

Ireland's
Economic
Diplomacy
In Action



St Patrick's Day 2014



An Roinn Gnóthaí Eachtracha agus Trádála
Department of Foreign Affairs and Trade

17 Average number of promotional events by each Embassy or Consulate, most staffed with 3 or fewer diplomats

30 Trade-focussed high level visits across 60 cities in 23 countries

76 'Greenings' of iconic sites worldwide secured with the assistance of the Embassy network

115 focussed company engagements with potential to support new export opportunities or win new investments

124 engagements to promote Ireland's positions to high level office-holders internationally

engagements with over **300** representatives of international media

108 business events,
involving over

13,600 Irish and international company
representatives

the promotion of Ireland directly
to audiences of over **353,000**

The Ireland Inspires video developed by the Department of Foreign Affairs and Trade and Fáilte Ireland, with input from State agencies, reached an online audience of

1.3 million

€ 5 million in immediate new business
for Irish exporters

promotion of key economic messages in op-eds and interviews in the international media – reaching, at a very conservative estimate, an audience of over

23.5 million

Media audience for promotional activity or events that were part of high level visits or supported by the Embassy network

80 million

Over the 2014 St Patrick's Day season, the Embassy network, in coordination with the State agencies, undertook an extensive programme of activity to support trade, tourism, investment and build Ireland's positive reputation internationally.

This included:

- **30 trade focussed visits** led by the Taoiseach, Tánaiste and Ministers. As part of these visits, and over the St Patrick's Day season, Embassies and Consulates, mostly staffed with 3 or fewer diplomats, helped to deliver an average of 17 promotional events and engagements each, across 133 cities in 68 countries.
- **Audiences of over 353,000** were reached at public diplomacy events hosted or supported by the Embassy network, or directly addressed by the Taoiseach, Tánaiste, Ministers and the Embassy network. All opportunities were taken to convey appropriate coordinated messages on tourism, trade and investment and to raise the positive profile of Ireland internationally. For the events organised by the Embassy network, *Ireland Inspires* and other promotional video materials as well as Bord Bia food-packs were prepared and distributed to missions.
- The Taoiseach, Tánaiste, Ministers and Embassy network, together with the IDA, Enterprise Ireland and other state agencies promoted trade, tourism and investment in Ireland at 108 additional specific **business events, attended by over 13,600** Irish and international company representatives.
- The Taoiseach, Tánaiste, Ministers and diplomats also participated in **115 focussed company engagements** with potential to support new commercial links, export opportunities or win new investments. **€5m** in immediate new business for Irish exporters was announced or secured during the high level visits over the season.
- The Taoiseach, Tánaiste, Ministers and diplomats participated in **124 high-level political meetings** arranged by the Embassy network.
- The Embassy network helped secure **76 'Greenings'** of iconic sites as part of the Tourism Ireland campaign across the world with huge media impact. The active engagement of the Embassy network was critical in securing a host of 'Greenings', including that of the Great Wall of China, the Treasury at Petra and the second-time Greenings of the Pyramids of Giza and the Sphinx, and the Statue of Christ the Redeemer in Rio de Janeiro.
- The Taoiseach, Tánaiste, Ministers and the Embassy network promoted key messages on trade, tourism and investment in op-eds and interviews in the international media – reaching, at a very conservative estimate, **over 23.5 million people**. When overseas media coverage of events that were part of the high level visits or supported by the Embassy network are added, **wider audiences of at least 80 million people** were reached.

High-Level Visits

Supporting Irish Exporters

Promoting Tourism

Promoting Investment in Ireland

Delivering message that Ireland is on road of economic recovery

Influencing International Decision-Makers

Harnessing the Energy of the Diaspora

Greening the Globe

Showcasing Ireland as a Centre of Innovation

Promoting Education in Ireland

Promoting Irish Culture

Engaging with International Media

Expanding Our Reach

High-Level Visits



Taoiseach with President Obama and Speaker of the House of Representatives, John Boehner

The Embassy network supported the visits of 27 Ministers to 60 cities across 23 countries to promote Ireland and Irish business. Reflecting strong diaspora and investment links, North America was a particular focus of the visits this year, with Ministers taking in 11 US and two Canadian cities over the St. Patrick's Day period supported by the Embassies in Washington and Ottawa and the Consulates in New York, Boston, Chicago, San Francisco and Atlanta.

Included in the St Patrick's Day programme of Ministerial travel for the first time were Mexico and Vietnam for engagements arranged by the Embassies. Both of these countries were identified as high-potential exploratory markets in the Review of the Government Trade, Tourism and Investment Strategy launched in February.

The visits of the Taoiseach, Tánaiste and Ministers enabled enhanced levels of political, commercial and media engagement in the markets involved, raising the profile of Ireland as well as facilitating discussions on a range of important bilateral issues.

Supporting Irish Exporters

The Embassy network put a strong focus on business networking opportunities through dedicated networking events and through the targeted invitation of Irish company clients and targets to high-

profile St Patrick's Day events. This reflects strong demand from Irish companies for such opportunities.



Tánaiste visited AGCO plant in Beauvais with 12 Enterprise Ireland client companies

High level visits, including that of the Tánaiste to Paris, Minister Bruton to Rome and Minister Perry to Madrid, were used to get access for groups of Irish companies to major international companies with a view to securing partnerships, supply or procurement opportunities.

During the Tánaiste's visit to Paris, he led a visit of 12 Enterprise Ireland clients to the French plant of a major multinational that sources some €380m of products annually from 300 suppliers. Separately during the Tánaiste's visit, two Enterprise Ireland client companies signed contracts with major French companies in the transport and medical sector, with an immediate value of €3.3 million.

Following an event with Minister Bruton for four Enterprise Ireland client companies with an Italian multinational, negotiations were concluded and a contract signed by an Irish company worth around €500,000 over six months.

While many of these opportunities are part of a longer process of gaining access, building relationships and completing negotiations, another Irish company in the civil engineering field, supported in the market by Enterprise Ireland and the Consulate in Edinburgh, announced in this period that their growing business in Scotland will see them add 20 jobs to their operations in Cork.

The Embassy network also supported a range of commercial promotions of Irish food and drink products to international customers and events to highlight the strength of the Irish food industry.

The Tánaiste supported the presence of six Bord Bia and Enterprise Ireland client companies at the Wabel Frozen Food Summit. The Tánaiste addressed 100 guests at an event at the summit. Bord Bia client companies have reported that they estimate at least €1 million in new business will result from their presence at the event.



Tánaiste and Dermot Woods of Silver Pail Dairy at Wabel Frozen Food Summit in France

Other such events included participation in the major Tavola meat fair in Belgium by Minister of State Donohoe; a seafood promotional event by Minister Howlin with Bord Bia and the Consulate in Shanghai for forty distributors and wholesalers (following the opening of the market to Irish seafood during the Tánaiste's visit to China last year); a promotional event with Minister Fitzgerald in Seoul for Flahavan's porridge, recently launched in the Korean market and with anticipated sales worth €160,000 in the first year; a major promotional drive for Irish food and drinks at the Auchan hypermarket chain in Luxembourg.

The Department of Foreign Affairs and Trade and Bord Bia arranged, as in previous years, for consignments of Irish food to be showcased at Embassy events worldwide.

Promoting Tourism

The Embassy network worked closely with Tourism Ireland to maximise the messaging opportunities promoting tourism to Ireland, with a focus on the Wild Atlantic Way promotional campaign. Tourism promotion was a feature of all media and public diplomacy events with coordinated and targeted messages and video material prepared for all high-level visits and Embassy events worldwide.

Tourism Ireland estimate that their tourism promotion efforts during this period, including the broad promotional value of events that were part of Ministerial programmes and the 'Global Greenings' secured with the help of the Embassy network are worth €10 million in paid advertising.

The Embassy network and Tourism Ireland worked closely together to organise events for the tourism industry and travel media in a number of markets, including the Best of British and Irish Travel Trade Show in Birmingham involving over 2,500 industry professionals as well as targeted events supported by the Embassies and Consulates in Australia, China, India, Russia, France, Germany, Spain, Japan, the Netherlands, United Arab Emirates, Scotland, Sweden and Norway.

The visit of Minister Deenihan to the West Coast of the US allowed for the promotion of the restored direct air route from San Francisco to Dublin, including to audiences of over 2,000 at Irish community events. Minister of State O'Dowd also participated in the launch of the new direct Luxembourg-Dublin route.

Specific tourism-related initiatives were also taken forward during this period. Minister Shatter launched the TURISSSTE social tourism initiative in Mexico, which will see 2 million Mexicans given access to local funding of up to US\$2,000 each to travel to Ireland (which will be the only destination offered for a number of months).

The Embassy in Moscow, with Tourism Ireland, arranged an extensive outdoor photo exhibition in Central Moscow (on one of the most expensive retail streets in the world) with a focus on the Wild Atlantic Way. The Consulate in New York arranged meetings for Minister of State McGinley with Penn State University's President and other officials ahead of the Croke Park Classic in August.

Interviews by Ministers to US media alone reached 3.6 million people at a very conservative estimate.



Opening of Ireland Showroom at Jinjaing Travel in Shanghai with Minister Howlin

Promoting Investment in Ireland

Visits and St Patrick's Day business events enabled private access for the Government, IDA and Enterprise Ireland and Irish companies with the CEOs and key decision makers of major global enterprises. Many of these engagements were one-on-one meetings with potential investors or re-investors in Ireland. Other examples include the Taoiseach's meeting with a network of leading CEOs of Fortune 500 companies; the Tánaiste's participation at an event with 50 IDA clients and potential clients in Paris; Minister Noonan's participation in a series of business events in Canada; Minister Howlin's participation in networking event in Shanghai for over 50 technology and digital media companies and his meeting with the China Investment Corporation.



Taoiseach at business event in Washington DC

Outside of Ministerial visits, every opportunity was taken to build relationships with existing and potential investors in Ireland. In one example, the Embassy in Tel Aviv with the IDA participated at an event at the Google Campus there on St. Patrick's Day with an audience of some 60 Israeli high-tech and start-up companies focussed on the benefits for Israeli companies of locating in Ireland.

Delivering message that Ireland is on road of economic recovery

In addition to events with Enterprise Ireland client companies and IDA clients and targets, the Embassy network used the opportunity of St Patrick's Day to promote awareness and confidence in Ireland's economic recovery among investors and opinion-formers. This year, the Taoiseach addressed an audience at the US Chamber of Commerce in Washington on Ireland's economic recovery. In another example, Minister Burton briefed an audience of 100 business and financial journalists during her visit to New York.

At networking events across the world organised by the Embassy network, Ministers and Ambassadors were able to brief key contacts including IDA, Enterprise Ireland and Bord Bia clients and partners, as well as Government and official contacts and Irish community leaders, on Ireland's economic recovery.



Ireland Inspires became the sixth most shared video on YouTube worldwide in the week of its release

At Embassy events, promotional video materials were also shown to those attending incorporating messaging from across all sectors provided by the State agencies. This year, the Department of Foreign Affairs and Trade developed a new short video with Fáilte Ireland, with input from the State agencies. This video, *Ireland Inspires*, included facts about the economy, Irish exporters, investment in Ireland, tourism, Irish research strengths and Irish culture and was shown at Embassy events across the globe and released on social

media, with over 1.3 million views on YouTube and overwhelmingly positive response online. The video was translated into German and Chinese and released on Weibo (China's most popular social media network) over St Patrick's Day.

The Department of Foreign Affairs and Trade arranged for video-conference briefings of the Embassy network by the CEOs of State agencies with smaller overseas networks (Tourism Ireland, Bord Bia, Science Foundation Ireland) to facilitate coordinated messaging efforts over the St Patrick's Day season.

Influencing International Decision-Makers

Visits over the St Patrick's Day period enabled private bilateral meetings with President Obama, Prime Minister Cameron, President Hollande and a huge range of Government Ministers, members of Congress, parliamentarians and key decision-makers across the world

The visits allowed for significant discussions on issues around a number of global and European issues as well as important areas of bilateral cooperation and briefings on Ireland's economic recovery.

In the US and Europe, there was also a focus on the advancement of the Transatlantic Trade and Investment Partnership, including through the Taoiseach's meeting with US Trade Representative, Ambassador Michael Froman, in Washington. The Embassy in Madrid also worked with Ministry of Economy of Spain on a networking reception following a major seminar on the Transatlantic Trade and Investment Partnership.



Tánaiste meeting with President Hollande

Our Embassy network arranged dedicated engagements with Irish-affiliated groupings of lawmakers in the United States, UK, Korea, Sweden and elsewhere.

Our multilateral missions also used the St Patrick's Day season to grow networks in international organisations including the European Union, the United Nations in New York and Geneva, the World Trade Organisation, the World Intellectual Property Organisation and the International Labour Organisation.

Chicago and Philadelphia.

Harnessing the Energy of the Diaspora

The Embassy network used the St Patrick's Day period to maintain, grow and energise Irish networks worldwide, with a particular focus on networks active in supporting business connections. Members of the Global Irish Network were included throughout the high-level visits.



St Patrick's Day celebrations in Japan

The Irish Network – USA chapters, all actively supported by the Embassy and Consulates, held a number of successful events and elsewhere Irish business networks and chambers of commerce were supported by the Embassies, Enterprise Ireland and IDA in events across the world to promote trade and investment in Ireland. The period was also an opportunity to engage with and thank long-standing partners and friends of Ireland including the Worldwide Ireland Funds and other organisations, many voluntary, working to support Irish communities in different countries. The President's St Patrick's Day message was, as always, used widely and to great effect in this context by the Embassy network.

There were also targeted efforts led by the Embassy network, in coordination with the State agencies, to build on this work further, notably in the West Coast of the US where the Consulate in San Francisco, with the IDA, arranged for a meeting of 80 Irish staff at Google's California headquarters with Minister Deenihan; supported an event for Irish people at Stanford University and

the opening of their new hurling pitch and organised a networking event for leading Irish members of the film and entertainment industry in Los Angeles. Elsewhere, St Patrick's Day was used by the Embassies in Scandinavia to further expand and develop the Irish Professionals Nordic Network.



Taoiseach at Irish community event in Boston

Showcasing Ireland as a Centre of Innovation

In addition to the celebration of Irish heritage and culture over the St Patrick's Day season, every opportunity was taken to emphasise Ireland's strengths in innovation and research.

In Washington, the Taoiseach presented the inaugural Science Foundation Ireland St Patrick's Day medal to Dr Garrett Fitzgerald involving 80 senior figures from the research and science worlds in the US and Ireland. The medal will be presented each year to a distinguished Irish scientist or engineer living and working in the USA.



Presentation of the inaugural SFI St Patrick's Day medal to Dr Garrett Fitzgerald

In Shanghai, a China Ireland Research event was arranged by the Consulate with Science Foundation Ireland as part of Minister Howlin's visit and involving two

consortia of Irish higher education institutions and their Chinese partners. In California, the Consulate arranged for an event with UC Berkeley to promote Project Tara, an important STEM (Science, Technology, Engineering and Mathematics) initiative between the US and Ireland. In Edinburgh, the Consulate and Enterprise Ireland hosted a seminar for companies in the renewable energy sector.

Promotional materials from Science Foundation Ireland were also integrated into the videos shown at Embassy events worldwide.

Promoting Education in Ireland

The Embassy network worked closely with Enterprise Ireland and Education in Ireland on events specifically targeting increased numbers of international students coming to Ireland. This was a centrepiece of Ministerial programmes and Embassy promotional events in Malaysia and Vietnam particularly.

The Ambassador in Vietnam hosted an event to promote Ireland as an education destination to key contacts within the Vietnamese system. In Malaysia, the Ambassador launched the first St Patrick's Day festival for students at TAR University College in Kuala Lumpur, supported by Education in Ireland. The Embassy also spoke at events involving 700 students and parents from 23 second level schools to raise awareness of Ireland, including as a destination for education, among second-level students in the greater KL area.

Immediately following the St Patrick's Day events, and after significant work by the Embassy and Enterprise Ireland, it was announced that a significant Malaysian feeder school will begin offering scholarships for a range of non-medical courses in Ireland, in a development potentially worth up to €1.6 million in fees in Ireland.

Ireland as a destination for international students was promoted by the Embassy network at a range of other events, including in media engagements such as the Ambassador in Riyadh's extensive interview on Saudi Arabian television.

Promoting Irish Culture

Once again, the vibrancy and popularity of Irish arts and culture were a major reason for the high profile of St Patrick's Day events worldwide.

The Department of Foreign Affairs and Trade and the Department of Arts, Heritage and the Gaeltacht, through the Culture Ireland programme, allocated funding for over 80 international presentations of Irish arts and culture over the St Patrick's Day season.



The National Youth Orchestra of Ireland in Abu Dhabi

The events funded by the Department of Foreign Affairs and Trade, through the Embassy network, included major Irish festivals in Beijing, Shanghai and Moscow. Altan performed in Shanghai and in the Forbidden City Concert Hall in Beijing where, as in many locations, the State agencies took the opportunity to invite key clients and contacts to the concert. In the UAE, the Embassy supported the National Youth Orchestra of Ireland in a concert at the Abu Dhabi National Theatre, substantially strengthening educational links between Ireland and UAE.

Closer to home, the Consulate in Edinburgh supported an enhanced Irish cultural dimension to the Irish Festivals in Glasgow and Coatbridge, together attended by some 32,000 people.

Elsewhere, Minister Deenihan launched in Stanford University a new project to digitise Ireland's cultural heritage and build an online resource to help promote our culture and heritage globally.



Irish and Malawian musicians play at an Embassy event in Blantyre

Engaging with International Media

The Embassy network worked to ensure that the messages of the Ministerial visits and St Patrick's Day promotional events reached the widest audience possible. The Taoiseach, Tánaiste, Ministers and Ambassadors were interviewed on CNN and on national television and radio across the world, including in Canada, Lithuania, Malaysia, Romania, Saudi Arabia, Slovakia, Slovenia, Hong Kong, UAE, Uganda and Vietnam.

Key messages promoting trade, tourism and investment were also communicated by Ministers and Ambassadors through opinion articles and interviews with major newspapers and business publications. These included an interview by the Tánaiste with *Les Echos* in France, an opinion article and interview by Minister Howlin in the *South China Morning Post*, and an interview by Minister Fitzgerald in the *Maeil Business Daily* in Korea and the *Asahi Shimbun* in Japan.

The Embassy network engaged with over 300 representatives of international media in interviews and background briefings.

Embassies estimate that the media audience reached by the presentation of key promotional messages during the St Patrick's Day period was at least 23.5 million. Taking account of television interviews for which media audience figures are not readily available, such as those of Minister Varadkar with CNN in Atlanta and Minister Howlin with Phoenix TV in Hong Kong (both of which channels have a potential reach in the hundreds of millions) the actual audience was undoubtedly significantly higher.

The Embassy network also made extensive use of social media to promote Ireland over the St Patrick's Day period. According to one estimate from a major international public relations firm, tens of millions of people around the world tweeted about St. Patrick's Day, resulting in an audience in excess of 2.7 billion people for St Patrick's Day-related social media messages.



Minister Coveney interviewed on ABC morning television in Australia

The Embassy network, as well as the State agencies, actively sought to ensure that our key messages were part of that virtual conversation. As well as the audience reached by the *Ireland Inspires* video, the Embassy network helped promote the Global Greening and events and initiatives relevant to each market. In China alone, messages on Weibo relating to the Irish festivals supported by the Embassy in Beijing and Consulate in Shanghai, with the State agencies, are estimated to have received over 800,000 views.

Expanding Our Reach

The Embassy network further expanded the already extraordinary reach associated with the St Patrick's Day period in terms of raising Ireland's profile positively, working with the state agencies, Irish networks and other key partners wherever possible.

In addition to the new destinations for Ministerial visits, the 'Greenings', the *Ireland Inspires* video and other work through social media, some examples include the first St Patrick's Day festival in Amsterdam; a major Irish presence at the Catedrá de Europa festival in Colombia directly reaching audiences of over 16,000 with public diplomacy and cultural events; a Ministerial visit to Alaska and promotional events in a total of 133 cities across 68 countries, including countries with no resident Irish Embassy such as Azerbaijan, Belarus, Georgia, Jordan, Laos, Lebanon, New Zealand, Oman, the Philippines, Rwanda, Serbia, Sudan, Thailand and Zimbabwe

Trade and Promotion Division

Department of Foreign Affairs and Trade

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