



Rialtas na hÉireann
Government of Ireland



Global Ireland

Ireland's Strategy for the US and Canada
2019 – 2025

Is í Éire geata na Fairrge Móire;
is í Éire daingean deiridh na
hEóirpa á'n Iarthar; ionad is
eadh í mar a dhruideann raona
tráchtála le chéile ó Oirthear
agus Iarthar...

SCÉAL Ó DHÁIL ÉIREANN CHUN SAOR-NÁISIÚN AN DOMHAIN, 1919.

Ireland is the gateway to the
Atlantic; Ireland is the last
outpost of Europe towards
the West; Ireland is the point
upon which great trade
routes between East and West
converge...

MESSAGE TO THE FREE NATIONS OF THE WORLD FROM THE FIRST
DÁIL ÉIREANN, 1919.

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Introduction

The 2016 “Programme for a Partnership Government” contained a commitment to develop a new cross-sectoral, whole-of-Government strategy for the Americas.

The 2016 “*Programme for a Partnership Government*” contained a commitment to develop a new cross-sectoral, whole-of-Government strategy for the Americas. This US and Canada Strategy has been developed in response; as has a separate and complementary Latin American and Caribbean Strategy.

The context for these strategies is the Global Ireland Initiative, which aims for Ireland to double the scope and impact of Ireland's global footprint in the period to 2025. The widening and deepening of our unique relationships with the US and Canada, powered by the framework and actions in this strategy, will be central to the achievement of this ambitious goal.

Underpinned by strong historical connections, deep people to people links and shared values, Ireland's relationships with the US and with Canada have traditionally been close. This strategy considers what sustains these important relationships and looks forward, outlining the milestones in relation to how Ireland will structure and focus its strategic relationships with both countries over the period of the Global Ireland Initiative to 2025. Our current engagement with both countries covers the full range of issues, including international relations, trade, investment, tourism, culture, education, Irish communities and sustainable development. We are now making new commitments in every area and injecting a new level of ambition into these relationships, so that they will thrive for our mutual benefit in the coming years.

The publication of this strategy comes at a time of significant opportunity. Ireland is well-positioned to act as a transatlantic broker between the US and Canada and Europe and as a gateway into the European Union for transatlantic commerce, in a post-Brexit environment. Ireland is also well-placed to advise on, and support, strong EU-Canada and EU-US relationships.

The publication also comes at a time of significant external challenge, with debate around prevailing trade, investment and tax regimes, shifting attitudes to globalisation and free trade, and the withdrawal of the UK from the EU.



Niagra Falls in green

The expansion of Ireland's global footprint and deepening and widening of our engagement with the international community and with the Irish diaspora will better equip us to seize those opportunities and address those challenges.

The role of the Irish diaspora in advancing Ireland's interests abroad lies at the heart of this strategy. Our diaspora is a unique and valuable resource and we will continue to focus on enriching two-way engagement in our relationship and connections with Irish communities. We will in particular strive to connect with younger generations, and those diaspora groups who may previously have been under-represented in our engagement. Service to Irish citizens is a priority, and we aim to achieve new standards of excellence and efficiency in the provision of consular services to Irish citizens travelling and living in the US and Canada.

Over the period of the strategy, Ireland will work with the US & Canada to promote our shared values, to support international peace and security, to promote and protect human rights and to implement the Sustainable Development Goals and the Paris Agreement. As part of this commitment, Ireland will seek a seat at the United Nations Security Council in the 2020 elections.

On the economic front, the US and Canada together are Ireland's largest trading partner, with total two-way trade more than doubling in ten years from €53.7 billion in 2007 to €119.2 billion in 2017 (CSO). Over the same period the value of US investment in Ireland has increased significantly to over \$387 billion and the value of tourism to the Irish economy, from the US and Canada alone, has increased by nearly 50% to over €1.5 billion per annum. Ireland's objective is to protect and develop this relationship, taking advantage of new opportunities including new EU trading arrangements, towards a value for trade, tourism and investment approaching 1 trillion USD by 2025.

An expanded Team Ireland in the US and Canada – comprising our State Agency offices and personnel on the ground, and our diplomatic missions – will play a leading role, supporting Irish companies with expertise, supports and market intelligence, building relationships with key political and economic actors, communicating Ireland's advantages and strengthening the capacity of Irish business to operate in North America. Maintaining and growing air connectivity will also be hugely important in this regard.

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Our Vision

Ireland will inject new dynamism and ambition into our relationship with the US and Canada, and will double our impact in the region by 2025.

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What will we do over the lifetime of this strategy?

To deliver on the ambition of Global Ireland, and the vision for our relationships:

- » Ireland will build strong, strategic political partnerships with the US and Canada and assume a lead role in building stronger transatlantic relations;
- » Ireland will build a mutually beneficial two-way economic relationship, approaching 1 trillion USD by 2025;
- » Ireland will consolidate, deepen and expand the extraordinary partnership with our diaspora in the US and Canada, doubling the impact of this collaboration in the period to 2025;
- » Ireland will double our impact by promoting our culture and nurturing our reputation across the US & Canada;
- » A strong Government-led Team Ireland will double its impact over the six years to 2025.



An Taoiseach Leo Varadkar meeting with President Donald Trump in the White House, March 2018



An Taoiseach Leo Varadkar and Prime Minister Justin Trudeau in Dublin, July 2017

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Key Actions

Achievement of our goals over the lifetime of this strategy will require a broad range of actions, carried out across Government and in close collaboration with very many partners in the US and Canada.

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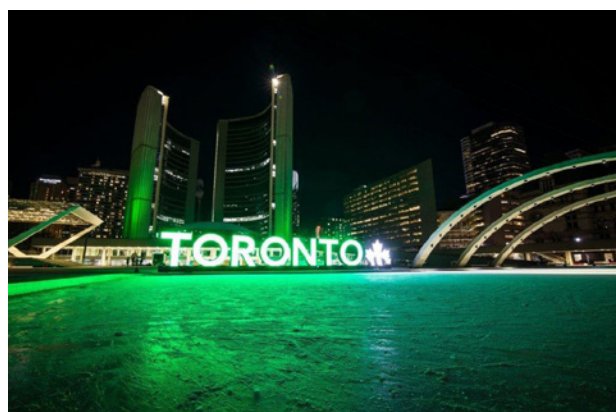
The actions are categorised around the five pillars of our foreign policy, as described in, *A Global Island – Ireland’s Foreign Policy for a Changing World*, (2015): Our People, Our Values, Our Place in Europe, Our Prosperity and Our Influence.



Tánaiste Simon Coveney speaking at a Brexit themed event in Columbia University, New York, February 2018



NYC St Patrick's Day Parade 2018



Toronto, Canada

OUR PEOPLE

We will:

- » Launch a new Diaspora Strategy in 2020 setting out ambitious targets for our engagement with all Irish communities across the US and Canada, in particular young people;
- » Support the holding of a referendum in 2019 on the extension of voting rights in Presidential elections to Irish citizens abroad;
- » Set out the standards of excellence and efficiency we are committed to in our delivery of online passport and consular services and emergency assistance to Irish citizens living or travelling in the US & Canada;
- » Advocate on behalf of our undocumented citizens in the US, and sustain funding for the most vulnerable in our communities through the Irish Immigration Centres in the US and Canada;
- » Encourage transatlantic exchange by securing new legal pathways to work and increasing the numbers availing of working holiday agreements;
- » Convene a Youth Forum to engage emerging leaders and youth networks and expand opportunities for young Americans and Canadians to travel, study and gain work experience in Ireland;
- » Celebrate the achievements of Irish women in the US and Canada annually on Brigid's Day;
- » Increase engagement with our Scots-Irish, traveller and LGBTQI communities;
- » Build stronger partnerships with other communities in the US, drawing on our work with the Hispanic community, in support of comprehensive immigration reform;
- » Establish a new award for services to the Irish community in the US and Canada;
- » Engage with a new generation of political leaders in support of the Good Friday Agreement, North-South cooperation and reconciliation;



St Patrick's Day Children's Party

- » Maintain and deepen our relationships with the US Administration and US Congress on a bi-partisan basis and with the Canadian Government and Parliament to ensure their continued proactive and positive engagement in support of the Peace Process, founded on the Good Friday Agreement;
- » Maintain and broaden our engagement with leaders across the United States and Canada to harness the interest, goodwill and opportunities to support peace and prosperity and the deepening of reconciliation on the island of Ireland, North and South;
- » Host an annual meeting for Irish cultural institutions, organisations and festivals.

OUR VALUES

We will:

- » Work with the US and Canada to defend and strengthen the multilateral system, and to advance a fairer, more just, secure and sustainable world;
- » Avail of every opportunity to promote Ireland's candidature for the UN Security Council;
- » Explore possibilities for collaboration with the US and Canada at Federal and sub-Federal level, within the framework of the Paris Agreement, on addressing climate change.



CG Austin opening reception



March 2018 St Patrick's Day Brookings Taoiseach address

OUR PLACE IN EUROPE

We will:

- » Take the initiative to support deeper and wider transatlantic ties at EU level to address key global challenges;
- » Work to support the EEAS in their mission to sustain strong EU-Canada and EU-US ties, ensuring Ireland remains at the heart of these relationships;
- » Work to ensure increased visibility, and understanding of the EU and EU work and priorities in the US and Canada;
- » Encourage participation by key contacts in programmes such as the EU Visitors' Programme which develop increased knowledge of the EU by current or future key influencers.



CG Austin, Texas



Taoiseach visiting the New York Stock Exchange, July 2018

OUR PROSPERITY

We will:

- » Support and defend the mutual benefits of stable, open and ambitious economic relationships that already support 270,000+ direct jobs in Ireland, the US and Canada;
- » Build on our EU advantage by developing the full potential of the EU-Canada Comprehensive Economic and Trade Agreement and supporting the conclusion of an EU Trade Agreement with the US;
- » Make it easier to travel, work and live in Ireland, the US or Canada, by opening new air routes and streamlining visa processing for those who require visas;
- » Convene a Government Strategic Advisory Group to identify opportunities and guide progress towards the objective of a mutually beneficial two-way economic relationship, approaching 1 trillion USD by 2025;
- » Increase the number of economic-focused high-level visits and trade missions to the US and Canada;
- » Support market diversification and prepare businesses to operate and expand in the US and Canada; guide Irish companies active in the South-West US towards significant business opportunities in Mexico;
- » Increase awareness of Ireland as a source of high-quality agri-food produce;
- » Maximise the promotional opportunities of St. Patrick's Day period;
- » Expand the ambition of the International Education Strategy as it applies to the US and Canada;
- » Raise the profile and visibility of the Irish research and innovation eco-system;
- » Engage key alumni of Irish Higher Education Institutions as Ambassadors for Team Ireland;

- » Attract the best and brightest scholars to Ireland through programmes like the Government of Ireland Scholarships, the Fulbright Programme, Mitchell Scholars Programme, Washington Ireland Programme, Ireland Canada University Foundation, and Association of Study Abroad Providers Ireland and promote opportunities for educational exchanges in the US and Canada;
- » Work to capitalise further on the cross-sectoral benefits of the growing number of direct flights between Ireland and North America;
- » Champion the development of a world class new Irish Arts Center in New York as a platform for Irish creativity across North America; and aid the annual programme of Irish artists performing there;
- » Develop our new Ireland House in Los Angeles as a hub for Ireland-US creative industries;
- » Work with Cultural Ambassadors who have been appointed to raise Ireland's cultural profile; and appoint cultural officers to Ireland House, New York and Ireland House, Los Angeles;
- » Showcase modern Ireland in major venues, building on the experience of Ireland100 at the Kennedy Centre in Washington DC in 2016, and taking advantage of platforms such as South by Southwest and Ireland-themed events such as LA Ireland Week;
- » Prioritise promotion of the Irish Language across the US and Canada;
- » Support Irish Studies in North America, including through pilot programmes in kindergarten, elementary and high schools.



San Francisco, California



Minsiter Cannon meeting British Columbia Premier John Horgan, March 2019



Irish & Canadian Consuls General listen to Afghan-Canadian actor Kawa Ada at joint screening of *The Breadwinner* in Atlanta, May 2018



President Michael D. Higgins addresses a crowd at the Rockland GAA Club in New York, April 2018

OUR INFLUENCE

We will:

- » Double the impact of high-level visits by Government, with a programme of 30-40 visits annually, targeting more of these visits at new sectoral and regional opportunities;
- » Launch a new six-year programme of cooperation with the US Congressional Friends of Ireland with a Congressional Delegation visit to Ireland during the 2019 Oireachtas Centenary year. Support this with an ambitious programme of cooperation at state and regional level;
- » Deepen Ireland-Canada parliamentary links;
- » Initiate annual consultations with both the US and Canada beginning in 2019;
- » Welcome at least 15 high level visits by US and Canadian political and business leaders and delegations each year;
- » Develop new flagship Ireland House facilities in Washington DC, in Ottawa and in New York over the period to 2025;
- » Develop our Ireland House platform in Atlanta, Austin, Boston, Chicago and San Francisco. Expand this network to Vancouver, Los Angeles, Miami and Toronto and develop Ireland.ie as a digital platform - *"Ireland House in the cloud"*;
- » Strengthen our Team Ireland approach underpinned by Local Market Country Teams and Country Plans, chaired periodically by visiting Ministers;
- » Strengthen the IDA's presence in Washington DC, New York, Seattle, Raleigh NC, Mountain View California, and open new facilities in Toronto;
- » Strengthen Enterprise Ireland's presence in New York and Boston, open new Enterprise Ireland offices in Seattle and explore new opportunities in Miami and Los Angeles;
- » Bring new skills to bear across our diplomatic network including in finance, culture, communications and science and technology.

Invest in our reputation by implementing a new holistic, joined-up communications programme promoting Ireland as the outstanding and stable destination in Europe for investment, research, tourism and education

- » Establish a dedicated US & Canada Directorate at the DFAT to support delivery of this strategy;
- » Expand the reach and impact of our Honorary Consul network;
- » Invest in our reputation by implementing a new holistic, joined-up communications programme promoting Ireland as the outstanding and stable destination in Europe for investment, research, tourism and education;
- » Improve awareness and perceptions of Ireland, by undertaking an intensive research programme.
- » Partner with key events that provide a platform to showcase Ireland to international audiences, build our media profile, and amplify our message;
- » Establish a new '**Global Ireland Challenge Fund**', with ring-fenced resources for the US and Canada, for key coordinated cross-Government visibility initiatives for Ireland.



Ottawa Maple Leafs vs Ottawa Senators, Irish Night hockey Game



Whistler Village in green, Whistler, March 2019



Minister Harris visiting University of California, San Francisco, Mission Bay Campus in March 2019

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Mexico

A continuing deepening of EU engagement in Mexico, Central and South America and the Caribbean.

As bilateral trade and investment flows deepen in the short run to 2025, both the US and Canada will occupy central trade and investment roles, whilst they help to shape the future just evolution of globalisation. This two country strategy will unfold with a keen awareness in the Irish system of the unique strategic importance of Mexico as a partner for Ireland in North America, in Latin America and globally.

A new Latin American and Caribbean Strategy will be aligned with this two country approach, deeply cognisant of the importance of the Latin-American Community in the US as the community with whom Ireland shares the deepest diaspora and migration experience and values.

In the lifetime of our Global Ireland Initiative, we can foresee three significant trends for economic and political relations:

- » Ratification in three jurisdictions of the November 2018, Canada, Mexico and US trilateral Free Trade Agreement;
- » The finalisation and implementation of the modernisation of the EU's Free Trade Agreement with Mexico; and
- » A continuing deepening of EU engagement in Mexico, Central and South America and the Caribbean.

On the commercial front, our Latin-American focus will assist Irish companies to diversify and engage in LATAM markets, while Ireland deepens solidarity and political engagement politically and culturally in a region with whom historical relations are strong. With the publication of our Strategies for the Americas, we will maintain a resolute focus on Mexico as the pivotal North American partner for Ireland in Latin America and to widen stakeholder engagement in the new approaches.



La Minerva, Guadalajara, Mexico, March 2018



San Patricio Pipers, Mexico, March 2018

5

Key Themes for our engagement with the US & Canada

Our future engagement with the US and Canada will be built around the five pillars of our foreign policy.

As we move into the most ambitious phase of the implementation of Global Ireland, our future engagement with the US and Canada will be built around the five pillars of our foreign policy.

5.1 OUR PEOPLE

The US and Canada are home to millions of people who claim Irish heritage. Both countries are also home to thousands of Irish born people living and working in cities from Toronto to San Diego. This strategy anticipates the Government's new Diaspora Strategy, to be published in 2020, and takes account of our vibrant diverse global Irish community, connected to Ireland and to each other.



Minister of State Ciaran Cannon launching the first international Foróige club in Philadelphia, February 2018



Consul General Madden at the New York Pride Parade, June 2018

Key Outcomes:

- » Expanded reach of Ireland’s diaspora policy and the services and support provided to Irish citizens abroad; increased engagement with young people;
- » Ireland’s culture and heritage supported and shared through new resources and innovative initiatives, forging deep and lasting connections with the diaspora and more friends of Ireland than ever before;
- » Increased engagement in the US and Canada with previously under-represented groups in our diaspora;
- » Firm support and engagement of Government, including a new generation of political leaders, business and community in the US and Canada for peace, prosperity and reconciliation on the island of Ireland;
- » New standards of excellence and efficiency achieved in our delivery of consular services (passports, citizenship, and emergency assistance) to Irish citizens.

Irish America is of enormous importance to Ireland – those who are Irish born, and those who claim Irish ancestry in the US. The influence of Irish America and the depth of its affinity with Ireland is the pre-eminent factor in Ireland’s successful nurturing of its relationship with the US over decades. Americans of Irish heritage played a crucial role in the process leading to the Good Friday Agreement and its support, and the support of successive US administrations, for the peace process has been, and remains, hugely important.

Growing our Consulate network, we will expand the reach of our diaspora policy and the services we can provide to our citizens abroad. The Government’s Emigrant Support Programme provides funding for projects to support and engage Irish communities overseas, with a focus on supporting frontline welfare services targeted at the needs of vulnerable Irish. Funding is also provided for cultural, community, heritage and business projects.

Irish-America is changing, becoming more heterogeneous and, to an increasing degree, generationally more distant from Ireland. The numbers of Irish people emigrating to

2017 Emigrant Support Programme in the US – Funding by Category	
Welfare	€1,487,710
Culture/Heritage/Sport	€774,617
Capital	€1,840,007
Business	€56,268
Total	€4,158,602

the US has fallen off dramatically in recent decades due to changes in US immigration policy.

The US Census Bureau’s 2016 American Community Survey indicates that 125,840 people resident in America were born in Ireland. Irish born citizens who are undocumented are unlikely to be recorded in official figures and are additional to this figure. As of 2017, a total of 90,658 Irish passports were held by citizens born in the United States, with a further 9,190 people in the US receiving citizenship through certificates of Foreign Births Registration in the period 2014-17. Census data shows a steady decline in the number of Americans claiming Irish and Scots-Irish ancestry – with 35.5 million doing so in 2016, compared to 37.3 million in 2012 and well over 40million in 2000.

The challenge now, when reaching out to younger generations, is how to build or maintain an affinity for Ireland in the US during a period of changing demographics. Building on work undertaken in 2017, including an on-line survey of young Irish-Americans, successfully projecting Ireland to a new generation and encouraging a sense of affinity will be vital to our future influence and visibility in the US.

Equally important are Ireland’s efforts to encourage changes to immigration legislation in the US so as to facilitate the regularisation of undocumented Irish citizens. This will remain a priority and Ireland will continue to use the Emigrant Support Programme to improve the capacity of Irish organisations in the US to support these communities. The Government will also continue to work to secure the opening of more legal pathways for Irish

people to pursue opportunities in the US. At the same time, we will actively support existing exchange and travel pathways to the US for younger Irish, including the J1 programmes. We will also work to streamline US pre-clearance arrangements at Dublin and Shannon airports, a key driver of transatlantic connections.

In **Canada**, about 14 per cent of the population claim Irish heritage. The Irish-Canadian community offers a different challenge to the community in the US, given that the numbers of Irish-born people living in Canada has grown significantly in recent years. Each year, up to 10,700 Irish citizens are permitted to travel and work in Canada on a one- or two-year working visa (International Experience Canada). Many others travel to Canada on a more temporary basis. As the numbers grow, we are exploring fresh ways of supporting the Irish diaspora in Canada, in particular younger people, whether Irish-born or of Irish descent. The vast scale of the country presents unique challenges here but the opening of a new consulate in Vancouver has greatly increased our capacity to build connections with, and provide support to our diaspora community. As in the US, our diaspora community in Canada are supported through the Government's Emigrant Support Programme.

2017 Emigrant Support Funding in Canada - by Category	
Welfare	€75,413
Culture/Heritage/Sport	€163,502
Capital	€36,896
Business	€1,965
Total	€277,776

As part of our determination to support Irish communities abroad, and to build connections between Irish organisations and those organisations and Ireland, we will support the promotion and sharing of Irish culture and heritage across North America. In that context, we will encourage and facilitate collaboration between Irish cultural institutions,

organisations and festivals, including through support for an annual meeting. We will seek to develop a new policy to support Irish Studies at US and Canadian Universities, in recognition of the importance of the study of Ireland in and of itself, and its importance in developing friends for, and connections to Ireland. We will also explore the possibility of introducing short Irish studies programmes to US kindergarten, elementary and high schools around St. Patrick's Day. In the period of this strategy, we will also recognise extraordinary service and leadership in our Diaspora, both through the Presidential Distinguished Service Award and other new initiatives.

Ireland currently has Working Holiday Agreements in place with Canada and the US, which allow young people to live, work and experience life in Ireland. We will work to promote these valuable exchange opportunities over the life-time of this strategy, to introduce a new generation to Ireland, and to create new champions for the transatlantic relationship. We will also continue to work to increase Diaspora tourism, and find new ways to support local Irish communities building relationships with the Diaspora overseas.

As above, the US and Canada have been crucial partners in the Peace Process on the island of Ireland over many decades. Engagement by both countries at every level in support of peace and reconciliation in Northern Ireland has connected them to the island of Ireland, North and South, in an extraordinary way. We are determined to ensure that the proactive and positive engagement in support of the Peace Process, founded on the Good Friday Agreement, continues. To that end, we will maintain and broaden our engagement with political, business and community leaders across the US and Canada to harness the interest, goodwill and opportunities to support prosperity on the island of Ireland, North and South. We will work to engage a new generation of political leaders in this vital task and will work with new and existing partners in support of the deepening of reconciliation, as an integral part of the Peace Process.

The effective delivery of passport and consular services for our citizens in the US and Canada will remain core to our work and in the period under review, we commit to achieving new standards of excellence and efficiency in our

delivery of consular services, which includes passports, citizenship, and emergency assistance, to Irish citizens.

Ireland has had Bilateral Social Security Agreements with the USA, Canada and Quebec since the early 1990s. The main purpose of these agreements is to protect the pension rights of people who have worked and paid social security contributions in both Ireland and the relevant other jurisdiction. This is achieved by allowing social security contributions paid in one country to be counted towards qualifying for certain payments in the other country. The agreements also deal with the social security status of workers who are sent on temporary assignments from one country to the other. These agreements work to support and encourage exchanges between the US and Ireland, and support Foreign Direct Investment into Ireland.

Ireland's Presence in Canada

The opening of a Consulate in Vancouver, as part of the Global Ireland 2025 initiative, will mean an increased profile & visibility for Ireland and opportunities to develop trade and investment ties with those regions of Western Canada which have enjoyed the fastest real GDP growth in recent years. Vancouver is a powerhouse for economic growth, gaining a key role as the country's gateway to Asia and developing clusters in digital media, film, TV production, ICT and finance. The Consulate is working with a wide range of stakeholders to build political, community and cultural links and in particular, to identify and develop trade and investment opportunities.

5.2 OUR VALUES

Ireland is a global island which is connected to the wider international community through our diaspora, by the nature of our small, open economy and through a foreign policy which emphasises the importance of global engagement. As a small country which has experience of conflict on our island and which has seen the benefits of collective action in addressing common challenges, we are firmly committed to the rules-based international order and to the central role played by the UN in maintaining global peace and security.

Key Outcomes:

- » International peace and security, democratic values, human rights, and a rules based international order upheld and advanced through cooperation with the US and Canada;
- » New frameworks for cooperation established with state and city administrations in the United States and Canada across a range of areas, including climate change, urbanisation, migration and sustainable development;
- » Greater understanding of contemporary Ireland in the US and Canada, and opportunities for cooperation in promoting our shared values identified.

Ireland will continue to work actively and ever more closely with like-minded countries, including the US and Canada, to support efforts to maintain international peace and security, in particular through cooperation at the United Nations, and to advance these foreign policy priorities. Our campaign for election to the United Nations Security Council in 2020 is an extension of this work.

The US and Canada are important actors on the international stage and key allies and influencers as the international community addresses global issues such as climate change, migration, terrorism, armed conflict, addressing food security, and ensuring maritime safety and security.

Ireland and Canada have a long history of promoting democratic values, human rights, and a rules based international order, and have over the years cooperated closely in these areas at the UN and other multilateral fora.

Ireland – as an active member of the UN and the only English-speaking EU Member State post-Brexit – is committed to continue working with the US in areas of particular importance to our two countries. The lessons of the Peace Process, in which the US played a central role, underline the importance of our shared values as setting a framework to resolve political disagreements.

There are also significant opportunities for Ireland to work with state and city administrations in the US across a range of areas, including climate change, urbanisation, migration and sustainable development. Team Ireland in the US will play a central role in presenting greater understanding of contemporary Ireland in the US, and in identifying

opportunities for cooperation in promoting our shared values. Internationally, we have conducted significant and important work with the US on food and nutrition security, and on combating diseases and poverty through global health partnerships.

Ireland and **Canada** have a long history of promoting democratic values, human rights, and a rules based international order, and have over the years cooperated closely in these areas at the UN and other multilateral fora. We are both also at the forefront of best practice in international development cooperation, through our respective official development programmes - Irish Aid and the Canadian International Development Agency.

Ireland's UN Security Council Campaign

Ireland is currently campaigning for one of the two non-permanent seats available to Ireland's regional group at the UN Security Council for the 2021-2022 term. We will compete for the two seats with Norway and Canada. Ireland's signature foreign policies, our own history and our steadfast commitment to multilateralism are framed in our campaign themes of empathy, partnership and independence. If elected, Ireland will serve as a non-partisan bridge-builder in pursuit of peace and security for all.



Lake Minnewanka, Canada at Sunrise.

5.3 OUR PLACE IN EUROPE

Ireland's membership of the European Union has been a cornerstone of our foreign policy since 1973 and has greatly enhanced our capacity to promote our values and advance our interests across the globe, including in the US and Canada. We are committed to ensuring both that there is vigorous and coherent EU engagement with the US and Canada and that through consistent engagement with the European External Action Service (EEAS) at every level, there is a strong Irish voice in the development of the EU's policies towards North America.

Key Outcomes:

- » Ireland positioned at the heart of strong EU-US and EU-Canada relationships, working to progress global issues of peace, security and development, including through leading an initiative to secure deeper and wider EU-US transatlantic ties;
- » Ireland's work results in increased visibility, and understanding of the EU and EU work and priorities in the US and Canada;
- » Increased participation by key contacts in programmes such as the EU Visitors' Programme which develop increased knowledge of the EU by current or future key influencers.

As a permanent member of the United Nations Security Council and a dominant global actor in foreign and security policy, the views and positions of the **United States** on issues of peace, security and development have a critical impact globally.

Much of Ireland's interaction with the US in this global sphere is conditioned by our membership of the EU. For many years the EU and US have worked together in areas as diverse as fighting terrorism and international crime to the eradication of disease. Economically, the EU-US partnership is the single most important driver of global economic growth, trade and prosperity.

Given the importance of the US as an international actor, shifts in US foreign and strategic policy inevitably have a global effect. From an Irish perspective, ensuring the EU relationship with the US remains as strong as possible, is central to Ireland's interests and will remain so, regardless of shifts in the global geopolitical context or changes in US policy.

In the period up to 2025, Ireland will take the initiative to support deeper and wider transatlantic ties at EU level to address key global challenges. In this context, we will explore new ideas and formats for transatlantic collaboration and dialogue, including with academic and NGO partners.

Given the importance of the transatlantic trading relationship to Ireland's prosperity, we have a particular interest in continuing to promote closer economic cooperation between the EU and US.

Given the importance of the transatlantic trading relationship to Ireland's prosperity, we have a particular interest in continuing to promote closer economic cooperation between the EU and US. A new EU-US Trade Agreement has the potential to transform the economic relationship between the two powerhouses of the global economy. Ireland fully supports the initiation of negotiations and will be active in supporting a positive outcome, which protects Irish interests.

Ireland's membership of the EU also underpins its engagement with **Canada**, particularly in relation to trade. The conditions for trade between Ireland and Canada have been significantly boosted by the EU-Canada Comprehensive Economic and Trade Agreement (CETA) and the facilitation of easier market access for Irish companies as well as the abolition of 98 percent of tariffs between Canada and EU Member States. Increased trade between the EU and Canada may also result in increased investment by Canadian companies in Ireland in order to offer support services to their increased European customer base.

Ireland will continue to communicate its commitment to the EU after the UK leaves and our position as the transatlantic English-speaking gateway to the EU. Our mission network will take the lead in communicating these messages.



The Big Nickel in green, Sudbury

The UK's departure is an imperative for Ireland to deepen existing transatlantic relationships. Membership of the EU allows Ireland's partners in the US and Canada to count on Ireland continuing to enjoy full access to the EU labour market, EU-wide passporting for finance generated or marketed from Ireland; full Irish access to EU Horizon 2020 support for collaboration in scientific research; and full Irish access to similar EU supports in the area of higher education.

Finally, in the period to 2025, Ireland will seek to promote participation in, and support where possible major EU-US and EU-Canada people-to-people programmes. These programmes are vital to encourage understanding and build connections, and to secure EU-North American relations for the next generation.

5.4 OUR PROSPERITY – INCLUDING KEY AREAS OF OPPORTUNITY FOR IRELAND

Ireland's trade and investment strategy, **Ireland Connected: Trading and Investing in a Dynamic World** recognises that, in order to prosper in what is a dynamic and challenging external environment, we need to support innovation and build resilience into our economy, to expand existing markets, to diversify into new markets and to identify opportunities and assess risks at a global level. This strategy reflects the commitment in Ireland Connected to develop a region-specific and market-led approach that takes account of our comparative advantages in different sectors, while recognising the need to adapt to different cultures and ways of doing business. The expansion of our diplomatic network in the context of the Global Ireland Initiative will enable us to intensify our economic diplomacy efforts in support of Ireland's trade and investment priorities.

Key Outcomes:

- » Ireland – North America two-way trade, investment and tourism relationship grows strongly, approaching a value of 1 trillion USD by 2025;
- » Ireland builds on its EU advantage and takes advantage of new EU trade agreements;
- » Ireland's profile as the outstanding destination in Europe for investment, education, research and tourism boosted;
- » Ireland's creative industries supported through new and innovative initiatives, for cross-sectoral benefit.

The US and Canada together are Ireland's largest trading partner, with total two-way trade more than doubling in ten years from €53.7 billion in 2007 to €119.2 billion in 2017 (CSO). Over the same period the value of US investment in Ireland has increased significantly to over \$387 billion and the value of tourism to the Irish economy, from the US and Canada alone, has increased by nearly 50% to over €1.5 billion per annum. Our objective is to protect and develop this mutually beneficial relationship, taking advantage of new opportunities including new EU trading arrangements, and to build a two-way economic relationship approaching 1 USD by 2025.



Team Ireland Event in San Francisco, March 2019

In building that relationship, we will actively support and defend the mutual benefits of our open and ambitious economic relationships that already directly support over 270,000 direct jobs in Ireland the US and Canada.

In the **United States**, policy and related legislative developments on trade and investment will have potential to impact on Ireland. We will advocate for Ireland's interests, underlining what Ireland offers as a trading partner and as an attractive business, investment, education and tourism destination. As above, we will actively support the negotiation of an EU Trade Agreement with the US, while protecting Irish interests.

Canada has grown in importance in recent years as a source of FDI and an export and tourism market. Current historically high levels of trade are only the beginning and we expect to see a significant increase in trade, tourism and investment across the board by 2025. As above, the signing of the CETA agreement with **Canada** offers fresh opportunities for Ireland's exporters, including small and medium enterprises (SMEs).

Team Ireland in the US and Canada will play a leading role, supporting Irish companies, building relationships with key political and economic actors, communicating Ireland's advantages and strengthening the capacity of business to

operate in North America. Team Ireland will also support those companies active in the South West US to consider business opportunities in Mexico.

We will encourage strong two-way engagement in terms of high level visits across the Atlantic, increasing the numbers of political and business missions to Ireland from the US and Canada in the coming years. We will also seek to establish a new Government Strategic Advisory Group, to identify opportunities and guide our progress in the period to 2025. Finally, over the lifetime of this strategy, we will also streamline our visa operations in the US, simplifying the process by which those who wish to visit, study or do business in Ireland and are visa-required, secure those visas. Key areas of opportunity for Ireland

Key areas of opportunity for Ireland

While the Government is committed to supporting and growing all parts of the economy, there are a number of sectors which are particularly important for Ireland's continued prosperity and in respect of which the US and Canada offer significant opportunities for growth.

Food and Beverages

The Government of Ireland's 10-year strategy for the Irish agri-food industry, Foodwise 2025, identified the securing of access to new markets in North America as an opportunity for the sector. It specifically highlighted the growth in the craft alcohol market in the US as offering enormous potential to Irish companies. Foodwise also identified higher growth rates in the consumption of food that meets specific requirements e.g. sustainably produced, more natural characteristics, 'free from' labelled, etc. In Food and Beverages, Irish whiskey has experienced an enormous expansion in the US. Between 2012 and 2017, exports of Irish whiskey grew from €122m to €341m – almost trebling in value.

A key goal over the life-time of this strategy in terms of the Irish agri-food industry is to increase awareness of Ireland as a source of high-quality agri-food produce in the US and Canada.

Education

The Government of Ireland's education strategy, "Irish Educated, Globally Connected: An International Education Strategy 2016-2020" sets a target for international students to represent 15% of full-time students in Ireland by 2020. We will expand the ambition of the Government's Strategy as it applies to the US and Canada in the years beyond 2020, especially in the area of higher education.

The **US** is the largest single country of origin for international students in Irish higher education institutions. Students from the US comprise some 19% of full time international students studying in Ireland (www.heai.ie). In gross terms, the number of US students choosing Ireland as a full time higher education destination and the number of US Study Abroad¹ students coming to Ireland have been increasing year-on-year since 2011.

Ireland and **Canada** maintain numerous links at institutional and inter-Governmental level. These include the Ireland-Canada University Foundation, which promotes the development of links at third level between the two countries and administers the Flaherty and Dobbin Scholarships. Another practical example is the annual HEIT symposium which brings Institutes of Technology in Dublin together with their opposite numbers in the Toronto area.

We will continue to support the Higher Education Institutions (HEIs) in their engagement with students from North America. We will explore productive partnerships and linkages between Government and state agencies, our HEIs and US and Canadian counterparts.



Lecture in Higher Education Institution

¹ The Study Abroad programme gives US students the opportunity to study for one semester (or one year) in a country outside of the US. The academic credits earned count towards their degree in their home university or college. Ireland is the 7th most popular destination globally for US Study Abroad students.

The alumni of Irish schools and third-level institutions who have now returned to the US and Canada provide a strong network of local contacts and we will enhance engagement with such alumni. We will continue to encourage and support alumni of Irish education institutions in maintaining their links with Ireland, and encourage them to act as ambassadors for Irish education and Ireland.

Enterprise Ireland is working on the development of brand and messaging in preparation for the introduction of the International Education Mark.

Research and Innovation

Particularly strong collaborative relationships exist between the US and Ireland in the research and innovation arena. These relationships are not only deep at the academic level but are also significant between academia in Ireland and industry partners in the US.

In March 2018, for example, a new research project between CÚRAM, the SFI Research Centre for Medical Devices based at National University Ireland (NUI) Galway, and Boston Scientific was announced. It is one of several new research projects emerging from the collaboration between CÚRAM and Boston Scientific. This relationship also exists between the key funding agencies. While the tri-jurisdictional U.S. Ireland R&D Partnership Programme (which includes partners in Northern Ireland) has been the corner stone of much trans-Atlantic cooperation, the number and scale of bilateral programmes between Ireland and US has expanded significantly in recent years.

In order to build on what has been achieved so far, and to continue to raise the profile and visibility of the Irish research and innovation eco-system, Science Foundation Ireland has created an overseas role on the west coast of the US, working closely with colleagues at IDA Ireland and the wider Team Ireland. A Science & Technology attaché position will be created in 2019 in Boston

Tourism

Tourism Ireland will continue to prioritise the established markets of the US and Canada which have been among the most important for tourism to the island of Ireland, delivering 17% of all overseas visitors and around 30% of all overseas tourism revenue. The Central Statistics Office (CSO) confirm that revenue from North American visitors to Ireland grew by +14% in 2017 to over 1.5 billion euros – delivering an addition 184 million euros to the Irish economy when compared to 2016. Visitors from North America to Ireland increased by +16% to almost 1.7 million – an additional 235,000 American and Canadian visitors when compared to the previous year. 10% of all American visitors to Europe visit Ireland and Tourism Ireland aim to double revenue from the US market by 2025.

The **North America** market is very well developed and is Ireland's second largest source tourism market in terms of visitor numbers. Visitors from North America tend to stay longer and tour more extensively around the island than some other visitors. They deliver significant business for 'high-end' tourism suppliers and support a wide range of tourism sectors. The much improved air connections between Ireland and the US and Canada are critical to the continued growth of these thriving markets. Over the lifetime of this strategy, Tourism Ireland will continue to develop Ireland as a destination brand for tourism, in line with the US Market Review launched by Tourism Ireland in 2018.



Minister Bruton with Catherine McKenna, Minister of Environment and Climate Change, in Ottawa, March 2019

In 2011, there were 10 gateways from the US and Canada to Ireland. As of 2019, there are 24, all listed below.

USA (18)

- » Charlotte
- » Dallas
- » Chicago
- » Philadelphia
- » New York
 - JF Kennedy
 - New York Stewart
 - Newark
- » Atlanta
- » Boston
 - Logan
 - Providence
- » Hartford
- » Washington Dulles
- » Los Angeles
- » Orlando
- » Miami
- » Seattle
- » San Francisco
- » Minneapolis

Canada (6)

- » Toronto
- » Hamilton
- » Montreal
- » Vancouver
- » Calgary
- » Halifax

Foreign Direct Investment

Foreign Direct Investment (FDI) is a key driver of Ireland's economic growth, with some 20% of all private sector employment in the State being directly or indirectly attributable to FDI. Most FDI comes from North American multinationals, accounting for over 70% of total FDI since 2010.

Investment in Ireland from the **United States** has been an important factor in Ireland's economic transformation in recent decades and intensifying our economic relationship with the US will continue to be one of the primary objectives of our activity in the North America. The US is IDA Ireland's primary target market in promoting Ireland as a destination for companies across a range of sectors such as ICT, biotechnology, pharmaceuticals, medical technologies and financial and shared services. Since 2010, every week a new US company has chosen to invest in Ireland for the first time and today 764 US companies employ more than 152,000 directly in Ireland². However, it is very much a two-way street. Some 800 Irish companies operate in the US, employing some 100,000 people across all 50 US States. Irish companies in the US generate US\$90bn in sales annually from their US operations and US\$35bn in US economic output, while US firms contribute €3bn to the Irish Exchequer in taxes and an additional €14bn in expenditure to the Irish economy in terms of payrolls, goods and services employed in their operations³.

Foreign Direct Investment from **Canada** to Ireland has been buoyant in recent years and currently there are 35 Canadian companies in IDA's client portfolio, employing almost 3,900 people in Ireland. The opening of a new IDA office in Toronto provides a new gateway for Canadian FDI to enter Ireland. As of 2016, approximately half of all outward Canadian FDI went to the UK and there

is obvious potential for Ireland to attract Canadian companies looking to develop parallel operations within the EU to safeguard market access. Ireland also provides an attractive alternative gateway to the EU for Canadian start-ups which might otherwise have located themselves in the UK. Sectors with significant potential include media and entertainment-related businesses, banking and financial services. Canada also has growing capacity in the tech sectors and in pharmaceuticals. There is potential too for Ireland to become a platform for receipt and onwards distribution of Canadian LNG from Atlantic Canada. A Double Taxation Treaty has been in place between Ireland and Canada since 2005.

Raising Ireland's Profile

A critical element in securing Ireland's continued prosperity is the projection of a positive image of the country globally.

In this regard, St Patrick's Day remains a unique asset, providing Ireland with unparalleled visibility, as well as access at the highest levels to senior political, business and cultural figures. While the annual celebrations are usually focused on a relatively short period of time, the overall programme of events spans up to four weeks, providing an opportunity both to raise Ireland's profile, reaffirm our relationships, and deliver key messaging. The St. Patrick's Day programme will continue to see extensive engagement by the Government and Team Ireland in the US and Canada, and we will maximise the opportunities of this period each year for Ireland.

Outside of this period, the day-to-day work of Team Ireland in networking, connecting and communicating is critical to maintaining Ireland's visibility and influence. Central to this are relationships with the media. This work is particularly important when communicating key messaging and addressing negative perceptions of Ireland and in keeping abreast of developments likely to impact on Ireland's interests.

² DBEI Annual Employment Survey 2017

³ DBEI Annual Business Survey of Economic Impact 2016

Specific ongoing work and initiatives to raise Ireland's profile include the continuous development and facilitation of high level visits to and from Ireland. The 100th anniversary of the first Dáil in 2019 offers a timely opportunity to support the development of strong contacts parliamentary friendship groups between the Oireachtas and the US and Canada. We will launch a new six-year programme of cooperation with the US Congressional Friends of Ireland, with a Congressional Delegation visit in 2019. We will work to deepen already strong Ireland-Canada parliamentary links.

Irish culture, whether music, literature, theatre, dance, film, television or animation, introduces Ireland to a global audience, beginning conversations and relationships that can enhance our profile and image, cement friendships and support jobs, trade, tourism and investment. Support for Irish culture in the US and Canada also connects those of Irish ancestry to their heritage in a powerful way. We know that almost two thirds of tourists visit Ireland because of our history and culture. We will build on the work already undertaken with Culture Ireland to enhance collaboration between Irish cultural organisations across the United States and Canada. Ireland's cultural footprint will be developed taking advantage of the Creative Ireland initiative and of the flagship Irish Arts Centre in New York currently under construction.

We will champion the Irish Arts Center, an extraordinary new platform, which will amplify Irish culture across North America, and support annual programming showcasing Irish artists. Cultural officers will be appointed to Ireland's Consulates in New York and Los Angeles, with the Consulate in Los Angeles acting as a hub for Ireland-US creative industries. High profile 'Cultural Ambassadors' have been appointed to work alongside Team Ireland to showcase and support the best of Irish creativity. Major showcase events for Ireland will be developed with the support of Team Ireland in major cities in the US and Canada; events which reflect and promote Ireland's modern culture and connect Irish and American creative and business professionals.

As part of our support for Irish culture, we will work closely with **Irish festivals** across the US and Canada, some of which such as the Milwaukee Fest and the Kansas City

Irish Fest, attract hundreds of thousands of people each summer, many of them Irish-American. These and other festivals celebrate and promote Irish culture and make a very tangible contribution to raising Ireland's profile.

As set out above, one of the fruits of many years of collaboration between Irish and North American educational institutions has been the development of **Irish Studies** as an academic discipline in North America. These programmes help to develop, preserve and articulate aspects of Ireland's cultural heritage, enhancing understanding of and connections with Ireland amongst students of Irish descent and others. The Government provides some financial support to Irish studies programmes, as well as to a number of third-level Irish language courses. We will engage with Irish Studies programmes in a more strategic and consistent manner, supporting the strengthening and expansion of these programmes, including through the development of a new policy. We will also explore the possibility of working with schools and public libraries on introducing students to Irish studies programmes.

Sport offers an accessible means of raising Ireland's profile, whether through participation by international teams in events, or through the playing of Gaelic Games – hurling, football, camogie and ladies football. The Gaelic Athletic Association (GAA), which is strong and growing in the US and Canada, acts as a focal point for Irish communities as well as for people from outside of Irish communities, building relationships and providing a support network. The Government will continue to support the GAA through the Emigrant Support Programme, and will also explore how we can work with other Irish sporting organisations to raise Ireland's profile and connect with Irish communities in the US and Canada.

Traditional Irish music and dance are hugely popular in the US and Canada among members of the diaspora and those without links to Ireland. Comhaltas Ceoltóirí Éireann, the non-profit body, which promotes and aims to preserve Irish music, dance and language - Ireland's living folk tradition - receives annual funding from the Government, and from 2013 – 2018, received a total of €240,000 in funding from the Emigrant Support Programme to specifically support its programming in North America.

Government Support of the Irish Language in the US and Canada

In 2006, the Department of Culture, Heritage and the Gaeltacht (DCHG) established a dedicated fund to support the development of Irish Language courses in third level institutions overseas. This fund aims to promote and foster goodwill for the Irish language and Irish culture in general across Europe, North America, and Canada and further afield and to provide a platform from which the Irish language can be assessed and showcased. Since 2006, over €6 million has been spent in the US and Canada through this fund.

There is an official cultural exchange programme between the Irish Government and the Government of the US through the Fulbright Commission of Ireland which allows Irish language graduates from Ireland to teach in third level institutions in various locations across the US. Also, the Ireland Canada Universities Foundation is an organisation set up to assist scholarly exchanges between Ireland and Canada.

The Gaeltacht Awards Scheme is another important aspect of this partnership programme. These awards are an invaluable opportunity for US learners and teachers of the Irish language to further develop their understanding of Irish. A similar programme of cooperation is in place between the Irish Government and Canada through the Ireland Canada University Foundation.

In total, 19 third level colleges and universities in the USA and Canada, are actively providing Irish language and Celtic Studies programmes within their institutions, with financial support from the Irish Government.

In recognition of the international interest in Irish a new Massive Open Online Course (MOOC) in the Irish Language and Irish Traditional Culture – Failte ar Líne – was launched by the Government in January 2018. As well as learning Irish, the course will allow students to learn about various aspects

of Irish culture, such as GAA and Irish music and dance. Participants can progress from beginners to advanced and complete a full degree in Irish language and culture if they so wish.

Cultúr Club is a collective title for a variety of exciting and innovative initiatives developed by Conradh na Gaeilge to help foster a stronger sense of Irish identity, especially among the Irish abroad. These initiatives aim to assist local communities abroad in everything from running language classes and youth workshops to organising cultural events for all age-groups through Irish. This Project is primarily focused on the children of the Irish diaspora and those with strong Irish connections. The project is co-founded by DCHG and DFAT.

Tacaíocht an Rialtais don Ghaeilge i SAM agus i gCeanada

In 2006, bhunaigh an Roinn Cultúir, Oidhreacht agus Gaeltachta ciste tiomanta chun tacú le forbairt cúrsaí Gaeilge in institiúidí tríú leibhéal thar lear. Tá sé mar aidhm leis an gciste seo dea-thoil a chur chun cinn agus a chothú don Ghaeilge, d'Éirinn agus do chultúr na hÉireann go ginearálta ar fud na hEorpa, Mheiriceá Thuaidh, agus Ceanada agus níos faide i gcéin agus chun ardán a chur ar fáil ónar féidir an Ghaeilge a mheas agus a thaispeáint. Ó 2006, caitheadh os cionn €6 mhilliún i SAM agus i gCeanada tríd an gciste seo.

Tá clár malairte cultúrtha oifigiúil idir Rialtas na hÉireann agus Rialtas Stáit Aontaithe Mheiriceá trí Choimisiún Fulbright na hÉireann a cheadaíonn do chéimithe na Gaeilge as Éirinn teagasc in institiúidí tríú leibhéal in áiteanna éagsúla ar fud SAM. Chomh maith leis sin, eagraíocht is ea Fondúireacht Ollscoil Éireann Ceanada a bunaíodh le cabhrú le malairtí léannta idir Éire agus Ceanada.

Gné thábhachtach eile den chlár comhpháirtíochta seo is ea an Scéim Dámhachtainí Gaeltachta.

Is deis luachmhair iad na dámhachtainí seo d'fhoghlaimoirí agus teagascóirí Gaeilge i SAM chun a dtuiscint ar an nGaeilge a fhorbairt a thuilleadh. Tá clár comhoibríthe den chineál céanna i bhfeidhm idir Rialtas na hÉireann agus Ceanada trí Fhondúireacht Ollscoil Éireann Cheanada.

Ar an iomlán, tá 19 gcoláiste agus ollscoil tríú leibhéal i SAM agus i gCeanada ag cur cláir Ghaeilge agus Léinn Cheiltigh ar fáil go gníomhach ina n-institiúidí, le tacaíocht airgeadais ó Rialtas na hÉireann.

Mar aitheantas ar an tsuim idirnáisiúnta sa Ghaeilge sheol an Rialtas Ollchúrsa Oscailte ar Líne (MOOC) nua sa Ghaeilge agus i gcultúr traidisiúnta na hÉireann – Fáilte ar Líne – i mí Eanáir 2018. Mar aon le Gaeilge a fhoghlaim, cuirfidh an cúrsa ar chumas na scoláirí foghlaim faoi ghnéithe éagsúla de chultúr na hÉireann, cosúil le CLG agus ceol agus damhsa na hÉireann. Féadfaidh rannpháirtithe dul ar aghaidh ó bhunranganna go dtí ardranganna agus céim iomlán a chomhlánú sa Ghaeilge agus i gcultúr na hÉireann más mian leo.

Teideal cnuasaitheach is ea Cultúr Club ar thionscnaimh iontacha agus nuálacha a d'fhorbair Conradh na Gaeilge chun cabhrú le haitheantas Éireannach níos láidre a chothú, go háirithe i measc na nÉireannach thar lear. Tá sé mar aidhm leis na tionscnaimh seo cabhrú le pobail áitiúla thar lear le gach rud ó ranganna teanga agus ceardlanna óige a reáchtáil chuig imeachtaí cultúrtha a eagrú do gach aoisghrúpa trí Ghaeilge. Tá an Tionscadal seo dírithe go príomha ar leanaí diaspóra na hÉireann agus orthu siúd a bhfuil naisc láidre acu le hÉirinn. Tá an tionscadal seo á chómhaoiniú ag an Roinn Cultúir, Oidhreacht agus Gaeltachta agus an Roinn Gnóthaí Eachtracha agus Trádála.



Grand Canyon National Park, United States of America

5.5 OUR INFLUENCE

The Global Ireland Initiative aims to maximise the impact of Team Ireland in the US and Canada, strengthen our ability to deliver our goals, work collectively across Government, agencies, Embassies and Consulates to ensure complementarity, to deliver on our shared ambitious vision.

In the period to 2025, we will invest significantly in our capacity in the US and Canada. We will engage more frequently and intensely, targeting new opportunities across both countries; and we will communicate more effectively.

Key Outcomes:

- » Team Ireland delivering on our shared vision in the US and Canada, by working collectively across Government, Agencies, Embassies and Consulates;
- » Ireland's reach and impact doubled across the US and Canada, with new whole of Government Ireland House facilities developed across both countries;
- » Increased Government engagement across a broader geographical region in the US and Canada – at national, state and city level;
- » New purpose and clarity to our communications in the US and Canada, which will showcase all of Ireland's strengths.

Ireland currently has 9 Embassies and Consulates serviced by 30 diplomats and 53 support staff in the US and Canada. This network works to deliver services to the Irish community across the region, raise awareness of and promote Ireland, develop relationships among key influencers and the general public, support and engage with Irish citizens and our wider diaspora and build an understanding of key political, economic and other developments.

In the area of trade and investment, the embassies, Enterprise Ireland, IDA Ireland, Tourism Ireland and Bord Bia offices together comprise the Local Market, or Country Teams in both the US and Canada. In the period to 2025, these Teams will work together with renewed vigour to maximise Ireland's visibility, to engage in public and economic diplomacy, and to coordinate the

delivery of messages, resources and content. All members of Team Ireland will coordinate through the Country Team structure to deliver on Ireland's strategic goals by collaborating wherever possible, sharing information, identifying synergies and maximising use of resources. The Country Team will be chaired by the Ambassador to each country; and Country Plans will be prepared annually-with collaborative actions under over-arching themes of Trading /Partnering/ Contributing.

A new '**Global Ireland Challenge Fund**', with ring-fenced resources for the US and Canada, will also be established for key coordinated cross-Government visibility initiatives for Ireland in both countries. The fund will operate on a match funding basis where possible and will be co-ordinated by each country Ambassador.

Over the period to 2025, Ireland will expand its reach significantly. We will develop new flagship Ireland House facilities in Washington DC, Ottawa and New York; we will expand the footprint of our diplomatic network to Vancouver, Los Angeles, Toronto and Miami. We will invest in new skills across the network including in finance, culture, communications and science and technology.

In the period up to 2025, we will roll out integrated Ireland House whole of Government facilities across North America. The vision for Ireland House under the Global Ireland Initiative will be a whole of Government platform, both a physical and digital space, a place for promotion and a showcase for Irish creativity, a place which empowers collaboration, through which Ireland will innovate and excel.

We will carry out a review of the Honorary Consul network to ensure that they are receiving the support they need in their roles and will expand that network to double their impact by 2025. We will open an Enterprise Ireland office in Seattle and explore the markets in Miami and Los Angeles on a pilot basis, while adding to Enterprise Ireland's presence in New York and Boston; we will also open IDA offices in Toronto and strengthen the IDA's presence in Washington DC, New York, Seattle, Raleigh, Durham in North Carolina, and Mountain View in California. In Ireland, we will establish a dedicated US and Canada Directorate at the DFAT to support delivery of this strategy.



Emerald Lake, Canada

We will invest further in our political relationships in the US and Canada – at national, state and city level. We want to ensure the US and Canada knows and understands contemporary Ireland and continues to support and value peace in Northern Ireland and the trans-Atlantic relationship with the EU. We want to ensure Ireland’s voice and message is heard and understood, and that people in the US and Canada feel connected to Ireland.

Engagement at the highest levels of Government is important. In the period 2012 to summer 2018, Irish Government Ministers made 155 visits to the US, and 26 visits to Canada. The President of Ireland visited the US 7 times in this period. While this represents a strong level of engagement in the US, 88% of these visits were to New York, Boston, Philadelphia and Washington DC. Similarly, in Canada, 85% of visits were to either Ottawa or Toronto.

In the period to 2025, we will double the overall number of annual Ministerial visits to Canada; target those visits on new opportunities in a wider geographical region; and secure a Presidential visit to Canada. In the US, we will increase from 25 to at least 35 the number of annual high-level visits by Government to the US, targeting 10 or more of these visits at new opportunities and Mid-West and West Coast locations. Recognising the importance of regular engagement at every level, we will seek to formalise annual consultations with the US and Canada, beginning with economic dialogue with the US in 2019.

At the same time, we will facilitate in Ireland 15 or more high level political and / or business delegations from the US and Canada each year. We will work to strengthen and grow the parliamentary strand between our countries and inject new momentum into our relationships with parliamentary groups between the US and Ireland and Canada and Ireland.

Finally, in addition to the above actions strengthening our capacity and our engagement, we will bring new purpose and clarity to our communications in the US and Canada over the lifetime of this strategy, which will showcase all of Ireland’s strengths. We will implement a new dedicated US and Canada communications programme to promote a holistic message of Ireland as a great place to visit, trade with, invest in and study in.

Research will underpin all our activity in the US and we will undertake a study to understand key insights, perceptions and awareness around Ireland in the US and Canada. We will implement a “digital first” strategy, centred around Ireland.ie which will be developed as “**Ireland House in the cloud**” with relevant and tailored content. Finally, we will partner with key events that provide a platform for Ireland to showcase with key international audiences, build our media profile, and from which Irish and sectoral messages can be amplified.

6

Focus on the US and Canada: Key Facts



New York, United States of America

The US is Ireland's
second largest market
for goods exports.

Canada offers 10,700
working holiday visas to
Irish citizens per annum



Toronto, Canada

FOCUS ON THE US

Key Facts

- » Population of 327.52 million, making it the third largest country by population;
- » Nominal GDP is \$18.62 trillion, making it the largest economy in the world;
- » Economic growth of 2.3% in 2017.

Ireland and the US

- » Embassy of Ireland opened in 1924;
- » Consulates in Boston, New York, Atlanta, Chicago, Austin, San Francisco, and Los Angeles (opening 2019);
- » Total two-way trade with the US in 2017 was €115.3 billion (goods and services);
- » Taoiseach and Ministers have undertaken 155 visits to the US from 2012 – summer 2018;
- » 15+ high level incoming visits from the US each year, at Federal, State and City level;
- » 35.5 million Americans are of Irish or Scot-Irish descent¹, with 125,840 people reporting Ireland as their country of birth in the 2016 US census;
- » In 2017, 57 Irish community organisations in the US received over €4 million in grants under the Irish Government's Emigrant Support Programme;
- » In 2017, 20,988 applications for Irish passports originated in the United States, an increase of 33% over 2016;
- » 764 US companies employ more than 152,000 people directly in Ireland;
- » Circa 800 Irish companies employ over 100,000 people across all 50 US states;
- » In 2017, approximately 450 collaborations between researchers in Ireland and the US were reported on active Science Foundation Ireland awards. Close to 300 collaborations with companies based in the US were reported during the same period;
- » The US is Ireland's second largest markets for goods exports;
- » There are strong linkages between Irish and US educational institutions;
- » Ireland's trade in services with the US was valued at €66.55bn in 2017, which is double the value it was only five years earlier. The overall balance of trade is in favour of the US;
- » The US is the second largest source of tourists visiting Ireland, in recent years 10% of all US visitors to Europe visited Ireland. There were 1.7 million US visitors to Ireland in 2017;
- » The US is the number one source of international students in Ireland;
- » The US is the only country specifically cited in the 1916 Proclamation;
- » Of the signatories of the US Declaration of Independence, 9 were of Irish descent and 3 were Irish-born;
- » Of the 769 Medals of Honour the US Congress has bestowed to persons born outside the US, 261 were awarded to persons born on the Island of Ireland.

Table 1: Ireland – USA Trade

	Goods 2016	Goods 2017	Services 2016	Services 2017
Exports to USA	€31,898 million	€33,197 million	€14,570 million	€18,475 million
Imports from USA	€13,966 million	€15,629 million	€49,490 million	€48,075 million
Trade Balance	€17,932 million	€17,568 million	€-34,920 million	€-29,600 million

Source: Central Statistics Office

⁴ US Census Bureau's American Community Survey 2016

FOCUS ON CANADA

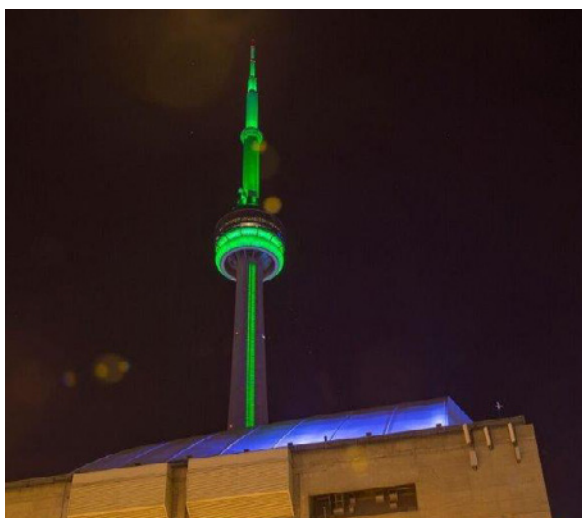
Key Facts

- » Second-largest country in the world, a land mass of almost 10 million sq. km;
- » Population of 37 million;
- » Nominal GDP of €1.3 trillion;
- » Economic growth of 3% in 2017.

Ireland and Canada

- » Embassy of Ireland opened in 1939; Consulate Vancouver opened in 2018;
- » Total two-way trade in 2017 was €3.97 billion;
- » 14% of the total Canadian population have Irish heritage;
- » Over 300 Irish companies are active in Canada;
- » 35 Canadian companies have operations in Ireland, employing almost 3,900 people;
- » A Double Taxation Treaty has been in place between Ireland and Canada since 2005;
- » In 2017, there were five airlines operating between Ireland and Canada;
- » Tourist numbers from Canada to island of Ireland grew by 11% in 2016 and a further 12% in 2017, and now exceed 250,000 per annum. For the first time, Canada is now of the top ten markets for tourism to the island of Ireland;
- » Canada offers 10,700 working holiday visas to Irish citizens per annum;

- » In 2017, 23 Irish community organisations in Canada received €277,776 in grants under the Irish Government's Emigrant Support Programme;
- » Talamh an Éisc is ea an leagan gaelach ar Newfoundland. Tá ceantar gaeltachta le fáil i Tamworth, Ontario;
- » In 2017, 3,583 applications for Irish passports originated in Canada;
- » Through the Irish Canada University Foundation, the Irish and Canadian Governments jointly fund the operation of three scholarship programmes, each of which supports scholarly travel from Ireland to Canada, and from Canada to Ireland;
- » There are 24 GAA clubs in Canada;
- » Canada is a vast land, spanning six time zones. Atlantic Canada is closer to Dublin than to the country's own west coast.



CN Tower in green, Downtown Toronto

Table 2: Canada – Ireland Trade Table

	Goods 2016	Goods 2017	Services 2016	Services 2017
Exports to Canada	€936 million	€1,091 million	€1,568 million	€1,903 million
Imports from Canada	€517 million	€604 million	€268 million	€379 million
Trade Balance	€419 million	€487 million	€1,300 million	€1,524 million

Source: Central Statistics Office

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Implementation

The implementation of this strategy and agreed timelines for each action will be driven by the US and Canada Directorate in the Department of Foreign Affairs and Trade.

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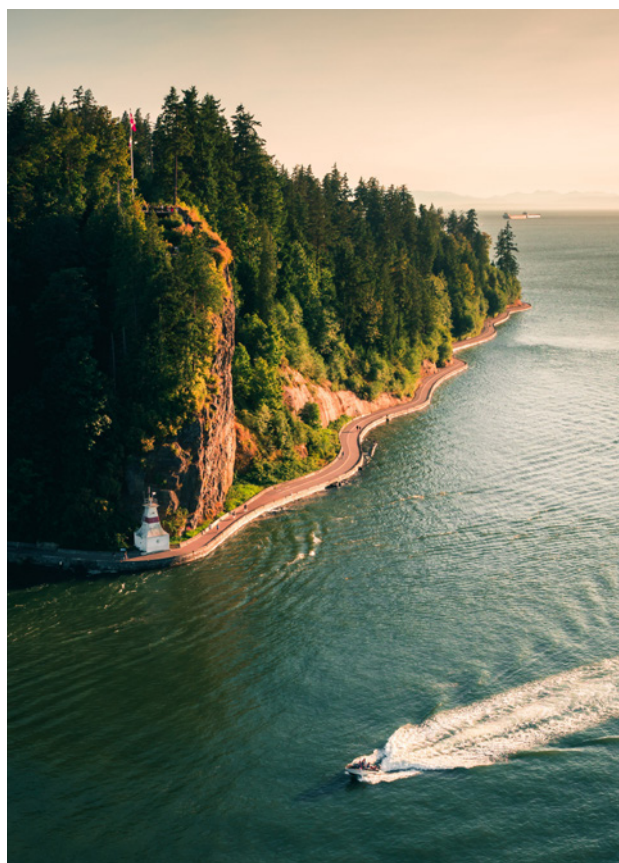
Annual progress reports will be provided to the Global Ireland Senior Officials' Group before submission to Government.

Updates will also be provided to the Export Trade Council and to the Oireachtas Joint Committee on Foreign Affairs and Trade, and Defence.

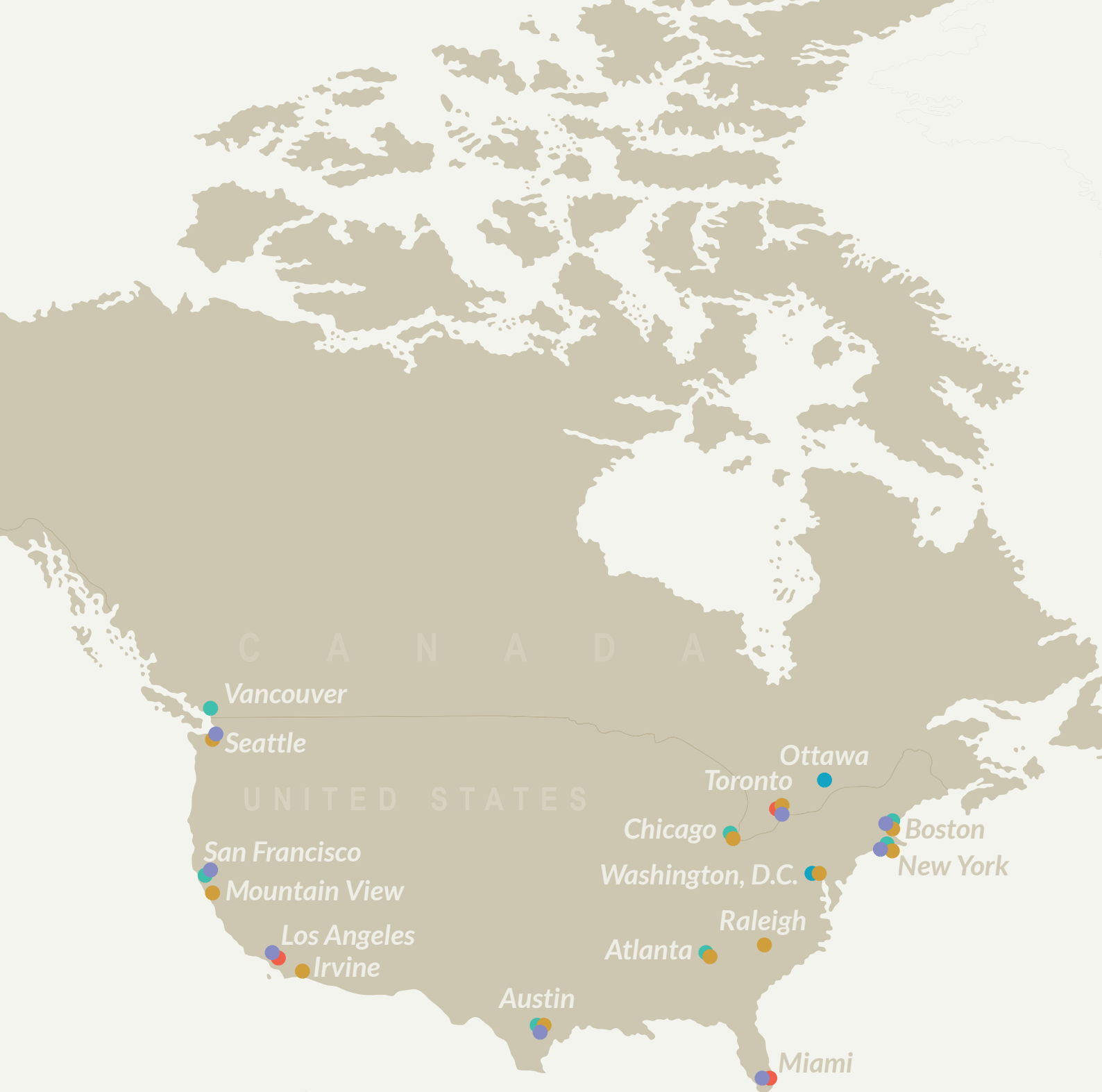
A mid-term review will take place in 2022.



Annie Rufino Charlotte GAA



Stanley Park, Vancouver, Canada



Ireland's Footprint in the US and Canada

- Embassies
- Consulates
- By 2025
- Current/Future IDA Ireland locations
- Current/Future Enterprise Ireland locations



Rialtas na hÉireann
Government of Ireland