

# Why Europe & Why Dublin?

Ireland is one of Europe's leading locations for service based organisations due to the quality of its highly skilled, flexible labour force, its benign relationship with all countries and Ireland's progressive tax policy (Ireland corporate tax rate is 12.5%). Over 1,000 multi-national companies have chosen Ireland as their H.Q. (Head Quarters) including Intel, Google, Facebook and Boston Scientific.

The **European Union** economy is the largest in the world according to the IMF, generating US\$16.1 Trillion in 2010 (IMF 2011)-



✓ **Dublin is the ideal base to exploit the European market.**

The Economics Intelligence Unit places Ireland 11th most attractive place to do business in the world out of 82 countries surveyed - 2008-2012 Environment Ranking.

## IRELAND

- One of the most attractive business location - Economist Intelligence Unit <sup>(1)</sup>
- Politically stable country
- 12.5% Corporation Tax / 0% First 3 Years of New Start Up
- 'Double Taxation' Agreements with 50 countries (US, China, India, UK....) i.e. NO DOUBLE TAXATION
- Strong legal protection for contracts and IPR
- English, the international business language is the spoken language
- The predominant culture is Anglo American
- Availability of highly skilled graduates

## DUBLIN

- Dublin the home of Ryanair, Europe's largest budget airline - cheap & easy access to Europe

## EUROPE

- Europe with a GDP of over \$16,523.78 billion in 2009 is the largest economy in the world<sup>(2)</sup>
- The EU is the US largest investment partners both for inward and outward FDI <sup>(1)</sup>
- The UK is the US 3rd largest investment partner for inward FDI<sup>(1)</sup>
- Ireland alone is home to over 400 high tech US companies <sup>(1)</sup>
- Ireland HQ for Intel, Google, IBM, Bell Labs, Facebook, Citi, Boston Scientific <sup>(1)</sup>
- Ireland is one of the largest recipient of US FDI (**F**oreign **D**irect **I**nternational Investment) <sup>(3)</sup>

Source (1) - United Nations Conference on Trade and Development World Investment Report 2009 (2) IMF 2009 List (3) FDI Intelligence Global FDI Report 2010.