

Sector Briefing

IT & Electronics Opportunities in Ireland

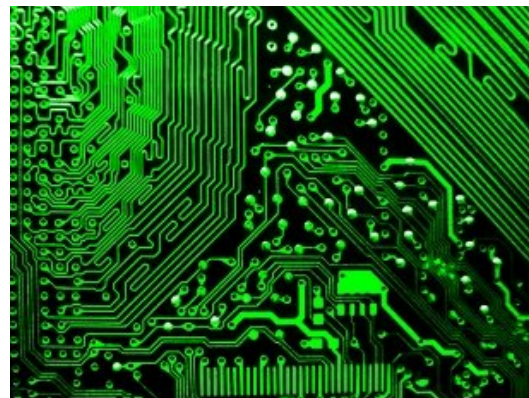
Why Ireland?

Ireland is the third largest exporter of software in the world generating €12 billion annually. There are 140 international companies and roughly 700 Irish companies operating in the sector. Seven of the top ten ICT companies in the world operate here.

Approximately 20% of Western Europe's electronics output is generated in Ireland and it is one of the leaders in semiconductors and ICT equipment. Many of the major multinationals have manufacturing or fabrication or R&D facilities in Ireland.

Find general information on Irish market conditions on [UKTI's website](#). [The Doing Business Guide for Ireland](#) gives an overview of Ireland's economy, business culture, potential opportunities and an introduction to other relevant issues.

Expansion of the IT and Electronics sectors is a key thrust of the Irish Government's strategic plan for the next decade. Given that IT and electronics apply to many sectors in some form or other, the following sectors have been identified as key areas of strength within the Irish economy and which have maximum opportunities for future growth; Food and Drink, Chemicals and



Pharmaceuticals, ICT Manufacturing and Services, International Financial Services, Tourism, Environmental Goods and Services and Other Internationally Traded Services.

Opportunities

Key Sectors for Opportunities

According to the Irish Software Association the following sectors are likely to experience the maximum growth as far as software is concerned:

- E-learning
- Environment (Clean Technology, Smart Buildings)
- Financial (Financial Analytics, Compliance)
- Games
- Health (Health Informatics)
- Public sector
- Telecoms (Broadband)

In the Electronics sector in Ireland there are likely to be opportunities in the following key growth areas:

- Analog IC design
- Semiconductor processing equipment
- Industrial control equipment
- Building Management Systems

The Irish Central Bank has identified the following as areas that would benefit from competition; healthcare, health insurance, utilities and public transport.

Cloud Computing

Given its relationship with network capacity and data storage (see eBusiness and Disaster Recovery below) cloud computing in general will provide opportunities in Ireland.

eBusiness

A recent ESRI study on the Irish economy forecasts that by 2025 some 70% of exports will be traded over the internet. The Irish Internet Association records a significant increase in online businesses being set up. This trend is expected to continue.

Disaster Recovery

Insurance policies do not normally cover loss of data especially from natural disasters. There have been instances of companies losing their backup data as well. The result is that there are opportunities for providing off-site storage.

Software as a Service (SaaS)

Customer Relationship Management (CRM) is the most likely area for growth.

Security

Data losses in public and private enterprises recently has increased the need for protection against threats. There are opportunities in this area in the short term future at least.

Broadband

In Ireland, this covers three main activities; a €230m National Broadband Scheme, the upgrading of broadband to Irish schools and the continued investment in next generation networks.

Analog IC design

There are opportunities in this area for companies that can increase the speed of the layout process through automation and/or that can standardise the process.

Building Management Systems

The Sustainable Energy Authority of Ireland (SEAI) has produced a strategic plan for the years 2010 to 2015 to turn Ireland into a global leader in sustainable energy. There are many opportunities across the whole range of IT and electronics that apply to sustainable energy but there is a particular emphasis on Building Management Systems.

If you have any questions on the opportunities above, contact the UKTI contacts named in this report. Business opportunities aimed specifically at UK companies are added daily to UKTI's website. These leads are sourced by our staff overseas in British Embassies, High Commissions and Consulates, across all sectors and in over 100 markets.

You can be alerted to business opportunities on a regular basis by registering on the UKTI website. [Find out more on UKTI's business opportunities service on the UKTI website.](#)

Major events and activities

[Irish Sustainable Building Show](#)

Date: 07 Sept 10 to 09 Sept 10

This show will focus on seminars, features and business opportunities in the sustainable construction industry and associated areas.

Web: www.sustainablebuildingshow.com

There is a UKTI grant available to exhibit at this show for further details

Contact: Simona Novelli

Email: Simona@overseasfairs.co.uk

[MEDTEC Ireland](#)

Date: 22 Sept 2010 to 23 Sept 2010

Event dedicated to industry professionals engaged in the design and manufacturing of medical devices in Ireland.

Radisson SAS Hotel, Galway

Contact: Canon Communications LLC

Tel: 00 44 1622 661363

Web: www.canontradeshows.com

[Southern Energy & Sustainable Manufacturing Exhibition](#)

Date: 07 Oct 2010 to 09 Oct 2010

Exhibition offers an opportunity to suppliers of efficiency and alternative energy systems, green manufacturing and recycling technology.

Curraheen Park, Cork

Contact: Mr Saul

Tel: 00 353-1-490 0600

Web: www.sdlexpo.com

Find full details of all events in this country and sector on the UKTI website. New export events are added daily to the site and [you can register to be alerted to them](#) on a daily, weekly or monthly basis

UKTI's Tradeshaw Access Programme (TAP) provides grant support for eligible Small and Medium Sized Enterprises (SME's) to attend trade shows overseas. Find out more about [UKTI support](#) for attendance at overseas events

UKTI contacts

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Next steps - How UKTI can help

British companies wishing to develop their business in the Irish market are advised to undertake as much market research and planning as possible in the UK. UKTI's team in Ireland with its wide local knowledge and experience, can provide a range of services to British-based companies wishing to grow their business in global markets.

This can include:

- Provision of market information
- Validated lists of agents/distributors
- Key market players or potential customers in the Irish market
- Establishment of interest of such contacts in working with you
- Arranging appointments
- Organising seminars or other events for you to meet contacts and promote your company in the Irish market

This work is available via our [Overseas Market Introduction Service \(OMIS\)](#) a chargeable service which assists British-based companies wishing to enter or expand their business in overseas markets.

To find out more about commissioning this work, or accessing other UKTI services and specialist advice, please visit the UKTI website to find [contact details for your local UKTI office](#).

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