for St Patrick's Day, as well as to mark Ireland's EU Presidency, of the app and e-book of the recently published 'History of Ireland in 100 Objects' (based on the Irish Times series of the same name). This was publicised during Ministerial visits and by the Embassy network, particularly on social media. It was downloaded by 34,857 people globally. This was done with seed funding provided from the small Department of Foreign Affairs and Trade cultural budget and with 95% of the costs of the project covered by private sponsorship.

In other examples, the Consulate in New York arranged a Twitter Chat for the Tánaiste during his visit generating 877 tweets and 399 re-tweets in a dialogue involving questions about Ireland's economic prospects and policies. The Consulate also established an 'Ireland in New York' group on the LinkedIn platform, as a resource for Irish companies looking to develop their business in the city. The group has now grown to 1,400 members.

In another example, the Embassy in Hanoi partnered with Enterprise Ireland to run the Ireland Caption for Photos Contest on the Education in Ireland Vietnam Facebook page, reaching 150,000 Facebook users and attracting 15,000 entries over eight weeks.

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## Harnessing the Energy of the Diaspora

Our Embassies and Consulates worked throughout the year to launch, promote and support Irish networks overseas, with a particular focus on business and professional networks. Members of the Global Irish Network were invited to be involved in the programmes of high level visits. The Irish Network – USA chapters, all actively supported by the Embassy and Consulates in the US, held a number of successful events and elsewhere Irish business networks and chambers of commerce were supported by the Embassies and Consulates, Enterprise Ireland and IDA in events across the world to promote trade and investment in Ireland.



The Embassy network also ensured that a close dialogue was maintained with long-standing partners and friends of Ireland including the Worldwide Ireland Funds and other organisations, many voluntary, working to support Irish communities in different countries.

The Embassy network worked with Irish associations worldwide to support Irish business in export markets. Minister O’Dowd and Ambassadors from Hanoi, Kuala Lumpur, New Delhi, Seoul, Singapore and the Consul General in Shanghai participated in the Asia-Pacific Irish Business Forum and a briefing roundtable in the margins of the Asian Gaelic Games in Malaysia. The Consulate in New York proposed and supported the creation of a Business and Networking Forum associated with the North America GAA Continental Youth Championship held outside Philadelphia and involving over 2,000 participants.

The Embassy network also promoted and engaged with ‘Friends of Ireland’ groups in the US Congress and parliaments in Canada, Germany, France, Australia, Sweden, Estonia, Latvia, Hungary,

Japan and other countries to deepen understanding of Ireland’s interests and priorities among those legislators.

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## Public Diplomacy

The Embassy network undertook a huge range of public diplomacy work to promote Ireland’s reputation overseas, and thereby support trade, tourism and investment objectives. These events included talks at universities, think tanks and public events as well as exhibitions and events focussed on Irish history, culture and politics.

These included speeches to crowds at St Patrick’s Day events, parades and festivals. In March alone, the Embassy network hosted or helped organise over 180 public diplomacy events involving over 85,000 attendees where Irish trade and investment as well as ‘The Gathering’ and Irish food and culture were promoted. Promotional video materials and Bord Bia food-packs were prepared and distributed to missions and used at these events. The Taoiseach, Tánaiste, Ministers and Embassy network directly addressed further audiences of over 124,000 people at gatherings across the world in the same period.



President Higgins addresses Mexican business summit

Outside of St Patrick’s Day, the Embassy network availed of the opportunities around our Presidency of the Council of the European Union to reach new audiences through our public diplomacy work. In Paris, for example, the Embassy organised Ireland’s participation in the Europe Day celebrations at the City Hall, which were attended by some 30,000 people over 2 days. Ireland’s presence included a major video installation by Irish artists Denis Connolly and Anne Cleary in the centre of the square and two smaller video installations at the Irish stand as well as musical and sporting performances and tourism promotion.

High level visits also provide a significant platform for public diplomacy work, such as the visit of the Taoiseach to Boston supported by the Consulate which included an address to 20,000 people at an event in Boston College.



In one notable example of public diplomacy used to raise Ireland's profile in an emerging market, the Embassy in Beijing, supported by the DFAT cultural budget and our Asia Markets Fund, organised Ireland's participation as Country of Honour in the 11th Beijing Chaoyang International Spring Carnival in February – an opportunity which arose because of Ireland's EU Presidency. The festival is one of the highlights of Beijing's Chinese New Year celebrations and was attended by some 380,000 people. The festival featured four Irish cultural performances each day and strong Irish and Presidency branding. The awareness-raising value of the Carnival was enhanced by very significant TV, print and online media coverage, leading up to and during the event.

An example of smaller focussed events elsewhere was an "Irish Day" at the Bratislava racetrack organised by the Embassy in Bratislava with the Irish Thoroughbred Marketing Board and attended by about 2,000 people.

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## St Patrick's Day

The week, and indeed the month, of St Patrick's Day, represents an unequalled opportunity for 'Ireland Inc' to get our message out to key audiences around the world. Embassy and Consulate recommendations are sought so that the programme of Ministerial travel is targeted at the destinations where it can have the greatest impact on furthering our trade, tourism and investment objectives.



Taoiseach's meeting with President Obama

The Department of Foreign Affairs and Trade works closely with the State agencies and other departments to put together programmes focussed strongly on economic and promotional opportunities. Promotional messages are coordinated across those Departments and agencies so that the Taoiseach, Tánaiste, Ministers and Embassy network are effectively broadcasting a

coordinated but tailored message to communities of Irish descent worldwide and the huge international audience that can be reached in that period.

For the St Patrick's Day period in 2013, the Embassy network supported 20 trade focussed visits led by the Taoiseach, Tánaiste and Ministers. In those visits and in Embassy network activity around St Patrick's Day, trade and investment in Ireland were promoted at 101 specific business events, attended by over 8,500 Irish and international company representatives. These led to new leads for Irish exporters and for inward investment to Ireland. The Taoiseach, Tánaiste and Ministers separately participated in 70 focussed company engagements with potential to support new export opportunities or win new investments. These included the Taoiseach's meetings with Yahoo and McAfee at which 260 jobs were announced, the Tánaiste's meetings with senior management of Coca-Cola and Delta Airlines, as well as the Taoiseach's meetings with a range of other companies in Silicon Valley, including both existing and potential investors.

The Embassy network also helped secure over 45 high profile 'Greenings' of iconic sites as part of the Tourism Ireland campaign across the world with massive media and promotional effect. The 'Greenings' of the Pyramids of Giza and the Sphinx negotiated by the Embassy in Cairo, and the Statue of Christ the Redeemer in Rio de Janeiro, in which the Embassy was involved, alone commanded enormous worldwide media attention, alongside a host of others including Niagara Falls, Moscow's Gorky Park and the Sydney Opera House. A strong impact was also made from the 'Greenings' of prominent landmarks in smaller markets such as Romania and Lithuania.

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## Promoting Irish Culture

The Embassy network consistently worked along with Culture Ireland, to promote Irish culture and to use cultural events and initiatives to advance Ireland's wider trade, tourism, investment and reputational work.

In 2013, Ireland's EU Presidency saw an enhanced cultural programme. Each of our Embassies in the EU organised a headline cultural event to celebrate Ireland's Presidency as well as a broader cultural programme. While the majority of Presidency events took place within the EU our Embassies outside Europe were also involved in a number of major cultural events to celebrate our Presidency. Presidency events took place in Brazil, China, Egypt, Ethiopia, India, Israel, Japan, Mexico, Mozambique, Nigeria, Russia, Singapore, USA and Vietnam. In total, over 100 cultural events organised by the Embassy network were supported with Presidency funding.



Anúna tour of Scandinavia

In Berlin for instance, supported by Culture Ireland, the Embassy hosted a concert for an audience of over 1,000 to launch the Presidency cultural programme. Tourism Ireland was one of the sponsors of the concert which was broadcast live in a number of European countries.

The Department worked with the National Library to adapt their “Strangers to Citizens” exhibition into a travelling version which toured Europe in 6 languages during the Presidency to celebrate the European Year of Citizens. The Exhibition was shown at over 30 locations in 12 countries, reaching for example audiences of 7,500 in the Czech Republic alone.

The Department and our Embassies in Madrid, Warsaw and Rome worked with the Office of Public Works to curate an exhibition of 40 works from the State Art Collection by Irish and Irish-based artists under 40 – to mark 40 years of Ireland’s accession to the EU. It was shown at the Conde Duque Cultural Centre in Madrid (to an audience of over 3,350), Warsaw University Library (audience of over 5,000) and the Italian Foreign Ministry, the Farnesina Palace in Rome (audience of over 2,000).

These activities complemented the ongoing work of the Embassy network in cultural promotion, with a great proportion during the St Patrick’s Day period, which this year for instance included a significant tour of Oslo, Stockholm and Helsinki by Anúna supported by the Embassies in the region. It included ensuring the greatest possible Irish profile at cultural events such as the Venice Biennale, where the Embassy in Rome worked with Culture Ireland to launch Ireland’s participation (70,000 visitors and broad and positive media coverage). The Embassy network elsewhere supported a high Irish profile at the Edinburgh Festival, the Busan Film Festival in Korea and the Munich Book Fair among many others. The network also undertook a range of promotional activity around Bloomsday and the organisation of, or support for, Irish cultural festivals everywhere from the US, to northern Finland, to Madrid, to China.

## **Trade and Promotion Division**

### **Department of Foreign Affairs and Trade**

**January 2014**



## Summary of Mission Activities to Support 'The Gathering' since March 2012

Since St Patrick's Day 2012, when 'The Gathering' was launched to the worldwide diaspora, the Embassy network, in coordination with the State agencies

- Supported **37** high level visits to 24 countries over the St Patrick's Day periods in 2012 and 2013 promoting 'The Gathering' and other key trade and investment messages.
- Directly promoted Irish tourism and 'The Gathering' to over 297,000 people at **656** events and engagements in 53 countries.
- Worked with Tourism Ireland to organise **35** promotional events specifically targeted at representatives from the Tourism Industry in **15** separate markets.
- Promoted 'The Gathering' in interviews and op-eds for international media that reached audiences of more than **19 million**.
- Helped secure over **45 'Greenings'** of international landmark sites as part of the 2013 Tourism Ireland campaign with massive media and promotional effect.
- Worked with the Global Irish Network and Irish networks and organisations worldwide to raise the profile of 'The Gathering', including through the use of social media and to the **31,000** followers of Departmental and Embassy Twitter accounts.

### *In Major Tourism Markets*

The Embassy network supported the promotion by Tourism Ireland of 'The Gathering' at major events in high-volume tourism markets.

- The Embassies and Consulates in North America were active in reaching communities of strong Irish descent across the country to raise awareness of 'The Gathering'. This included promotion to large audiences around US St Patrick's Day parades ('The Gathering' was an official theme of the parade in Chicago in 2013 attended by 150,000 people and broadcast live to the region), Irish Festivals like the major Milwaukee Irish Festival attended by 120,000 people, and at other events such as at the Rockaway Irish Festival where the Consulate in New York organised and promoted a special 'Gathering Cois Rockaways' event and the Celtic Festival in South Carolina and Irish Dancing Championships in New Orleans where the Consul in Atlanta addressed audiences totalling over 4,000 people. The Embassy in Ottawa arranged for Minister Deenihan to appear on national television during St Patrick's Day 2013, to talk about 'The Gathering' and tourism to an audience of more than 1 million viewers.
- The Embassies and Consulates supported tourism promotion missions, such as the visit of Minister Varadkar to Montreal and Newfoundland supported by the Embassy in Ottawa in May 2013, and to the West Coast supported by the Consulate in San Francisco in October.
- The Embassy network in North America, as in other parts of the world, worked to promote 'The Gathering' specifically to business audiences and to promote Ireland as a destination for business travel. The Embassy in Ottawa worked closely with the Ireland-Canada Chambers of Commerce in the organisation of the Ireland Canada Business Gathering, which was held in Dublin and was attended by over 200 business people. The Consulate in New York engaged with the American Ireland Fund Young Leaders and the New York State Bar Association to promote Ireland during the year of 'The Gathering'.
- The Embassy and Consulates in the USA worked with Irish-American media; such as the DC launch of Today's Ireland TV channel by the Taoiseach in March 2013. They also worked with the American Ireland Funds, the Irish Networks – USA, the Ancient Order of Hibernians and other organisations to promote 'The Gathering'. The Consulates also worked closely with the GAA in North America on related events, including around the North America GAA Continental Youth Championship and in promoting the International Hurling Festival.
- The Embassy in London worked with the Tourism Ireland team in the UK to maximise the impact of 'The Gathering' promotions, including in the important St Patrick's Day period in 2013 where the Embassy supported the visit of the Taoiseach and Minister Reilly, involving 13 specific business and trade focussed events and 37 Irish community or general promotional events organised by the Embassy or at which the Embassy was represented. The Embassy supported the programme of Minister Reilly which included a 'Network of Networks' event, attendance at the Best of Britain and Ireland (BOBI) tourism trade exhibition at the NEC in Birmingham (a 2 day business-to-business event, which attracts over 2,500 industry professionals visit the Irish stands with over 36 exhibitors) and an address to the St Patrick's Festival in Trafalgar Square to an estimated 15,000 people.
- The Embassy in Paris was actively involved in promoting 'The Gathering' in the French market. This included an address by the Ambassador to a major meeting of the French Tourism sector (some two hundred tour operators, and trade media representatives) hosted by Tourism Ireland in March. The Embassy organised Ireland's participation in the Europe Day celebrations at Paris City Hall which involved a major video installation by Irish artists and promotion of tourism to some 30,000 people in attendance.

- The Embassy in Berlin availed of the opportunity of our Presidency of the Council of the EU to promote tourism to Ireland and 'The Gathering', including through their Presidency launch event in January attended by over 1,000 people. The Embassy organised an inaugural Irish Economic Forum Germany which brought together key figures from the Irish business community as well as an event for all of the Irish societies and organisations in Germany in December. Tourism Ireland was able to use this event to launch 'The Gathering' in Germany and to canvass views on how best 'The Gathering' might be promoted in Germany. The Embassy supported and addressed the Berlin St Patrick's Day parade and supported Minister Bruton's involvement at the Munich St Patrick's Day parade (25,000 combined audience). The Embassy reported that 'The Gathering' message resonated well in Germany, despite a comparatively small community of Irish descent, with the key message of 'this is the year to visit' seeing a good response.

### *Worldwide*

The Embassy network worldwide supported the promotion by Tourism Ireland of 'The Gathering' globally.

- The support of the Embassy network for the 'Global Greening' campaign showed the global reach of the network and the message. The Embassy in Cairo secured the 'Greening' of the Pyramids and the Sphinx for the first time, which together with the 'Greening' of the Statue of Christ the Redeemer in Brazil with which the Embassy in Brasilia was involved, served as the centrepiece of the 2013 campaign. Embassies in other markets secured the 'Greening' of landmarks that are less high-profile internationally, but ensured that the wider campaign was covered by media across the world – including but not limited to one of the main squares of Buenos Aires, the Palace of the Parliament in Bucharest, Gorky Park in Moscow, the Kingdom Tower in Saudi Arabia, Vilnius Cathedral, the Pearl Tower in Shanghai and many many others, with huge knock-on media impact. In Spain alone, Tourism Ireland estimated the impact of the 'Greening' and St Patrick's Day events which the Embassy played a decisive role in supporting as being equivalent to over €800,000 in paid advertising in that country alone reaching an audience in Spain and beyond of almost 15 million people.
- The Embassy in Canberra and Consulate in Sydney promoted 'The Gathering' to the diaspora in Australia. This included supporting a major Tourism Ireland mission led by Minister Varadkar in November 2012 to Brisbane, Sydney, Melbourne, Perth and Auckland as well as other visits with a focus on 'The Gathering' and working with Tourism Ireland on industry-events for industry partners - airlines, tour operators, trade magazines and retail. It also included promoting 'The Gathering' in national media engagements including during an interview on ABC radio, in the context of the British and Irish Lions Tour, and supporting a range of other promotions such as an open-air 'Gathering Breakfast' organised by one of Sydney's main Irish radio programmes with Tourism Ireland, an Irish busking event in one of Sydney's main streets and linking in with Rose of Tralee events in Australia. The Ambassador in Sydney promoted 'The Gathering' at all Australian Ireland Fund events over the period, a collective audience alone of some 2,000 high net worth individuals. The 2013 International Irish Famine Commemoration was leveraged to increase engagement with Australians of Irish heritage; including a targeted social media campaign across Facebook and Twitter which reached over 41,000 people, and was followed up with a series of workshops on 'Tracing Your Irish Ancestry'.

- In less-developed markets for Irish tourism, the Embassy network was active in promoting 'The Gathering' and building Ireland's profile. The Embassy in Beijing and Consulate in Shanghai supported the largest ever Tourism Ireland sales mission to China in November 2012 involving 18 tourism industry partners. The Embassy in Beijing organised and coordinated a major promotional presence for Ireland at one of the main New Year's festivals in the city attended by 380,000 people and receiving widespread media coverage. The Consulate in Shanghai helped organise the Féile Shanghai festival over two weeks in March, comprising ten cultural, business, social and sporting events including an international Irish dance competition, a concert of Irish music and dance as well as an international GAA tournament and the Family Day festival in downtown Shanghai. An estimated 6,000 people attended events throughout the fortnight.
  
- The Embassy in New Delhi hosted an event in association with Tourism Ireland for Indian tour operators and Irish representatives from hotels and tourism sites across Ireland, as well as promoting tourism during St Patrick's Day events hosted by the Embassy for 1800 contacts in New Delhi, Kolkata, Chennai, Bangalore and Sri Lanka. The Embassy worked with Tourism Ireland and other agencies on marketing events around the launch of 'Ek Tha Tiger' a Bollywood movie filmed in Dublin.
  
- The Embassy network undertook a range of other promotional events for tourism and 'The Gathering' in this period, and promoted the campaign in their contacts and public diplomacy engagements wherever appropriate. Some illustrative examples include:
  - a 'Gathering' organised by the Irish Netherlands Business Association involving a spend estimated at €1m,
  - the leveraging of Ireland's participation in 2012 soccer friendlies in Poland and Italy (with an equivalent advertising value of €130,000 in Italy),
  - promotion of 'The Gathering' with Tourism Ireland and DAA at the World Route Development Conference in Abu Dhabi in September 2012 to most of the world's major airlines and airports,
  - an Irish food and tourism promotion event in one of Luxembourg's main hypermarkets,
  - a visit by 60 Russian tour operators and travel media in November 2012,
  - support for a 'Friends of Irish Whiskey' tour of Ireland from Finland,
  - the promotion of Ireland as a conference destination to industry organisations and business associations in Belgium,
  - hosting a seminar for travel agents and journalists in Mexico,
  - addressing the AGM of the Swedish Travel Writers' association,
  - supporting a Tourism Ireland roadshow in Norway
  - arranging dedicated articles on 'The Gathering' in a range of media in Italy, Austria, Belgium and the Czech Republic among others.

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