



Exporting in Ireland

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About HMC Global

- **HMC Global office locations:**

- Belfast
- London
- Brussels
- Shanghai

- **HMC Global partner locations:**

- Denver
- Toronto
- Washington DC
- Boston
- New York
- Bangalore
- Tokyo
- Osaka
- Sydney



We define opportunity – take the potential of a winning idea and make it happen with sales on behalf of companies in excess of \$460m

Why choose the Republic of Ireland?

- Similar language and culture (in the main)
- Ideal starter market for the EU - lower costs & risk
- Strong economic recovery since 2008
- Growing business and consumer confidence
- Cosmopolitan / outward looking population
- Strong North/South trade for UK access (we'll get to Brexit...)

One Island, Two Countries

Ireland & Northern Ireland

Northern Ireland	
Status	Province
Population	1.75m
Currency	Pound Sterling
Governance	UK Government



Republic of Ireland	
Status	Sovereign Nation
Population	
Currency	Euro
Governance	Self

Setting the pace in Europe

- Highest growth across all Eurozone states
- The only (post-brexit) English speaking country
- Employment increasing 2.8% year on year, only 5.3% unemployment by 2018
- Key location as a European HQ

Niche Sector Opportunities

- 9 of the top 10 global **software** companies
- 13 of the top 15 global **medical technology** companies
- 9 of the top 15 **internet** properties
- 15 of the top 25 **financial services** firms
- 9 of the top 10 **pharma** companies
- 7 of the top 10 **industrial automation** companies
- Niche strengths in **agri-food**
- Emerging presence in **big data & analytics**

Import & Export Opportunities

Top 10 Import Partners	
United Kingdom	\$19,871,293,836
United States	\$11,793,790,206
France	\$8,999,241,758
Germany	\$6,470,456,065
China	\$4,766,443,460
Netherlands	\$2,915,988,768
Japan	\$2,020,966,890
Switzerland	\$1,502,443,749
Belgium	\$1,423,309,208
Norway	\$1,336,059,398

Top Imports by Sector	
1. Aircraft	\$12,995,062,839
2. Industrial Machinery	\$9,339,407,053
3. Oil & Mineral Fuels	\$5,673,093,415
4. Pharmaceuticals	\$5,553,090,620
5. Organic Chemicals	\$4,910,267,322
6. Electrical Machinery	\$4,894,157,056
7. Motor Vehicles & Parts	\$3,986,557,451
8. Precision Instruments	\$2,874,947,488
9. Plastics	\$2,516,121,872

Top 10 Export Partners	
United States	\$29,401,463,440
United Kingdom	\$17,157,075,639
Belgium	\$16,166,785,532
Germany	\$8,248,157,213
Switzerland	\$6,760,996,541
Netherlands	\$5,496,211,445
France	\$5,326,564,057
Japan	\$4,314,924,414
Spain	\$4,260,111,807
Italy	\$2,822,728,104

Priority Development Areas

1. ICT	<ul style="list-style-type: none">• Networks & Communications• Data Analytics & Cyber Security• Digital Platforms & Application Development
2. Health & Medical Technology	<ul style="list-style-type: none">• Connected Health & Independent Living• Medical Devices• Diagnostics• Synthesis, formulation, processing & drug delivery
3. Sustainable Food	<ul style="list-style-type: none">• Food for Health• Sustainable Production & Processing
4. Energy	<ul style="list-style-type: none">• Smart Cities & Smart Grid
5. Manufacturing & Materials	<ul style="list-style-type: none">• Process & Automation• Composites & New Materials
6. Innovation in Services & Processes	<ul style="list-style-type: none">• Consultancy & Process Optimisation

Brexit

- General consensus is a uncertainty apart from a rough ride.
- Currency implications with continue for the foreseeable future.
- Companies like those in this room are ideal to react and follow opportunities.
- Trade agreements with be market driven, EU more likely to secure deals prior to GB.
- Public sector spending largely unaffected.
- Ireland increasing reputation in Europe through strong leadership.

Company Characteristics

- Key characteristics of an export-led SME, leading to significant export results:
 1. The **ambition, desire and tenacity** of the senior management team, being committed to success
 2. The willingness to **commit resources** to the development of export markets – including management time and dedicated sales and marketing resources.
 3. A **product and service offering** enabling the company to compete on quality & innovation rather than just price.

Thank You...