

IRELAND NORTHWEST

ECONOMIC DEVELOPMENT INITIATIVE

TALENT | LOCATION | PARTNERSHIP

*gateway
to growth*

WWW.IRELANDNW.COM



CONTENTS

- 3 PREFACE
- 4 GLOBAL CONNECTIVITY
- 5 A SUPER CONNECTED GATEWAY

TALENT

- 6 TALENT & KNOWLEDGE ECONOMY

LOCATION

- 7 COMPETITIVE ADVANTAGE
- 8 CLUSTERS/GROWTH SECTORS
- 10 COST OF LIVING
- 11 LIVING HERE
- 12 QUALITY OF LIFE

PARTNERSHIP

- 14 RESEARCH AND DEVELOPMENT
 - 16 INTERNATIONAL PARTNERSHIPS
 - 17 SOFT LANDING
-



PREFACE

Welcome to Ireland Northwest, centred on the Derry-Letterkenny City Region, we are exceptionally well placed as an investment hub for business and global companies seeking to establish a gateway to both UK and EU markets. Renowned for its thriving business environment, ease of doing business and access to talent, offering an established reputation as a compelling investment proposition.

This cross-border region is a location of choice for businesses to invest and grow. As investors seek to form solid foundations on which to base future investment decisions, there is a clear message that with a foothold firmly in both the UK and EU, Ireland Northwest can provide the stability and options that your business needs.

Ireland Northwest is an accessible, connected and business friendly region offering benefits and support for either relocation or expansion. Renowned for its world class education system, your high-calibre talent pipeline is guaranteed. Our region has a workforce which is not just highly educated but innovative, creative and loyal. We have a proven track record in hosting international companies such as Pramerica, Seagate, DuPont, Optum, Zeus, Abott, OneSourceVirtual, Allstate and Terex Corporation. These companies are already reaping the benefits and gaining competitive advantages provided by operating in Ireland Northwest.

The strength of the region is underpinned by the partnership and collaborative approach with government and local stakeholders working together to support your company's growth and be a successful part of the business community in region.

Our talent, unique location and special partnership arrangements combined with significant cost and quality of life benefits make the case for investment clear and compelling.



JOHN KELPIE
CHIEF EXECUTIVE
DERRY CITY
AND STRABANE
DISTRICT COUNCIL



SEAMUS NEELY
CHIEF EXECUTIVE
DONEGAL COUNTY
COUNCIL



GLOBAL CONNECTIVITY

Ireland NW poised on the edge of Europe is one region delivering multiple solutions & competitive edge. Our unique, strategic cross border location ensures we are the only cross border city region providing a gateway to UK, Ireland & EU markets. Ireland NW offers a strong platform for investors seeking to establish firm foundations for future ventures.



Ireland Northwest is the only region sharing a border with the EU/UK.



Direct Flights to USA with United States border preclearance



hour flight time to London



Direct rail link to Belfast with onward connections to Dublin



hour flight to European destinations



Our first-rate road network has minimal levels of congestion and brings most of Europe within 24-48 hours



2 x international airports with Flight connections to 180 global destinations, 43 countries, 16 US destinations and 4 continents



DEEP SEA PORT



REGIONAL AIRPORT



INTERNATIONAL AIRPORT



A SUPER CONNECTED GATEWAY



We are “digitally” closer to the East Coast of North America than California



An established LPWAN (Lorawan) IoT network offering access for R&D, experimentation, prototyping and scaling sensor based solutions



Our digital infrastructure makes us one of the most accessible destinations in the world



Among the fastest North American connection from Western Europe



Offers services up to 100G per wavelength and protected services offering 99.999% availability. With a 67 millisecond connection to Manhattan, New York



A deregulated and competitive market with over 70 telecom service providers operating, deregulation means better service and lower costs





TALENT & KNOWLEDGE ECONOMY

With a strong civic, education and commercial cross border partnership we can secure your talent. Collaboration between institutions ensures potential employees are equipped with the right skills and are employment ready.

"The availability of highly skilled and educated people, the favourable business environment and strong national support had played a large factor in the decision to locate the new operation in Letterkenny."



Zeus Industrial Projects



UNIVERSITY REGION

- Top performing schools and the best performing education system for primary maths in Europe and 6th best in the world
- An increasing amount (20%) of our population are educated to degree level.
- UNESCO Learning City Region
- 4 x 3rd level institutions within a 45 minute catchment (Ulster University Magee Campus, Ulster University Coleraine Campus, NW Regional College (NWRC) & Letterkenny Institute of Technology (LYIT))



LABOUR POOL

- Smart Cities and Industry 4.0 need "smart" People and our youthful population (35% under 25 years old) are among the most educated in Europe
- High levels of staff retention



TALENT PIPELINE

- 40,000 third level students
- 31% school leavers educated to degree level
- 7,000 graduates annually ready for employment

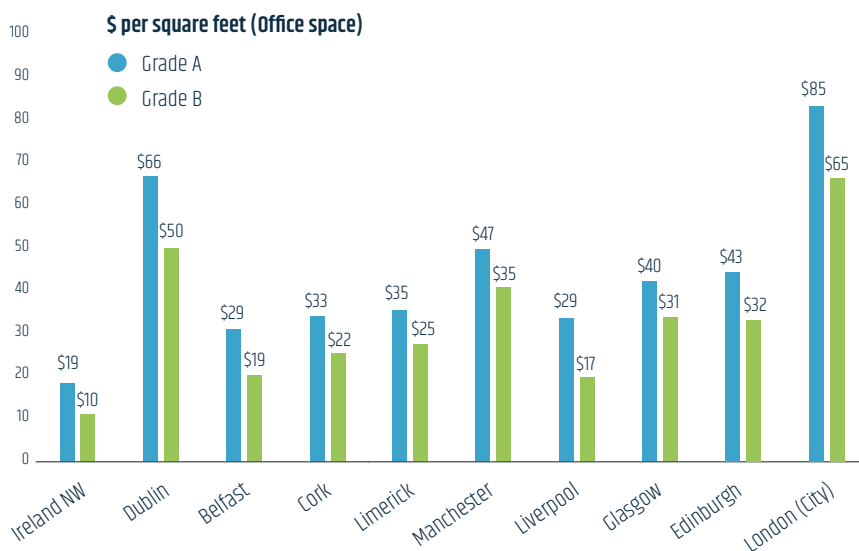
LOCATION: COMPETITIVE ADVANTAGE

A region that combines a highly educated, skilled workforce and a pro business environment with a local government committed to growing the regional economy.

Ireland NW has developed an international reputation for being a high quality, cost comparative location which can provide a highly educated, skilled workforce and a pro business environment with a local government committed to the economy.

Over 6000 jobs have been created through FDI and existing company expansion in 2015-2019. Taking only 24 hours to register a company, there has never been a better time to invest.

KEY BUSINESS BENEFITS



Forbes

"Europe's most business friendly region"

Forbes Best Country for Business 2019

Pramerica

"Pramerica was located in Letterkenny for a number of reasons but the key reason was our proximity to the third level institutions because that's eventually going to provide us with a pipeline of individuals to work in our facility."

Caroline Faulkner, Senior Managing Director, Pramerica

onesource
VIRTUAL

"OneSourceVirtual set up in Derry despite fierce competition from other cities. By establishing our European operations here, we are in a stronger position to target opportunities within UK and Europe and expand sales and ensure future growth of our business."

OneSource Virtual - IT



12.5% CORPORATION TAX IS LOWEST IN WESTERN EUROPE



OPERATING COSTS ARE AMONG MOST COMPETITIVE IN WESTERN EUROPE

STAFF TURNOVER RATES (PER ANNUM)



9% DIGITAL & CREATIVE TECHNOLOGIES



5% BUSINESS, FINANCE AND PROFESSIONAL SERVICES (BFPS)



4% ADVANCED MANUFACTURING AND ENGINEERING (AME)



4% LIFE AND HEALTH SCIENCES (LHS)

LOCATION: CLUSTERS/GROWTH SECTORS

For global investors already in the know: this region is home to a talented and educated talent pipeline adding to the competitive advantage of the international businesses already located here. Ireland Northwest is strong in a number of sectors with clusters of expertise in everything from education technology and software development to mechanical engineering and materials handling.



75%
OF INVESTORS RE-INVEST



DIGITAL AND CREATIVE TECHNOLOGIES (DCT)

Companies number:

95

Area of expertise:

Automation Technology, Agricultural - Machinery, Quarry/Mining Machinery, Materials Handling, Print & Packaging, Mechanical Engineering, Electrical Engineering, Precision Engineering & Fabrication



ADVANCED MANUFACTURING AND ENGINEERING (AME)

Companies number:

245

Area of expertise:

Automation Technology, Agricultural - Machinery, Quarry/Mining Machinery, Materials Handling, Print & Packaging, Mechanical Engineering, Electrical Engineering, Precision Engineering & Fabrication





BUSINESS, FINANCE AND PROFESSIONAL SERVICES (BFPS)

Companies number:

330

Area of expertise:

Accountancy, Law/Legal Practice, Business Process Outsourcing, Shared Service Centres, Customer Contact Centres, Back & Middle Office



LIFE AND HEALTH SCIENCES (LHS)

Companies number:

30

Area of expertise:




Point of Care Testing, In Vitro Diagnostics, Clinical Modelling, Data Analytics/Medical Bioinformatics, Phase III & IV Clinical trials, Neuroscience, Stratified Medicine, Medical packaging, Medical Device Manufacturing



LOCATION: COST OF LIVING

Ireland NW is one of the most affordable places to live on the island of Ireland & UK. It is the cheapest place to live with travel expenses, food & drink, gym membership and entertainment all substantially less expensive than anywhere else!

% INCREASE WHEN COMPARED TO IRELAND NW

	AVERAGE GROCERY SHOP	RESTAURANT PRICES % DIFFERENCE	PRESCHOOL (or Kindergarten), Full Day, Private, Monthly for 1 Child % Difference
			
DUBLIN	21.8% ↑	30.0% ↑	30.8% ↑
BELFAST	10% ↑	30.0% ↑	13.2% ↑
LIMERICK	20.9% ↑	30.0% ↑	-8.8% ↓
CORK	29.5% ↑	50.0% ↑	15.2% ↑
MANCHESTER	2.7% ↑	20.0% ↑	5.2% ↑
LIVERPOOL	5% ↑	20.0% ↑	2.3% ↑
GLASGOW	2% ↑	20.0% ↑	7.3% ↑
EDINBURGH	10% ↑	100.0% ↑	41.9% ↑
LONDON CITY	18% ↑	100.0% ↑	96.0% ↑

Source: Numeo Cost of Living Calculator 2019



LOCATION: **LIVING HERE**

From character period properties to modern new developments, city centre apartments to country homes, there is an array of housing options available throughout the region. Ireland NW also offers cheaper rents compared to other cities, ensuring a greater take home pay and happier employees.



AVERAGE RENT

(Apartment City Centre)

% Difference with Ireland NW

DUBLIN	173.7% ↑
BELFAST	7.2% ↑
LIMERICK	35% ↑
CORK	80.2% ↑
MANCHESTER	33.2% ↑
LIVERPOOL	5.0% ↑
GLASGOW	12.2% ↑
EDINBURGH	44.5% ↑
LONDON CITY	200.5% ↑



HOUSE PRICES ARE
JUST **4.4 X THE**
AVERAGE LOCAL WAGE

AVERAGE HOUSE PRICE \$ (US 2018)

\$148,832

Derry City & Strabane
District Council

\$109,003

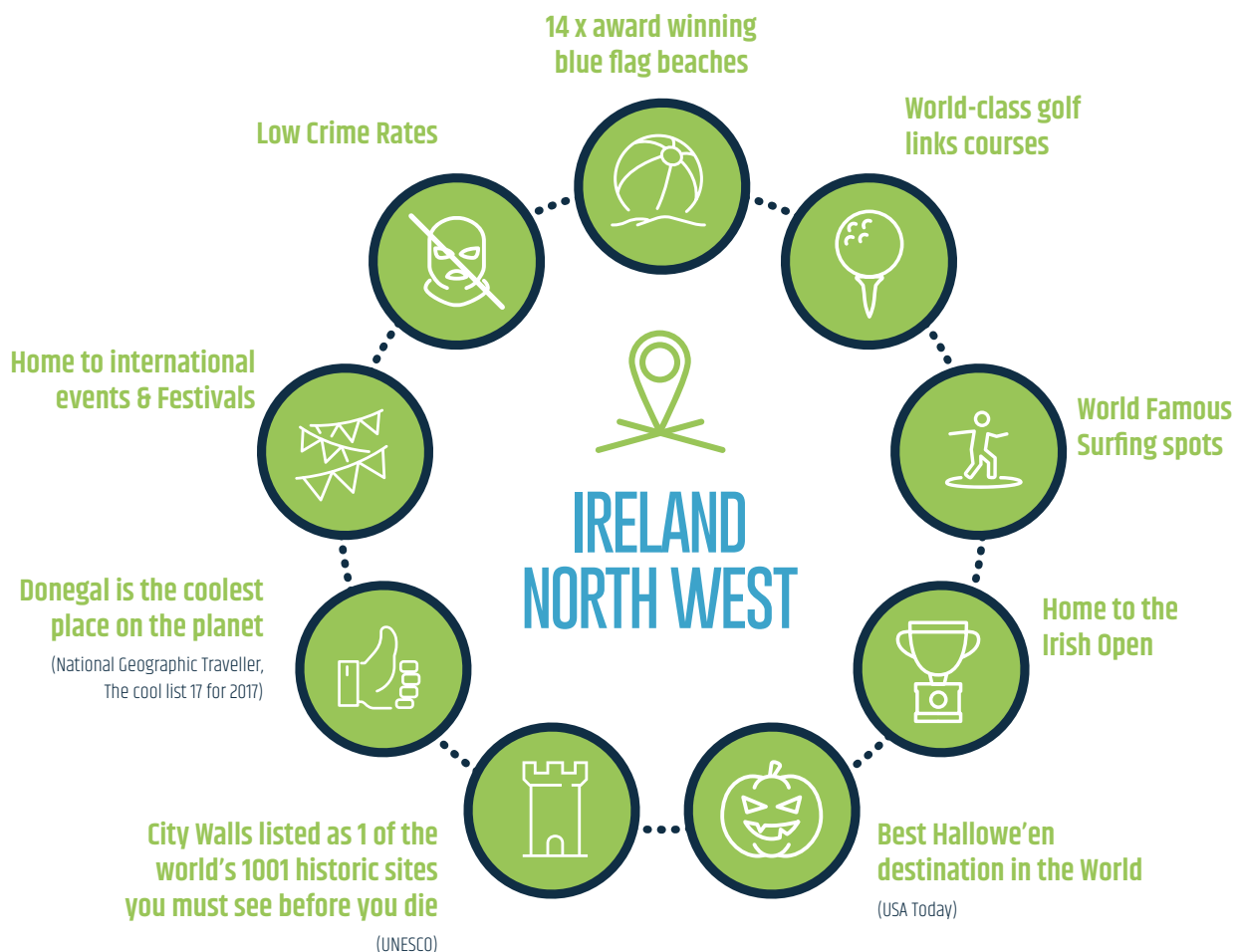
Donegal County Council



LOCATION: QUALITY OF LIFE

With a coast line of 1,235km, Ireland NW is blessed with many sandy Blue Flag beaches. Whether your preference is panoramic or small inlet cove, there literally hundreds to explore.

Combined with offshore islands, world famous surfing sites and golf courses, Ireland NW is the perfect place to relax and unwind after a busy day in the office.





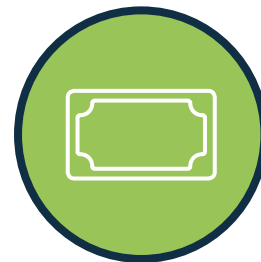
A SUSTAINABLE ALTERNATIVE

with more than 100km of traffic-free cycle paths and greenways



AVERAGE COMMUTE IN MINUTE BY CAR

DUBLIN	65
BELFAST	80
LIMERICK	75
CORK	40
MANCHESTER	89
LIVERPOOL	40
GLASGOW	55
EDINBURGH	60
LONDON CITY	90
IRELAND NW	23



THE ATTRACTION CURRENCY OF RETURNING TO THE NORTH WEST

with a much lower cost of living and improved quality of life is often a key factor in the job offer and acceptance process when sourcing talent in competitive sectors.



FRIENDLIEST & HAPPIEST PEOPLE IN THE UK & IRELAND

Office of National Statistics (ONS) 2017-2018

PARTNERSHIP: RESEARCH AND DEVELOPMENT

With financial incentives including innovation vouchers and R&D Tax Credits companies can take advantage of 12%-130% help with R&D costs. Our business support partners and world leading innovation & centres of excellence in AI & Robotics; Life Sciences; Data Analytics and Precision Medicine area ready to provide the support and tailored assistance your company needs to maintain its competitive edge.



DIGITAL AND CREATIVE TECHNOLOGIES

Wisar Lab



- State of the art RF lab to support R&D
- Expertise in Wireless Tech, Embedded systems, Power Electronics, Body Area Networks (BAN) and the application of Power Electronics
- Particular expertise in Body Area Networks (BAN) and the application of WSNs in buildings

Virtual & Augmented Reality Centre

- Works with start-ups and SMEs across the region and through a multidisciplinary team of specialists explores the development and application of virtual and augmented reality throughout a range of innovative applications.

Legal Innovation Centre

- Promotes and supports the use of technology in legal services
- Education and training on emerging legal technologies



ADVANCE MANUFACTURING & ENGINEERING

Foodovation



- New product development & menu development
- Packaging design & food labelling
- HACCP & food Safety

Product Design Centre



- Ideas generation, concept & prototype development
- Access to rapid prototypers, 3D printers, 2D & 3D designs
- Finite Element Analysis, Design for Manufacture & Assembly & Fluid Dynamic Analysis

Centre for Engineering & Renewable Energy (CERE)

- Worked with Boeing, Bombardier, Airbus & Terex
- Expertise in: Engineering, Renewable energy, Engineering, Mechanical, Manufacturing, electrical and electronic engineering Cognitive Analytics



ARTIFICIAL INTELLIGENCE & ROBOTICS

Centre for Industry Digitalisation, Robotics & Automation (CIDRA)

- Focuses on research, development and demonstration of the integration of five key technologies - AI, Industrial Digitalisation, Robotics, Automation and Industrial IOT.
- Flexible, reconfigurable demonstration test-beds to encourage and support uptake of industrial digitalization technologies.

Cognitive Analytics Research Lab (CARL)

- Global leader in data analytics research
- World-class academics and an innovative research team responding dynamically to the real-world needs of data analytics.
- Application of research in cognitive analytics across a range of sectors: Health, FinTech, Advanced manufacturing, Media, Energy, Civic society and public policy

Intelligent Systems Research Centre (ISRC)

- Dedicated to the creation of intelligent computational systems
- Home to 1 of only 170 active MEG labs worldwide
- Area of expertise includes: Neuro-Engineering, Brain Computer Interfacing, Cognitive Robotics, Wireless Systems, AI & VR



LIFE & HEALTH SCIENCES

C-TRIC



- Unique facility promoting and facilitating translational & clinical research
- 1 of 2 centres in UK
- Areas of expertise include: Clinical assessment of medical devices, research ethics and governance, patient recruitment and sample collection for studies.
- Home to NI Centre for Stratified Medicine

Dial



- Specialisms in dementia and end of life care
- Industry healthcare product demos
- CPD for healthcare staff

T-HRIVE (Health Research Institute)

- Unique facility promoting Life Sciences research
- Health Improvement Products Development Centre

PARTNERSHIP: INTERNATIONAL PARTNERSHIPS

Our region has established strong international partnerships globally with USA, City of London and China.



UNIQUE ECONOMIC PARTNERSHIP

with City of London



UNIQUE ECONOMIC DEVELOPMENT AGREEMENTS

with key markets



ANNUAL TRADE AND INVESTMENT MISSIONS



FRIENDSHIP AGREEMENTS

with China



RANKED IN TOP 10 ECONOMIES IN THE WORLD FOR EASE OF DOING BUSINESS

World Bank Doing Business 2019 Report

BENEFITS TO BUSINESSES



ACCESS TO KEY ECONOMIC & GOVERNMENT DECISION MAKERS



TAILORED B2B MEETINGS



ACCESS TO IN MARKET CONSULTANTS AND EXPERTS



EXTENSIVE MEDIA COVERAGE



EXCEPTIONAL NETWORKING OPPORTUNITIES

PARTNERSHIP: SOFT LANDING

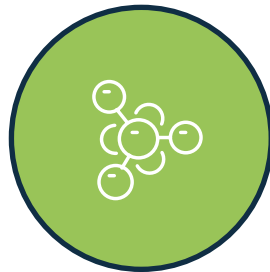
We provide the perfect base for your ventures seeking expansion.

It is not just about location, we offer much more. A space to call your own where you can focus on developing your business, meet your clients and collaborate with our international research centres whilst taking advantage of our local government support.

With research labs, science parks and innovation space, Ireland NW offers a range of options tailored to grow your business.



RESEARCH
LABS



SCIENCE
PARKS



INNOVATION AND
DESIGN SPACE



CO-WORKING
HUBS



DEDICATED BUSINESS DEVELOPMENT AND INVESTMENT TEAM

We work in partnership with our regional investment agencies, educational institutions, local and central government, Chambers of Commerce and property developers across the two national jurisdictions.

We collaborate to ensure our companies become part of a successful business community in Ireland Northwest. With our dedicated Business and Investment team we provide support for companies in:



**TALENT MANAGEMENT
& RECRUITMENT**



PROPERTY SOLUTIONS



**BESPOKE SKILLS &
TRAINING PROGRAMMES**



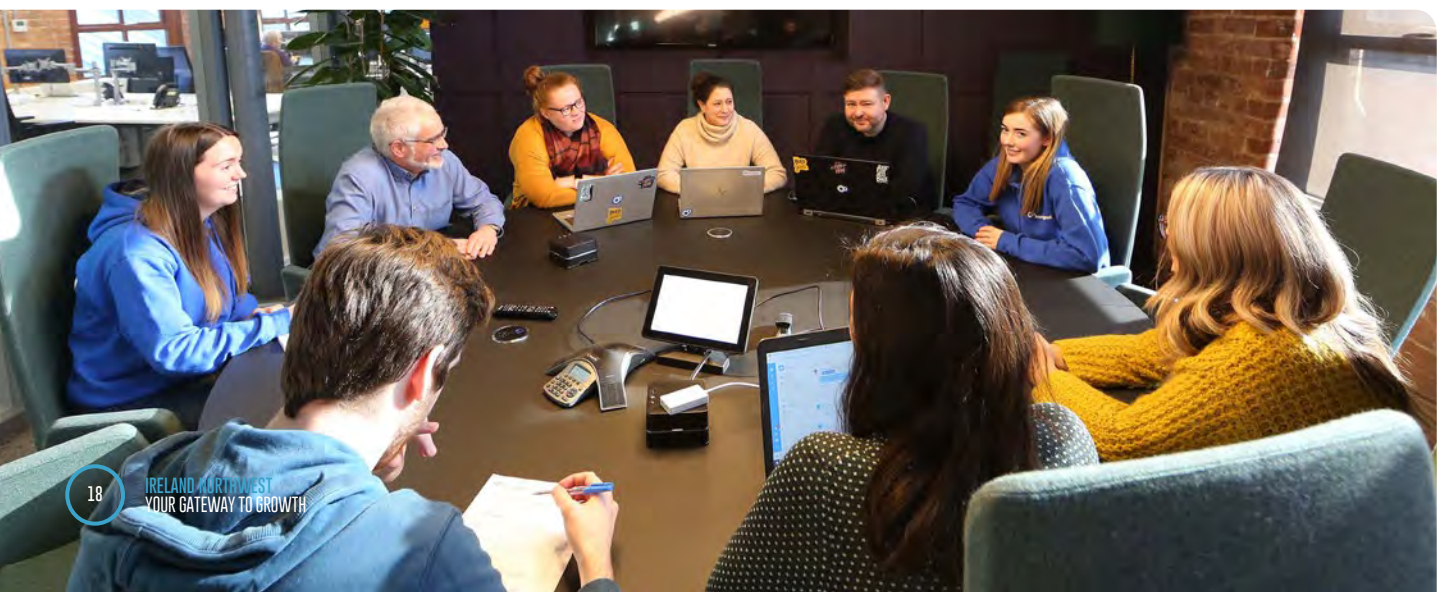
**CIVIC SUPPORT THROUGH
EXECUTIVE OFFICES OF
LOCAL GOVERNMENT**



INVESTOR FORUM



**BUSINESS AMBASSADOR &
CONFERENCE ATTRACTION
PROGRAMME**





INTERESTED IN OUR OPPORTUNITIES? TALK TO US

Derry City & Strabane District Council

- @ www.investderrystrabane.com
- ✉ investment@derrystrabane.com
- ☎ +44 (0) 28 71253253 ext 6661/6662
- 🐦 @InvestDCSDC

Donegal County Council

- @ www.donegalcoco.ie
- ✉ invest@donegal.ie
- ☎ +353 (0) 74 91 72363
- 🐦 @donegalcouncil

*gateway
to growth*

WWW.IRELANDNW.COM



**Comhairle Chontae
Dhún na nGall**
Donegal County Council



**Derry City & Strabane
District Council**
Comhairle
Chathair Dhoire &
Cheantar an tSrátha Báin
Derry Cittie & Strabane
District Council

In conjunction with and supported by The Executive Office and The Irish Government