Enterprise Ireland Client Company
Export Performance in 2018

Exports to the Eurozone region
€4.8bn
Up 8% on 2017
2nd largest market for Irish exporters

Exports to North America
€4.1bn
Up 6% on 2017

Exports to UK
€7.9bn
Up 4% on 2017

Record export sales by client companies
€23.8bn
Up 6% on 2017

Total sales by client companies
€46.3bn
Up 6% on 2017

Client exports 2018 by territory

North America
€4.1bn
17% of exports
+6%

Northern Europe
€1.2bn
5% of exports
+25%

UK
€7.9bn
33% of exports
+4%

Central & Eastern Europe
€0.5bn
2% of exports
+3%

Asia Pacific
€2bn
9% of exports
+2.5%

M. East/Africa/India
€1.2bn
5% of exports
+3%

Latin America
€0.2bn
1% of exports
+15%

Unspecified & Sales to Ornua
(Formerly the Irish Dairy Board)
€1.8bn
+6.5%

TOTAL €23.8bn
+6%

Eurozone
€4.8bn
20% of exports see countries highlighted in blue
+8%

see countries highlighted in blue
Exports have increased by €10.9bn between 2009 and 2018.

### Export Performance 2009-2018

**Exports (€bn)**

<table>
<thead>
<tr>
<th>Year</th>
<th>Exports (€bn)</th>
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<tbody>
<tr>
<td>2009</td>
<td>€12.9bn</td>
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<tr>
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<td>2018</td>
<td>€23.8bn</td>
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<tr>
<td>2019</td>
<td></td>
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<tr>
<td>2020</td>
<td>€26bn</td>
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**Note:** 2009-2017 figures are from Annual Reports.
Client exports 2018 by sector

- **Fintech**: €829m (+17%)
- **Digital Technologies**: €2.2bn (+6%)
- **Engineering**: €1.6bn (+9%)
- **Construction**: €1.97bn (+22%)
- **Consumer Retail**: €872m (+6%)
- **Life Sciences**: €1.73bn (+7%)
- **Food**: €11.68bn (+1%)
- **Business Process Outsourcing (BPO)**: €622m (+14%)

Note: 2009-2017 figures are from Annual Reports.
Exports to the Eurozone increased by 8% in 2018 to €4.8bn; growth was particularly strong in the Netherlands (+20%), France (+9%) and Germany (+6%).

The Eurozone is our second biggest market, second only to the UK and accounts for 20% of all exports.

In 2018 exports to France and Netherlands exceeded €1bn, joining Germany to total three €1bn + markets for Irish exports in the Eurozone.

With a large stable economy, regulatory alignment, zero currency risk, and no customs or borders, the Eurozone represents significant potential for Irish companies.

France

France is the 5th largest market for EI exports, having seen a 9% increase in 2018 to €1.03bn.

Enterprise Ireland is leveraging the strength of the French telecommunications market, which is one of the top performing in the Eurozone. 2018 saw the establishment of important partnerships between Accuris Networks and Orange International Carriers, along with Druid, Telpass and Airspan. These were celebrated at this year’s Saint Patrick’s Day Ceremony at the Irish Embassy in Paris.

The finance industry in France has experienced significant growth recently and now employs over 1 million people. 45% of financial institutions are currently engaging with FinTech companies and this is expected to increase to over 80% by the end of 2020. This growth has provided a range of opportunities to Irish FinTechs and financial services companies and will continue to do so over the coming 18 months.

Within the construction sector, France is experiencing growth in the areas of BIM (Building Information Modelling), green building and energy efficient construction. Enterprise Ireland recently hosted a BIM breakfast panel event in Paris where Irish companies RKD Architects, Mercury Engineering and BAM Civil discussed some of their most successful projects in Ireland and the UK with a vision to showcase Ireland’s strengths in the BIM space to an audience of French buyers and journalists.

France is a major agricultural power within the EU, accounting for 16% of all its agricultural land. 50% of the French territory is agricultural land, while 30% is covered with forests. Agricultural machinery imports are worth €3.5bn in France, which presents huge opportunity for Irish machinery manufacturers.

1 https://www.export.gov/article?id=France-Telecommunications-Market
2 http://www.paris-europlace.net/stats/Paris_Key_Facts-2.pdf

Benelux

Building on their strong position in the Pharmaceutical sector and leveraging their image of trustworthy and flexible suppliers to global companies, Irish companies in the high-tech construction and engineering sectors are now successfully diversifying into the Dutch and Belgian Bio-Tech and Data Centre markets. The cluster of companies targeting the Benelux region and establishing a presence is steadily growing, leading to double-digit growth for these sectors in the Netherlands. New entrants to the markets include Kirby Engineering and Modubuild.

Total exports of Enterprise Ireland-backed companies to the region now reached the €1.5bn turnover mark, an all-time high. Irish companies reap full benefit from the openness of the Benelux economies and the ease-of-access, making this an ideal stepping stone into the Eurozone region.

Similar growth patterns are witnessed among Irish companies in the Digital and Professional Services sectors. Despite the Benelux region being a highly competitive environment, more and more Irish innovative solutions find their way to both local and international buyers. Examples include IoT solutions from Druid software and Over-C deployed in the logistics and healthcare sectors, as well as Aspira’s service offering around project management targeted at large organisations. Most projects involve strong and sustainable partnerships with local partners, creating a solid basis for further growth. Ireland’s FinTech and RegTech cluster of companies successfully sell into the Dutch and Luxembourgish financial centers.

In times of changing trade patterns globally, the nearby Benelux markets enjoy increased focus from Irish SMEs resulting in spectacular export turnover growth to the region.
Germany

Agritech Sector
In 2018, the agricultural machinery industry in Germany increased its turnover by 10 percent to €8.6Bn. With German dealers, the manufacturers achieved a turnover increase of almost 13 percent. There are strong opportunities for success in Germany for Irish companies with innovative and competitive agritech product offerings. Enterprise Ireland Düsseldorf supported its agritech clients in 2018 with a diverse range of services including the organisation and management of an Irish Group Stand at EuroTier 2018 (the largest trade show for animal production globally) and an Inward Buyer Visit of 12 agricultural contractors to meet agritech manufacturers.

Constructor Sector:
Having previously forecast growth of 6% for the whole sector, the German Construction Association reported growth of over 10% in the sector, driven largely by increased spending in public projects, residential building, as well as favourable weather conditions which contributed to increased activity overall. Irish companies in the market benefited from continued growth, particularly in Data Centre investment.

Automotive:
30% of all Automotive production worldwide comes from Germany. With 40 automobile assembly and engine production plants, Germany covers over one third of total automobile production in Europe (Source: ACEA 2018). €21.9 billion, 35% of Germany’s total R&D expenditure goes into automotive (Source: VDA 2018).

The major industry drivers connectivity, autonomy, sharing and electrification will radically change the industry. These developments will open opportunities for new market entrants with innovative solutions in this space along with lowering the market entry barriers for smaller companies.

4 out of 10 of the world’s biggest automotive companies are German. A huge amount of key decision-making in the worldwide automotive ecosystem is made in Germany.

Life Sciences:
Germany offers the largest market for healthcare and life science products within Europe, driven by the necessity to adapt to global trends such as demographic changes, technological developments and digitalisation. Valued at more than €43.9bn in 2018, the German pharmaceutical market is the largest in Europe and the fourth largest in the world. Germany holds the same title in the medical technology sector with €30+ billion, which in Germany is made up almost entirely of small and medium-sized companies.

Italy

Minister Pat Breen T.D. led a trade mission to Italy in April 2018 involving a medical device trade event which saw 15 Irish companies visiting the Italian medical device hub of Mirandola in Reggio Emilia where some 100 manufacturers are based, alongside a conference at the Irish Embassy in Rome with 50 procurement directors of large Italian companies. This provided an opportunity for buyers to source goods and services from Ireland at a time when they may be reviewing current suppliers in preparation for Brexit.

Spain

Minister Pat Breen T.D. at the Brexit Conference in Rome

Spain ranks as the world’s 14th largest economy and provides one of Europe’s most attractive domestic markets, in fact it represents the fifth largest economy of the EU, with a GDP of €1.2 trillion. Spain’s domestic market accounts for 46.6 million consumers (in addition to the 82 million tourists who visited Spain in 2018), making Spain the 2nd largest country worldwide in international tourist arrivals. Spain has a modern economy, in which services represent 75% of its business activity. Spain is a member of the European Union and has made efforts in recent years to upgrade infrastructures, capable of promoting future growth. In addition, companies with businesses in Spain can also gain access to the markets of Latin America and the EMEA region, given its geostrategic position and significant presence in these regions.
United Kingdom

The UK is a market in evolution. While remaining the 5th largest economy in the world by GDP (World Bank, 2017), Brexit, technology transformation, shifts in consumer behavior and global trends are driving change - providing both risk and opportunity for Irish businesses. As the 4th most innovative place in the world (Global Innovation Index 2018), the UK has remained an attractive market for most Irish companies to begin their export journey and grow their market share. Our strategy for the market involves:

- Protecting existing exports into existing sectors
- Exploring areas of new opportunity
- Assisting clients in extending their reach to more customers, sectors and regions

Construction & Cleantech Infrastructure:
Major infrastructure projects are strengthening the UK’s environmental credentials. Already a global leader in offshore wind, the UK aims to generate 30GW of offshore wind power by 2030, up from a current operational capacity of 7GW, requiring a £48 billion investment. AMP 7 covering the period 2020 – 2025 will lead to £50 billion investment in water infrastructure. The HS2 rail project remains the largest current infrastructure project in Europe at £55 billion. The UK Government’s National Infrastructure and Construction Pipeline covers £600 billion investment in 700 projects covering the housing, social, and economic infrastructure subsectors over the ten years to 2027.

Healthcare:
The UK Government’s Life Sciences Sector Deal outlines over £1.5 billion in investment including a network of Digital Innovation Hubs, advanced treatment centres and initiatives to drive the adoption of innovation in the NHS. Enterprise Ireland partnered with Guy’s and St Thomas NHS Trust introducing 15 innovative Irish companies with solutions for challenges they identified.

Aerospace:
Enterprise Ireland’s pavilion at the Farnborough Airshow profiled Irish capability across the aerospace supply chain. The growth of the UK’s £35 billion commercial aerospace industry has driven double digit revenue growth in Irish suppliers. Relationships at regional level with clusters in Wales, North-West and the Isle of Man have been forged.

Digital Technologies:
With the 3rd largest digital technology sector globally, a recruitment sector worth £36 billion and the largest net exporter of financial services, the UK’s service-led economy is the first destination for most Irish technology exporters and start-ups, supported by Enterprise Ireland in-market mentoring, sector and cluster events.

Regions outside London:
Devolution and the Government’s Industrial Strategy are driving growth in areas like Greater Manchester and the West Midlands with devolved spending budgets covering healthcare, infrastructure and skills. A trade mission to Manchester and the Northern Powerhouse involved 45 companies addressing construction, life sciences and talent/recruitment challenges faced in the region.

Scotland:
The largest trade mission to Scotland with 55 companies focused on offshore wind, water infrastructure, agriculture, off-highway vehicles and financial services.

Minister Heather Humphreys and Kevin Sherry, Executive Director, Enterprise Ireland with Paula McDonnell, MD, TTM Healthcare and her team at the opening of their Manchester office during the Trade Mission to Northern Powerhouse in 2018.
USA

The United States’ economy is the largest in the world, accounting for approximately 20% of global GDP. The US is also the world’s largest trading nation, with exports of goods and services of over €2.7 trillion in 2018.

Many Irish companies are already successfully exporting, investing and building businesses in the USA. The main exports of Irish-owned companies are in sectors including food, medical, pharmaceutical, electronics, business services and software for financial services, telecommunications, and education. The innovative, high-tech sectors of medical devices, ICT, telecoms, media, gaming, and cloud computing applications, continue to show strong growth creating opportunities for Irish exporters. Enterprise Ireland in the US supported 341 new sales contracts between client companies and US partners in 2018.

Cross-sector growth

The continued growth and impact of Irish companies in the US was evident during St Patrick’s week when over 100 Enterprise Ireland client companies participated in economic events across the US, including in Washington DC with An Taoiseach, Leo Varadkar. It is estimated that Irish companies employ over 100,000 people in the US and are the 9th largest source of US FDI, with a value of $146 (€129) billion. In 2018, this level of activity was boosted with announcements confirming new investments and new office openings by companies including Netwatch, Kerry Group, Applegreen, Wisetek, Orreco, Icon, and many more.

Canada

Canada continues to be one of the largest export markets for Irish companies with over €340 million worth of goods from Enterprise Ireland backed companies exported to Canada in 2018 an increase of 19% on 2016. A factor that has been pivotal in driving the increase of exports has been the implementation of CETA (Comprehensive Economic Trade Agreement). 2018 was the first full year of CETA which has been a tremendous support in helping Irish companies increase their exports to Canada.

Enterprise Ireland hosted 15 leading healthcare providers from the USA and Canada in Dublin last September at the inaugural North America Healthcare Forum. The forum saw 30 Senior Executives from major hospitals meet with over 100 Irish companies to provide a unique opportunity to learn from key decision makers at the highest level of US and Canadian healthcare, and further position Ireland as a world class source of innovative solutions.

In addition to the healthcare forum, a Smart City Forum was held in Dublin in June 2018. This event saw 50+ Enterprise Ireland supported companies participate with 70 buyers from 12 leading global smart city markets.

Initiafy, a leading provider of onboarding and safety orientation software, has hired three new employees in Toronto to have a total of 4 staff. HealthBeacon, an award-winning digital health company, signed an agreement with Canada’s leading patient support provider, Innomar Strategies. CX Index recently secured a deal with Holt Renfrew, one of the leading luxury department stores in Canada.
Growing Ireland’s export footprint in Asia Pacific

The Asia Pacific region is increasingly on the radar of Irish CEOs with its size, growth rates and accessibility, making it a key region for globally ambitious Irish companies.

Routes to Growth

Marking the first direct air connection between Ireland and Asia, Enterprise Ireland partnered with Cathay Pacific to host the ‘Routes to Growth’ Asia Pacific event in the Aviva Stadium. Over 100 business leaders and buyers from the Asia-Pacific (APAC) region travelled to Ireland to meet with over 200 Irish companies at the event.

FinTech & Financial Services in Asia-Pacific

A growing number of Irish FinTech companies entered Asia-Pacific with great success in 2018 across RegTech, InsurTech and Payments. For the first time ever, Enterprise Ireland took part in Hong Kong FinTech Week, SIBOS Australia and the Singapore FinTech Festival, with 25+ companies participating across the three events.

Growing Trade Partnerships

EU and Japanese leaders signed the EU-Japan Economic Partnership Agreement (EPA) in July 2018 to liberalise tariffs across sectors and promote further trade through the reduction of non-tariff barriers in both regions. On implementation the EPA will add momentum and raise the visibility of Japan as a dependable rules based trading partner for Ireland.

China Trade Mission

Forty-five Enterprise Ireland clients participated in the six-day trade mission in November to China and Hong Kong, raising the profile of Ireland’s innovation capability through two key events; Hong Kong Fintech Week and the inaugural China International Import Expo (CIIE) in Shanghai.

Veterinary Pharmaceuticals

5 Irish companies participated at Bain Fallon (Australia’s largest veterinary conference) for the first time in July reporting strong interest from Australian buyers.

Buyers to Ireland

203 buyers across all sectors spanning the Asia Pacific region travelled to Ireland on Enterprise Ireland itineraries in 2018.
Arab Health 2018
Minister of State for Mental Health and Older People, Jim Daly T.D. led an Irish delegation of over 20 companies to Arab Health 2018, the key lifesciences and healthcare event for the Middle East and Africa. 10 Enterprise Ireland-backed companies joined the Irish stand including Aerogen, Amray Medical, CF Pharma, EFESO Pharma & Labs, Fleming Medical, LLR-G5, Maria Medical Technology, Novaerus, Ovelle Pharmaceuticals and 4PML. Deals included the signing of a contract between Dundalk based Ovelle Pharmaceuticals and Life Pharmacy, for the sale of their range of innovative skincare brands across the Gulf, and the opening of Aerogen's Middle East office in Dubai.

Trade Mission to Egypt
12 Enterprise Ireland-supported companies participated in a three-day trade mission led by Minister Pat Breen T.D. Minister of State for Trade, Employment, Business, EU Digital Single Market and Data Protection, with 9 business events and over 90 meetings with potential partners in Cairo. This was Enterprise Ireland’s first Trade Mission to Egypt in over a decade reflecting the growing importance of this market of over 100 million people.

Water, Energy, Technology and Environmental Exhibition (WETEX)
Enterprise Ireland took a stand for the first time at WETEX, the biggest utilities and sustainability exhibition in the MENA, with a total of eight Enterprise Ireland clients companies showcasing solutions in energy efficiency, solar, marine, water/waste, water treatment and the smart grid sectors. Enterprise Ireland generated over 80 high quality meetings for Automsoft, Suparule Systems and TechWorks Marine Nulumentek, Oxymem, Energy Services Ltd ResourceKraft and Solar AdTek. The latter three companies, all signed deals during the event, the success of which will see Enterprise Ireland exhibit again at WETEX in 2019.

Education Services
In India, the Gulf and Nigeria, Education in Ireland continued to expand activities across the region, through exhibitions and in-country visits by Irish HEIs. India and the Gulf States delivered the largest numbers, with 4,000 students from India, and 3,200 high value state scholarship students from the Gulf.

Education Mission to India
Mary Michell O’Connor, Minister of State for Higher Education, led an Education Mission to India involving a record 20 HEIs and attracting 2,000 students across 5 of India’s largest cities. Education in Ireland also brought 9 HEIs to Sri Lanka, targeted at a developing market.

Education Mission to Nigeria
15 HEIs visited Nigeria in April on an Enterprise Ireland organised program. The visit covered events in Lagos and Abuja, and was attended by close to 1,000 students. Nigeria is a substantial student recruitment market with over 70,000 students travelling abroad for undergraduate and postgraduate programs. It is expected that over 1,000 students will choose Ireland as their study destination in 2019, up from 150 in 2016.
Enterprise Ireland’s overseas teams are based at 34 locations internationally.

Supporting the internationalisation of Irish businesses:

- Information on market opportunities and conditions
- Introductions to international buyers, partners, investors, mentors, consultants and sales professionals
- Itinerary planning to maximise market visits
- Promotion and networking opportunities through ministerial-led trade missions, buyer visits to Ireland, embassy and other high-profile in-market events, and Ireland stands, pavilions and client speaking opportunities at major industry expos

For more information on events and client supports which enable the delivery of the Enterprise Ireland Corporate Strategy 2017-2020 visit www.enterprise-ireland.com

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