

**UK
TRADE &
INVESTMENT**



Why Ireland ?

Food & Drink; Clothing, Fashion & Footwear; Healthcare



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British Embassy

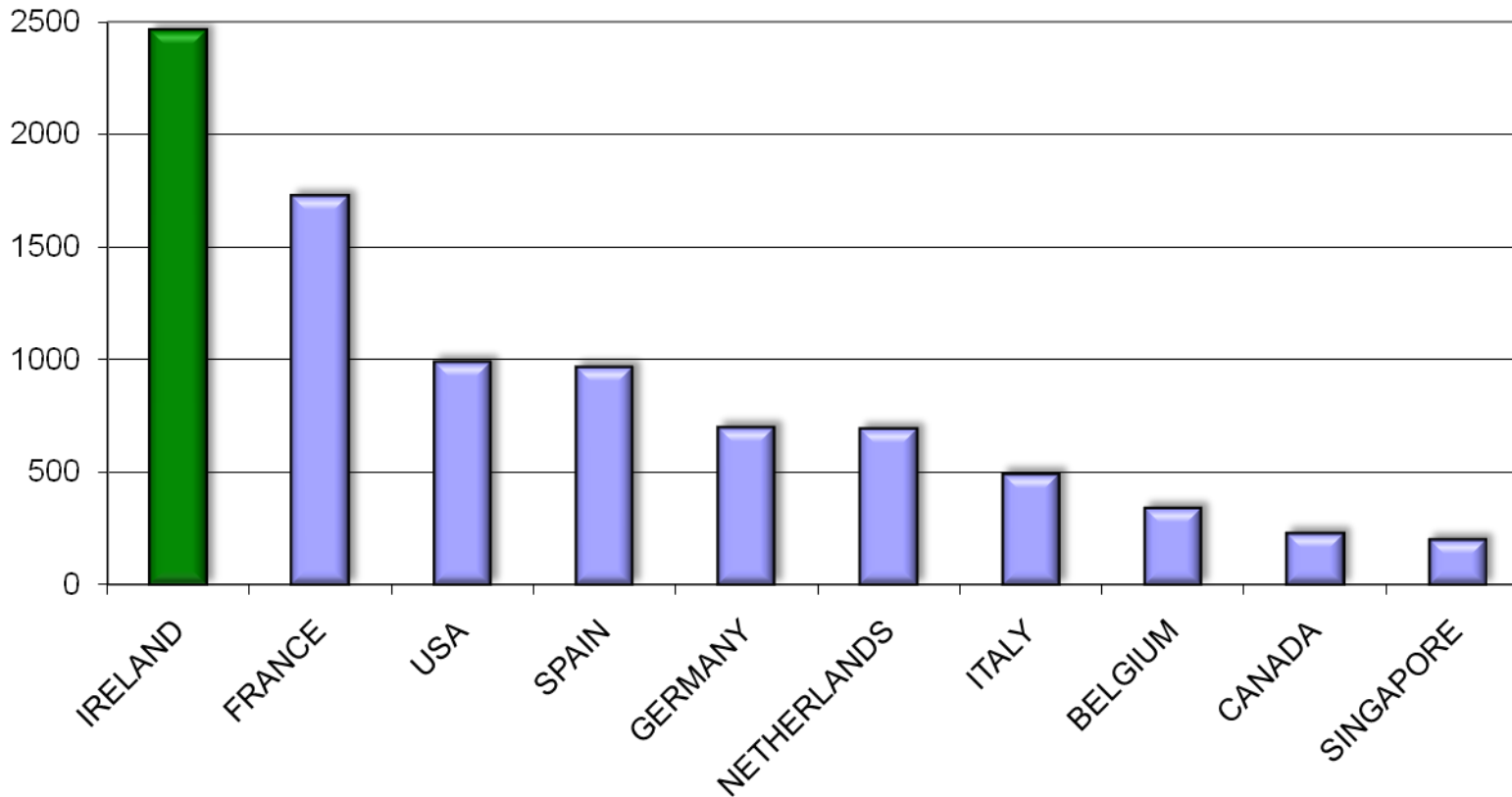
Dublin

14 September 2010

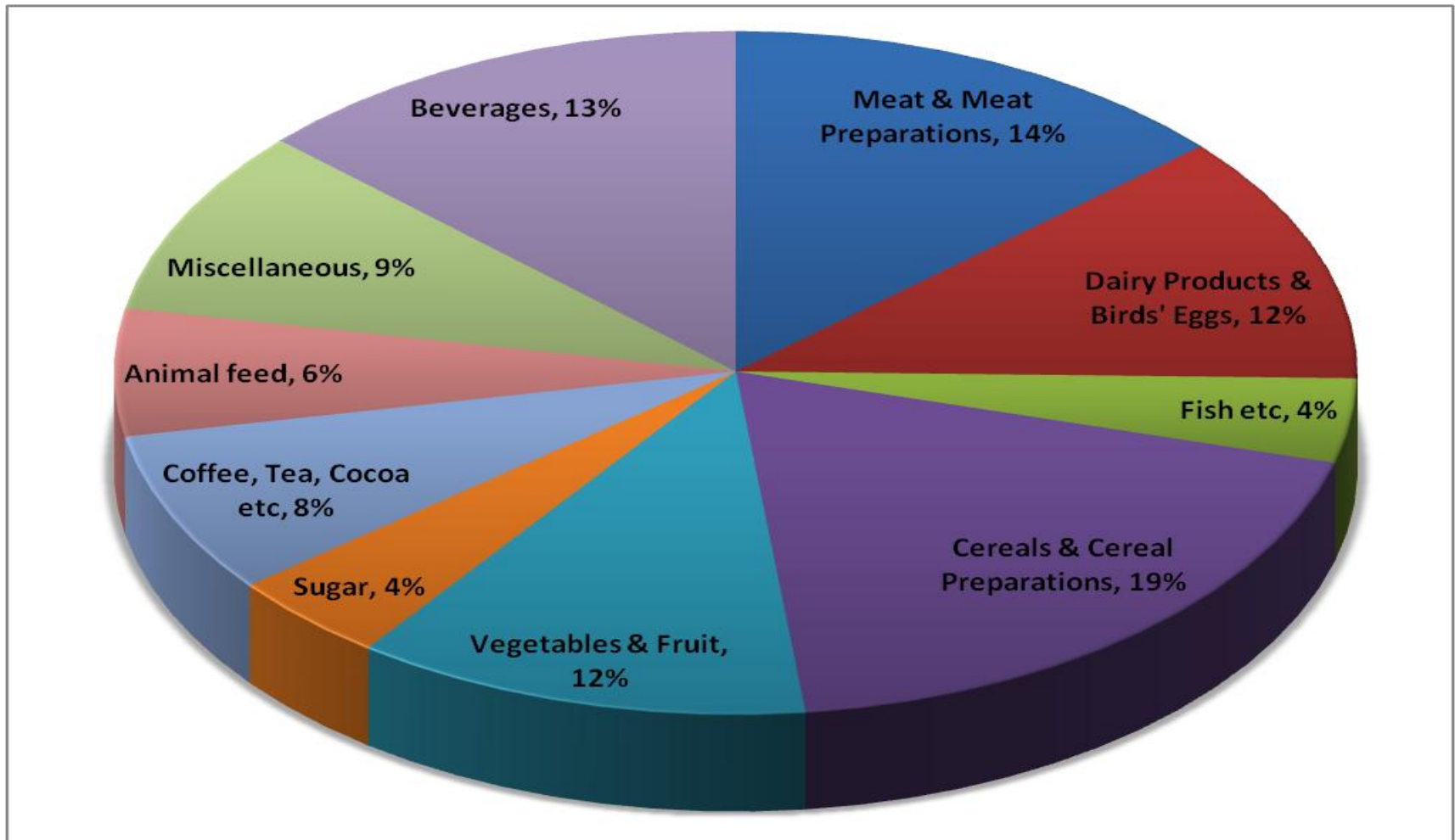
- UK's largest market for food and drink – over £2.4 billion in 2009
- UK's largest market for clothing, fashion and footwear – around £1.2 billion in 2009
- UK's 7th largest market for medicinal and pharmaceutical products – over £884 million in 2009

UK Food and Drink Exports

Top 10 UK food and drink Export Markets 2009 (£million)

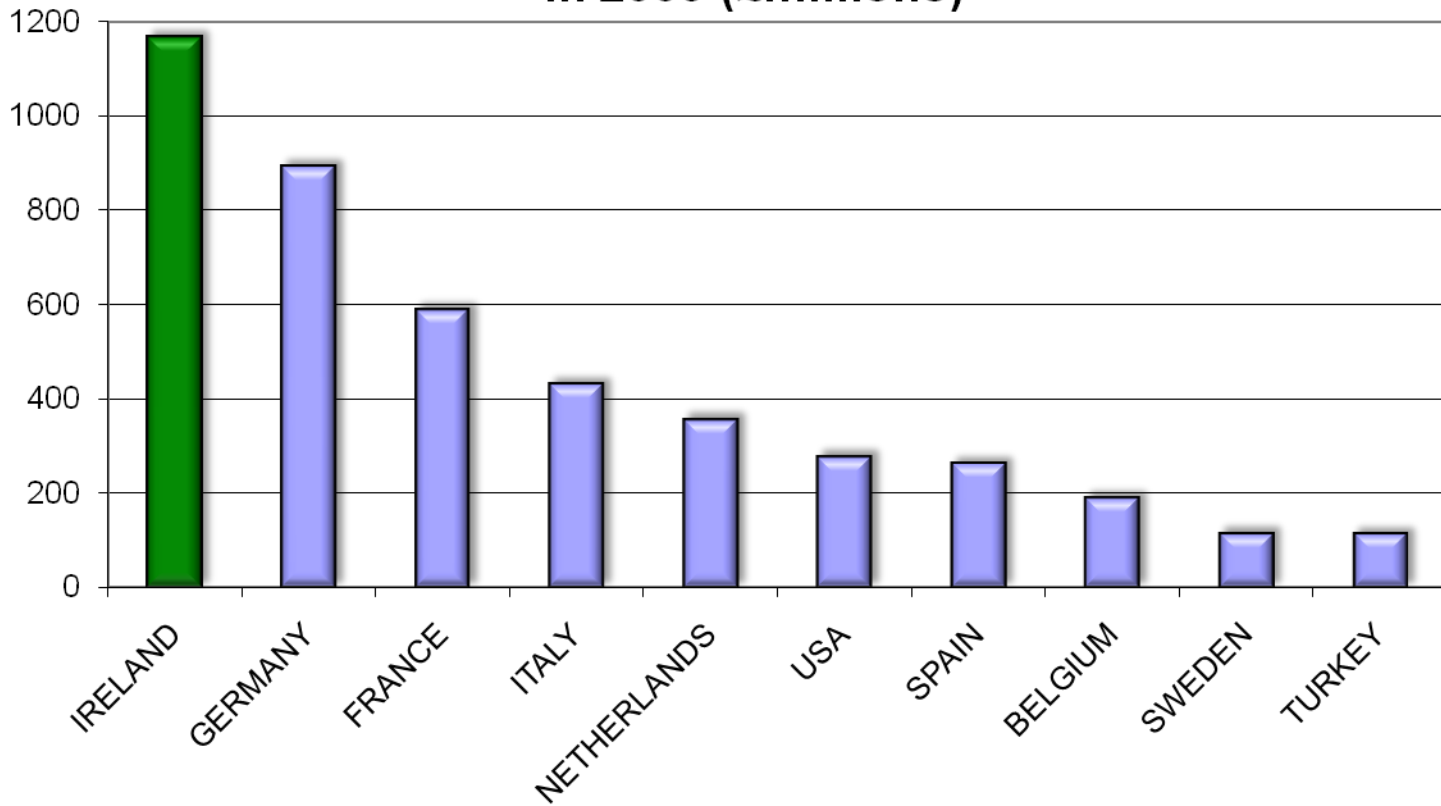


UK Food & Drink Exports to Ireland by type 2009



- Ireland imports €5.1bn food and drink products annually
- In 2009, British food and drink exports to Ireland totalled more than £2.4bn
- No.1 British export Market in this sector
- Irish Market for alcohol worth €6.3bn in 2009
- 4th highest consumers of beer in Europe per capita

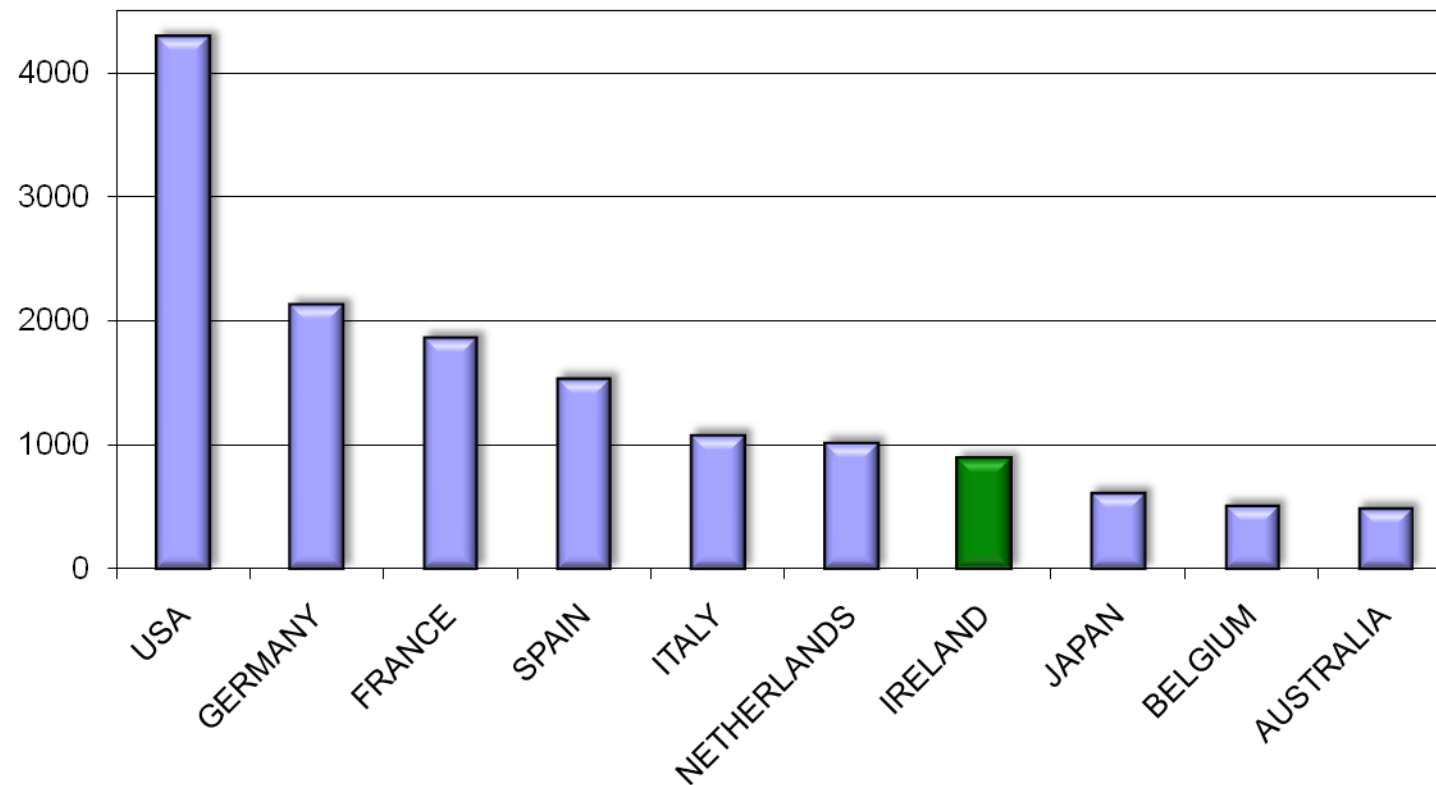
Top 10 UK clothing, fashion and footwear Export Markets in 2009 (£millions)



UK Clothing, Fashion & Footwear Exports to Ireland

- Ireland in the No.1 position for British exports in this sector
- In 2009, British fashion and textile exports to Ireland totalled nearly £1.2 billion
- Represents approximately £275 for every man, woman and child in Ireland

Top 10 UK Medicinal & Pharmaceutical Products Export Markets 2009 (£millions)



UK Medicinal & Pharmaceutical Exports to Ireland

- British M & P exports to Ireland > £884m (2009)
- 7th largest British export market in M & P sector
- Spend of £208 approx for every man, woman and child in Ireland
- Jan-Mar 2010 vs. Jan-Mar 2009, Irish imports of medical and pharmaceutical products up16%
- **For healthcare, opportunities are most likely in hospital supplies and medical equipment**

The following are the growth areas in the pharmaceutical sector in Ireland

- **Biopharma**
Early-stage drug discovery/drug delivery
Enabling technologies
- **Niche generics/generics-plus**
- **Pharma contract services**
Development
Analysis/testing
Regulatory affairs
Niche manufacturing
IT

The following are the growth areas in the medical devices sector in Ireland

- **Cardiovascular**

80% of global stent production is done in Ireland

- **Orthopaedics**

Leaders in the field based in Ireland, Stryker, Johnson & Johnson, DePuy and Zimmer

- **Diagnostics**

Six of the top seven diagnostics companies in Ireland including Abbott and Beckman Coulter

- Passport to Export
- Overseas Market Introduction Service (OMIS)
- Source of Supply
- Business Opportunities

- For new and inexperienced exporters
- Provides an assessment and skills-based programme
- Provides the training and continuing support needed to succeed overseas
- Gives you three free Market Selection Service Research (MSSR) reports

It costs from £500 upwards and you can commission through local UKTI office or directly with Post. Through OMIS we can:

- Research the local market for you
- Identify potential business partners ahead of a market visit
- Provide a pre-visit briefing
- Identify and warm up leads
- Set up key appointments
- Organise receptions, product launches, seminars and invite local partners to attend
- Arrange use of Embassy or Ambassador's residence (Glencairn) for events
- Advise on local competition, regulations and standards
- Advise on local publicity/trade events and magazines

- Support and help in improving your overseas marketing strategies
- Help to gain access to potential customers/business partners not otherwise available
- Access to up-to-date market intelligence not otherwise available
- Improving the profile and credibility of the business in the overseas market
- Improving knowledge of the competitive environment
- Increased confidence to invest in and explore the market further

What our OMIS Clients said

“I would have no reservations in recommending other companies to invest in an OMIS report if they are all as good as this. The report clearly represents value for money and private sector market research companies would have charged £5,000 + for a similar document padded out with more bumpf”.

John Pearson, General Manager, RW Injection Moulding

“The best party that Boodles have ever given (and we’ve given a lot of parties...!) – We felt extremely privileged to be invited to use Glencairn to host the event and it worked perfectly for us. Our customers were greeted by the Ambassador and he interacted with all of them throughout the evening. What is more, Chris de Burgh (a guest of the Ambassador) treated us all to an amazing performance of impromptu singing and dancing. It was a night that will never be forgotten by anyone who was there”.

James Amos, Director, Boodles

- Sourcing service to Irish companies for all consumer and industrial goods and services
- Details of UK suppliers (companies)

- Supply requirements from Ireland
- Register interest
- Contact via Dublin UKTI
www.ukti.gov.uk

The Conference Room at the Embassy



The Morning Room at Glencairn



- Futura Fair, RDS, Dublin, 15-17 August 2010
- The Autumn Gift Fair 22-25 Aug
- Rude Health 11-12 Sept
- Medtec Ireland, Galway, 22-23 September 2010
- Shop-Dublin, RDS, Dublin, 28-30 September 2010
- Beauty Industry Trade Event 3-4 Oct
- Ideal Home Show 22-25 Oct
- National Crafts & Design Fair 1-5 Dec
- CATEX, RDS, Dublin, 08-10 February 2011
- Healthcare Ireland, RDS, Dublin, 5 – 6 April 2011

Ireland is an important market for the UK

Ireland is easy to enter

**We are based in Ireland and we can help you
enter the Irish market**

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Thank you for listening



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UKTI
British Embassy
Dublin

September 2010