



Rialtas na hÉireann  
Government of Ireland

# Global Ireland

## Progress Report Year 1

June 2018 – June 2019





**Rialtas na hÉireann**  
Government of Ireland

**Global Ireland Progress Report**  
Year 1 (June 2018-June 2019)

Prepared by the Department of the Taoiseach  
July 2019  
[www.gov.ie/globalireland](http://www.gov.ie/globalireland)

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# Foreword



Global Ireland is an expression of Ireland's ambition about what we want to accomplish on the international stage, and how we believe we can contribute in a positive way to the world we live in.

Within the EU, we are working to broaden and deepen our strategic and economic partnerships with other regions and partner countries, across Africa, Asia-Pacific, the Americas and the Middle East, as well as in our near European neighbourhood.

We believe in the multilateral system, with the United Nations and the World Trade Organisation at its core, and we see it as the best way to protect our national interests and progress our international objectives.

Last June, we launched Global Ireland, a strategic initiative to double Ireland's global footprint and impact by 2025. When I first announced this initiative, I recalled the words of Taoiseach John A. Costello in 1948, when he expressed a hope that Ireland could wield an influence in the world 'far in excess of what our mere physical size and the smallness of our population might warrant'. Global Ireland is our way of ensuring that we wield that influence for the greater good, spreading our values and sharing our culture, and showing leadership on the great issues of the century such as climate action and international development.

Humankind faces serious and pressing threats. Climate change and ecological degradation are damaging our planet. The international community is dealing with record numbers of peoples displaced, conflicts and migration crises that transcend regional boundaries, and trade tensions that threaten global economic growth.

All international politics eventually becomes local. We have to play our part now. With strong and sustainable economic growth, record-low unemployment levels and ongoing social progress, we know that our continued progress, prosperity and security is dependent on what is happening in the world around us. We are part of a global community that must, more than ever, pull together if it is to succeed in tackling the great challenges of our era.

Global Ireland is the most sustained expansion and renewal of Ireland's overseas presence ever undertaken by the State. It will have a significant positive economic, political and cultural impact. One hundred years ago, at the first meeting of the First Dáil, we sent a message to the free nations of the world expressing our belief that freedom and justice are the 'fundamental principles of international law'. We believed that through co-operating with others around the world we could bring an end to 'vested privileges', and counteract those who profited through empire or military force. One hundred years later, these same values are at the heart of Global Ireland. It is our vision for Ireland on the world stage, promoting our culture, upholding the principles of international law, engaging in free trade, and speaking out for freedom and justice.

A handwritten signature in black ink, which reads "Leo Varadkar". The signature is fluid and cursive, written in a professional style.

Leo Varadkar, T.D.  
Taoiseach

## Progress Overview

*Global Ireland* is the Government's strategic initiative to double the scope and impact of Ireland's global footprint by 2025. Just one year in, we are already seeing results.

# Progress Overview

## Introduction

*Global Ireland* is a multi-year strategy to double the scope and impact of Ireland's global footprint by 2025. It reflects the Government's determination to ensure that Ireland can effectively advance its strategic interests on the international stage.

By increasing Ireland's presence and visibility internationally, we are positioning ourselves to more effectively participate in the multilateral system, to contribute as a member of the international community, and to compete in global markets.

*Global Ireland* provides both the mandate and the means for departments and state agencies to be more ambitious in setting and pursuing their international objectives. Departments and agencies are now better prepared and resourced to navigate through this period of uncertainty.

The Government has invested considerable effort in securing the best outcome for Ireland in Brexit negotiations. Departments and agencies are working to minimise disruption, protect our economy, secure our trading relationship with the UK and diversify our sources of trade, tourism and inward investment.

We are significantly increasing and strengthening our agency operations and diplomatic network overseas. We are increasing expenditure on international development. We are investing more in promoting Ireland as a great country to visit, study in, work in, invest in or buy from. We are doing more than ever before to promote Ireland's culture and heritage, and the Irish language, abroad. And we are finding new ways to support Irish citizens abroad, and to connect with the Irish diaspora,

*Global Ireland* is not simply about investing more in our international presence. It is about ensuring that this investment is targeted in strategic ways, and delivers results that impact on people's lives and livelihoods, in Ireland and beyond.

While the focus at this early stage of the strategy has been on laying the foundation stones for future success, it is clear that implementation is well on track.

As data becomes available, future progress reports will quantify the impact of *Global Ireland* on key performance metrics such as market diversification and expansion of FDI, exports, tourism, international education, etc.

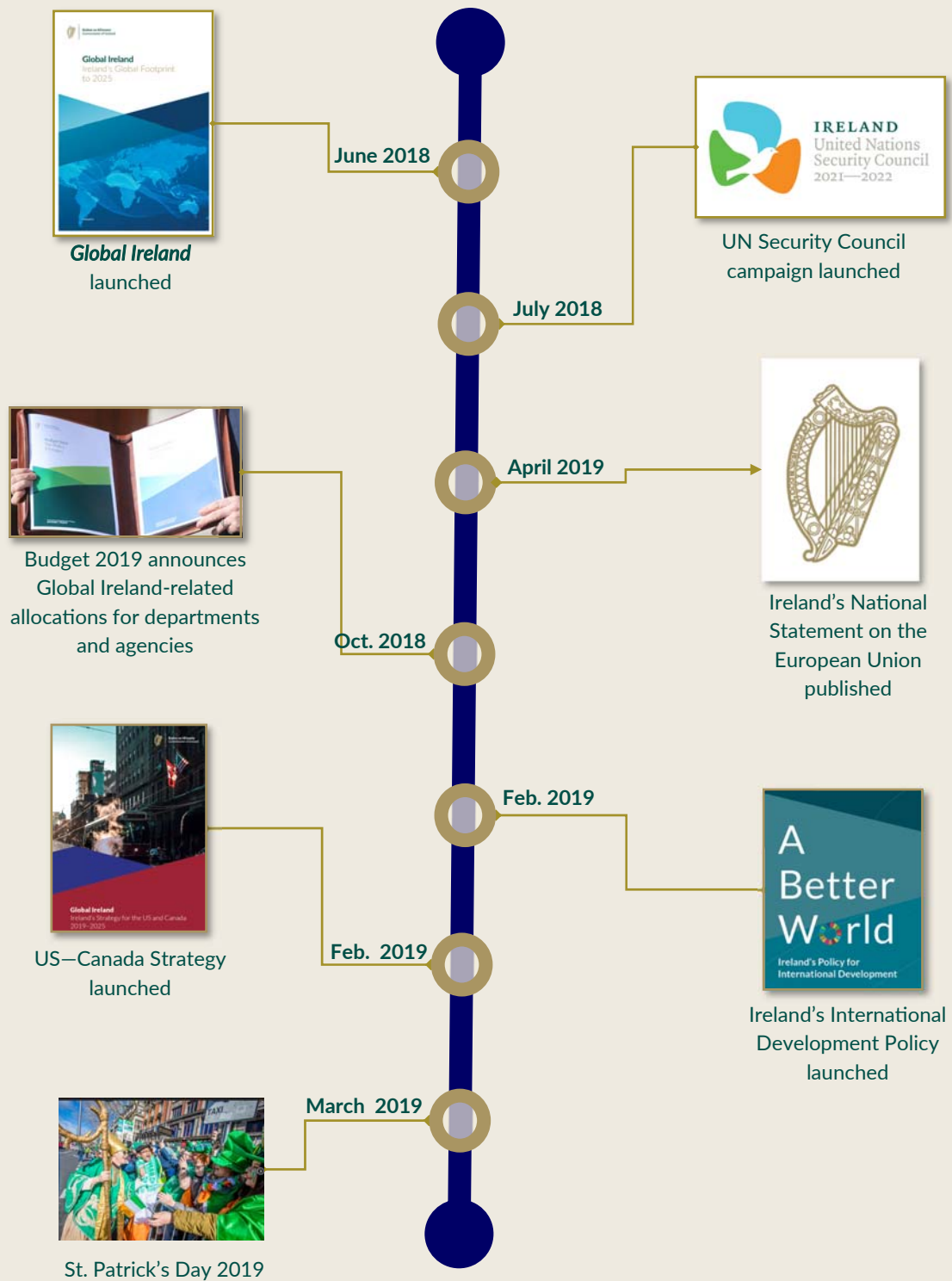
However, the table below highlights some of the early progress that it has been possible to capture. It shows that significant progress has already been made, with tangible achievements and continued momentum across government departments and agencies.

## Measuring progress

Objective by 2025	Headline progress in year to May 2019
Open at least 26 new diplomatic missions	New embassies opened in Wellington, Bogotá, Amman and Santiago de Chile. New Consulates General opened in Vancouver, Mumbai and Cardiff.
Increase the number of officers in embassies that currently have only one or two diplomatic officers	Ongoing progress across the diplomatic network.
Advance Ireland's interests in multilateral contexts, including the UN, WTO and OECD.	UN Security Council campaign launched.
Publish White Paper on International Development	A Better World—Ireland's new international development policy, published.
Augment Bord Bia's global footprint	Additional Bord Bia personnel appointed in New York and Warsaw, and new representatives in West Africa, North Africa and Japan.
Augment IDA's global footprint	New IDA office opened in Toronto; European footprint reconfigured to deal with post-Brexit opportunities and challenges.
Augment Enterprise Ireland's global footprint	New EI offices opened in Seattle and Manchester. Increased resources to support client diversification in the Eurozone, through the Irish Advantage campaign and expansion of existing offices.
Promote Irish culture	Five high-profile Cultural Ambassadors appointed. Global Ireland stakeholder conference held.
Improve Ireland's international reputation and profile	62 Ministerial-led missions and events in 2018 Largest-ever St. Patrick's Day international series undertaken in 2019, involving 56 high-level programmes across Europe, the Middle East, Africa, the Americas and Asia-Pacific.
Develop whole-of-Government regional strategies	US-Canada strategy launched.
Increase Ireland's participation in multilateral organisations	Ireland admitted as an Observer to the Organisation internationale de la francophonie (OIF).



*Global Ireland* provides the strategic framework for doubling the scope and impact of Ireland’s global footprint by 2025. Individual departments and agencies are designing and implementing a series of policies and initiatives that will contribute to achieving that goal. The graphic below sets out some relevant developments that support *Global Ireland* objectives.





# Investing in Ireland's global footprint

**Budget 2019 made significant allocations to  
Government departments and agencies in  
support of *Global Ireland* objectives...**

## Official Development Assistance

**+ €110 million**

the highest increase in Official Development Assistance in over a decade, with 2019 ODA forecast to reach almost €817 million, up €110 million (+16%) on 2018. This increase will enable Ireland to continue its leadership in responding to the acute and long-term needs of vulnerable populations affected by humanitarian crises, conflict, environmental and economic development challenges.

## Department of Foreign Affairs and Trade

**+ €13 million**

supporting the expansion of Ireland's diplomatic network, including in Wellington, Bogotá, Amman, Santiago de Chile, Vancouver, Mumbai, Cardiff, LA, Frankfurt, Kyiv, Manila and Rabat, plus the addition of resources at HQ and existing missions



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

## Department of Business, Enterprise and Innovation

**+ €8 million**

supporting the expansion of Ireland's enterprise development network internationally

€3m to the Department



€3m to Enterprise Ireland

€2m to IDA Ireland



## Culture Ireland

**+ €100,000**

enabling Culture Ireland to deliver a global programme of Irish arts (including in the Irish cultural centres in New York, Paris and London); to appoint cultural ambassadors and cultural officers abroad to promote Irish culture, and to convene a cultural stakeholders conference .

## Department of Agriculture, Food and the Marine

Budget 2019 allocation to create three new agriculture attaché positions in Mexico, Egypt and Berlin, and to recruit local hires the Gulf region (1) and China (2)

## Bord Bia

Budget 2019 allocation to enable Bord Bia expand its global reach, deploying additional personnel to New York, Warsaw, West Africa, North Africa and Japan, and contracting consultants for high potential markets across South and East Asia.

## Tourism Ireland

**+ €6 million**

Budget 2019 allocation, including €4m to develop priority markets (Germany, USA) and Developing Markets (China, India, Middle East), and €2m capital expenditure on digital infrastructure investment .

## **Expanding and deepening Ireland's global footprint**

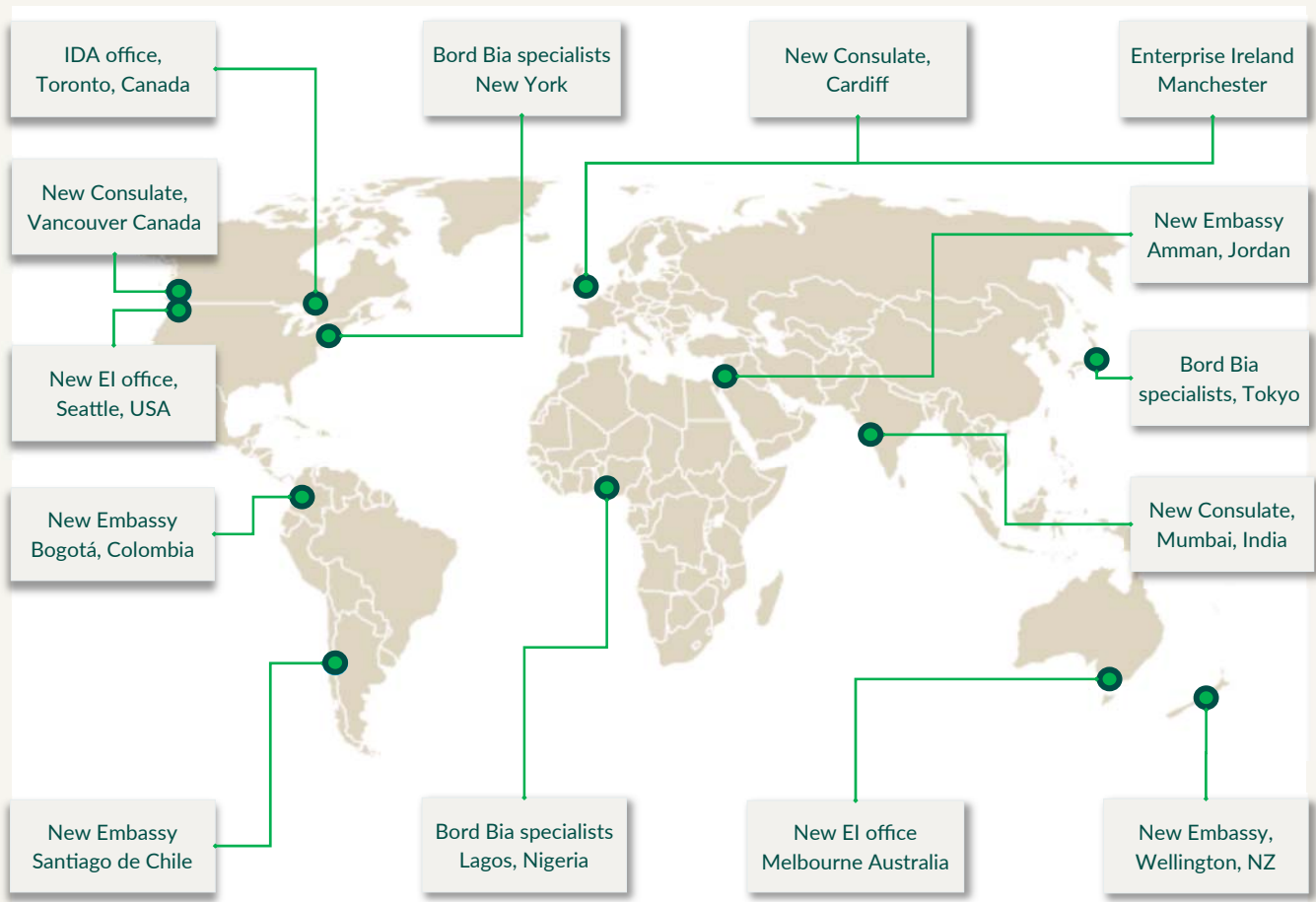
*Global Ireland* is a whole-of-government initiative, involving multiple departments and agencies.

Work on expanding and deepening Ireland's global footprint is already well underway.



## Mapping Ireland's expanding global footprint.

The map below charts the development of Ireland's global footprint during the first year of the Global Ireland initiative. Departments and agencies are actively extending their international presence, both by strengthening their operations in existing locations and opening up in new locations around the world. Throughout the remainder of 2019 and beyond, the pace and scale of this expansion will increase, as we endeavour to double the scope and impact of Ireland's international presence.



## Strengthening Ireland's place in the EU

*Global Ireland* reiterates the Government's determination that Ireland continue to be a central, engaged and active member state of the European Union, working to secure a strong and united Europe.

Working to deepen and strengthen our relationships with our European partners and with the EU institutions will be especially important in the period ahead as the UK leaves the EU. The Government will work to deliver the closest and most comprehensive future relationship between the EU and the UK.

To ensure that the voice of our citizens continues to be heard on the important issues confronting the EU, a Citizens' Dialogue was conducted between November 2017 and May 2018, with almost 1000 people participating in locations across the country. The Dialogue confirmed strong support for Ireland's membership of the EU, and a wish to cooperate closely with our partners on shared challenges including climate change, migration and cross-border crime.

The Government strongly supported the new Strategic Agenda for the EU, agreed at an informal Summit of Leaders in Sibiu in May 2019. This sets four over-arching priorities for the Union's work: protecting citizens and freedom; developing a strong and vibrant economic base; building a climate neutral, green, fair and inclusive future; and promoting European interests and values on the global stage.

Advancing our priorities at EU level - including securing a future budget for the

Union that protects Ireland's interests and completing the Single Market that we have helped to build together, making it fit for the future - will require a strategic approach to our EU engagement.

Under *Global Ireland* we are reinforcing and strengthening Ireland's relations with European partners and engagement with EU institutions, including through reinforcing our Embassy network in the EU and strengthening and widening of the presence of our agency personnel across Europe.

### **Over the last 12 months, progress has included:**

- ◇ Further deepening of relations with key EU partners, including implementing the findings of the review of Ireland-Germany relations and the opening of a new Consulate in Frankfurt;
- ◇ Completion of a review of Ireland-France relations, and strengthening networks with Nordic and Baltic partners;
- ◇ An intensive programme of visits to EU partners by the Taoiseach and ministers, including to build support for our position on Brexit. In 2019, this included Ministerial visits to every EU capital to mark St Patrick's Day;

- ◇ An increased Enterprise Ireland presence in its existing EU locations, a new office in Manchester, and extra resources for market diversification. During 2019, EI will open new offices in Berlin, Lyon, Copenhagen and expand its existing presence in Budapest and Milan;
- ◇ A reconfigured IDA footprint in Europe to deal with post-Brexit opportunities and challenges, relocating its EU headquarters from London to Frankfurt, and deploying additional personnel in both Paris and Frankfurt;
- ◇ A strengthening by the Department of Foreign Affairs and Trade of its representation at key diplomatic missions within the EU to deepen our understanding of and connection with other member states.

## Expanding Ireland's Diplomatic Network

Over the lifetime of *Global Ireland*, the Department of Foreign Affairs and Trade will open at least 26 new diplomatic missions, and strengthen the existing mission network. Since the initiative was launched last year, Ireland has opened new embassies in Wellington, Bogotá, Amman and Santiago de Chile, and new Consulates General in Vancouver, Mumbai and Cardiff. The expansion will continue in 2019, to include new Consulates General in Los Angeles and Frankfurt, with Embassies in Kyiv, Manila and Rabat to be established shortly thereafter.

## Ireland House

New missions overseas are being designed, where feasible, on the "Ireland

House" model of co-located facilities. The Department of Foreign Affairs and Trade is working closely with IDA and Enterprise Ireland to establish the first such Ireland House to open under *Global Ireland*, in Mumbai, India. Since the launch of *Global Ireland*, good progress has been made in expanding Ireland's existing missions in Washington DC, Abuja and Tokyo based on the "Ireland House" model. Once works are complete, these missions will provide co-located facilities for all departments and agencies involved in Team Ireland. The flagship Ireland House in Tokyo, due to be completed in 2021, will be a showcase for Ireland in Japan and a platform from which to promote deeper political, economic and cultural ties. Departments and agencies, including the Department of Foreign Affairs and Trade and the Department of Business, Enterprise and Innovation are also working to optimize "Team Ireland" structures, operational processes and synergies.

## Regional Strategies

Under *Global Ireland*, a number of cross-sectoral regional strategies are being published, helping to intensify Ireland's relations with specific regions, increasing trade and investment, improving political relationships, promoting Irish culture, and increasing people-to-people exchanges.

In February 2019, the Government published a regional strategy for the US and Canada. Regional strategies for Latin America and Caribbean, and Asia-Pacific will also be published in 2019.



## Developing Team Ireland

Team Ireland – our embassy network and state agencies – plays a vital role in increasing our exports to existing and new markets, and attracting economic activity, investment and tourism to Ireland. Under *Global Ireland*, departments and agencies are working together to optimise their capabilities and synergies overseas.

On 7 and 8 January 2019, Heads of Ireland’s diplomatic missions abroad met in Dublin Castle with their counterparts from Departments and Agencies to determine how *Global Ireland* can best be put into action in 2019. The event involved expert international speakers on global issues, including representatives of the New Zealand and Swedish Governments invited to share their experiences.

One of the keys to further developing the Team Ireland approach is enhanced mobility of officials across the diplomatic and civil services, including between the Departments of Business Enterprise and Innovation, Finance, and Foreign Affairs and Trade.

The Department of Finance now has nine officials assigned to Irish missions abroad, including five to Ireland’s Permanent Representation to the European Union, one to the Organisation for Economic Cooperation and Development, one to the Embassy of Ireland in Berlin, one to the Embassy of Ireland in London, and one to

Department of Foreign Affairs and Trade headquarters. Two officials from the Department of Foreign Affairs and Trade are seconded to the Department of Finance.

Departments also continue to appoint attachés in relevant posts, and these officers tend to co-locate with other members of ‘Team Ireland’ in-market. The Department of Agriculture, Food and the Marine anticipate creating three new agriculture attaché positions in 2019: one each in Mexico, Egypt and Berlin. It also expects to appoint three new local hires in the Gulf and China.

Science Foundation Ireland has recently created an overseas role placed within IDA offices on the West Coast of the US, working closely with colleagues at IDA and the wider Ireland in the US Team. This creates the opportunity to establish impactful international funding partnerships for Irish researchers, including Research Centres, with strategic partners from industry and philanthropy, as well as deepen existing alliances with US industry. Progress is also being made on the creation of an additional Science & Technology attaché position on the US east coast.

## Profile: Ireland's participation at Expo 2020



Ireland's participation in EXPO2020 in Dubai will showcase Ireland to a global audience, in a region with huge trade and investment potential. The EXPO2020 theme "Connecting Minds, Creating the Future" will highlight our traditions and capabilities in fields such as innovation, creativity and education.

EXPO will support a Team Ireland approach to promoting Ireland as a global partner for the development of new ideas and technologies in meeting international challenges, as well as an attractive location for business and investment cooperation. Our EXPO2020 presence will focus on reaching key groups including youth, business leaders, and potential research and innovation partners as well as collaborating with the Irish community in the UAE.

The Department of Foreign Affairs and Trade is leading the planning for Ireland's participation in Expo 2020 in Dubai. Since the launch of *Global Ireland*, the

Department has been working with other Departments and agencies that may participate in Ireland's pavilion, as well as other stakeholders. This outreach has informed the vision for and shape of Ireland's exhibition and programme of events.

The objectives of Ireland's participation include:

- Strengthening Ireland's bilateral and regional relations;
- Promoting Ireland as a place of pioneering scientific thought and innovation and a vibrant technological hub
- Generating new opportunities for cooperation in R&D
- Strengthening business-to-business links
- Promoting Ireland's education offering,
- Raising Ireland's visibility in the UAE and wider region.

The main focus of activity in 2019 will be the design and construction of Ireland's pavilion, which will be project managed by the Office of Public Works. Fit out of the Ireland Pavilion will be completed by August 2020, with Expo taking place from October 2020 to April 2021.

# Profile: Consulate General of Ireland, Vancouver

The Consulate of Ireland in Vancouver opened its doors to the public on 29 October 2018. Since then, it has been busy providing assistance to Irish citizens and businesses. It has held diverse events, including an inaugural Consulate Community Forum to promote greater synergies with community organisations, and a trade-focused event organised in collaboration with the Vancouver Chapter of the Ireland-Canada Chamber of Commerce.

To underpin and guide its work into 2019 and beyond, the Consulate has developed and commissioned two innovative projects. The first is a community mapping project, the first of its kind, which is being carried out by the Irish Women’s Network in Vancouver, with support from the University of British Columbia. The second is an online trade directory, mapping all companies interested in promoting trade links, particularly in priority sectors. The Consulate is already increasing Ireland’s profile and visibility, and in the coming years, will facilitate the development of trade and investment ties with Vancouver and Western Canada. Vancouver is a powerhouse of 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 closely with Team Ireland in Canada and in the Western United States to identify opportunities for Ireland in the city and region.



# Profile: Embassy of Ireland in Wellington, NZ

Ireland has opened a new embassy in Wellington, New Zealand, with Peter Ryan appointed as Ireland’s first resident ambassador. Peter presented his credentials to New Zealand Governor General Patsy Reddy in August 2018, wearing a Maori Korowai, or ceremonial cloak, which had been woven by a Maori elder of Irish heritage.

Since opening its doors, the Embassy has been busy supporting the work of the State Agencies, helping launch the Irish Business Network New Zealand in Wellington, and meeting with representatives of all of the Irish groups in New Zealand. It supported the inaugural NZ IrishFest, which involved over one hundred cultural events in Auckland, Christchurch and Wellington. Embassy representatives participated in the Pacific Islands Forum in Nauru, promoting greater awareness in the region of Ireland’s campaign for a seat on the UN Security Council.



## Expanding and diversifying inward investment

Under Global Ireland, IDA Ireland is committed to accelerating the diversification of FDI source markets, including by doubling growth in IDA-supported project investments from non-US markets in the period 2018-2024.

To enable it achieve these objectives, IDA intends to recruit approximately 100 additional personnel, at a rate of approximately 15 per annum, up to 2024. These new staff will reinforce IDA's overseas footprint in locations including Canada, the US, the EU, China, India, and South-East Asia.

In 2018, IDA opened an office in Toronto and appointed a country manager for Canada. It has also reconfigured its footprint in Europe, relocating its European headquarters from London to Frankfurt. This sends a clear signal of Ireland's continued commitment to the EU, and positions the IDA to better support existing clients, deliver new opportunities and respond to new competition post-Brexit. The Agency has also expanded its presence in Paris.

Meanwhile, the UK has been established as a separate market. IDA has appointed a UK country manager and is further expanding its presence there in order to secure investments as UK-based companies seek alternative locations

from which to service the EU market.

A growth markets pioneering team (based in IDA's Dublin HQ) has been established to target investment opportunities from non-traditional markets such as Turkey, the Middle East, South America and South Africa.

IDA's 2019 priorities include establishing a permanent presence in Seattle and Raleigh-Durham (North Carolina), and strengthening its teams in London, Frankfurt, Mountain View (California), Chicago and New York. IDA has undertaken detailed analysis to determine which markets could prove the most valuable sources of FDI in the medium term, and as a result will appoint locally-recruited "pathfinders" to target specific investment opportunities in Turkey, South Africa and the United Arab Emirates.

IDA's expanding international presence also gives rise to the need for additional support staff in Ireland. In 2019, IDA will appoint a Regional Manager for the North East, additional Property executives and an additional IT specialist.



## Promoting market diversification and export-led growth

Under *Global Ireland*, Enterprise Ireland aims to accelerate diversification of export markets, with the ambition to:

- double the total value of EI client exports outside the UK from the 2015 baseline by 2025;
- double Eurozone exports by 2025; and
- increase the diversification of client exports into new markets, with at least 70% of exports going beyond the UK by 2025.

To support these objectives, Enterprise Ireland is undertaking a targeted expansion of its overseas presence in both emerging and established international markets.

Enterprise Ireland's programme of trade missions for 2018 included 62 Ministerial-led missions and events, up from 57 in 2017. One of the main undertakings in the latter half of 2018 was the Trade Mission to China, as part of the China International Import Expo (CIIE). This Mission, led by the Minister for Business, Enterprise and Innovation, resulted in the signing of a number of multi-year contracts between Irish and Chinese firms totalling €50 million. The 2019 programme of trade missions will focus on four key areas; UK, Eurozone, Asia and US. The overall purpose of the Trade Mission Programme is to support the Government's diversification strategy for Irish exporters.

In 2019, the Agency will expand and strengthen its overseas network in 14 locations. The overseas staffing resources will be a combination of expatriate and locally-recruited appointments and consultants.

Enterprise Ireland will open new offices in seven locations: Manchester, Berlin, Lyon, Seattle, Melbourne, Copenhagen and Hanoi. Existing offices in Milan, Budapest, Sao Paulo and Boston will be expanded, while pathfinders will be appointed in new locations including Auckland, Shenzhen and Glasgow.

EI will accelerate the roll-out of its digital campaign Irish Advantage, promoting Irish innovation and capability to international buyers, supporting exporter diversification into priority markets including the Eurozone and Northern Europe, North America, Asia Pacific, SEMEAI and the UK.

Irish Advantage is a new approach to providing clients with market insights, buyer intelligence, buyer leads and introductions. It prioritises sectors including those which are Brexit-exposed, and those where there are significant end-market opportunities, including Digital Tech/ICT, Life Sciences/MedTech, Construction, Data Centres, Engineering, Agritech, Aerospace & Aviation, Fintech, BPO & Talent Management and Consumer Retail.

## Promoting Tourism

2018 was the best year ever for overseas tourism to Ireland, with growth from all main markets, including Great Britain. Under *Global Ireland*, Tourism Ireland is committed to tripling revenues from developing markets, including China, to €600 million a year, and doubling revenue from both the US and German markets.

Throughout 2019, the Agency will invest almost €4 million in realising these targets. It will strengthen its developing markets team with additional posts, including on the US west coast and in Hong Kong; appointing new Agents in mainland China; scoping out re-entry to the Japan market where it will increase its marketing around the Rugby World Cup.

Tourism Ireland will invest an additional €10 million in overseas tourism marketing in 2019, launching its first new global marketing campaign in seven years. Investment in developing markets will include increased digital marketing to maximise opportunities related to recent developments or upcoming events. For example, digital marketing in China will seek to maximise opportunities related to the commencement of new direct access services from Beijing and Hong Kong, whilst a marketing campaign in the Gulf markets will seek to increase visitors from that region following the relaxation of visa requirements. Tourism Ireland will also conduct a digital marketing campaign in Japan, coinciding with the Rugby World Cup.

Activity in the US and Germany will include two phases of TV and digital marketing campaigns to promote travel particularly in the off-peak season and highlight ease of access and value offers and fares from a multiplicity of gateway and feeder cities. There will also be increased investment to attract overseas publicity initiatives of scale to help create further stand-out for Ireland in these markets.

An additional €2 million capital funding has been allocated to Tourism Ireland to continue its digital investment in tourism marketing in 2019. Tourism Ireland's programme of Sales Missions will also be intensified with tourism industry delegations meeting hundreds of online travel and tour operators and travel media in 13 US and Canadian cities, in 4 cities in the UAE and India and 6 in China. Now in its 10th year, Tourism Ireland's Global Greening project is a powerful symbol of the impact of the Irish abroad and is an expression of our reach, our shared values and our ambition. Under *Global Ireland*, Tourism Ireland will seek to double the number of countries and individual sites where the Greening Initiative takes place. New additions for 2019 included Victoria Falls, The Eden Project in Cornwall, York's medieval City Walls and The Cotton Tree in Sierra Leone, which were among the over 470 sites that turned green in 55 countries around the world.



## Promoting Irish Agriculture and Agri-Food

*Global Ireland* emphasises the importance of accelerated market diversification in the agriculture sector, as a key part of the Government's response to the challenges posed by Brexit.

In March 2019, the Department of Agriculture, Food and the Marine published its first annual progress report on implementing the Action Plan on Market Access. The report highlights a number of important successes, including securing market access to China for Irish beef, Kuwait and Qatar for meat exports, and significant ongoing work in relation to the dairy, seafood and live animal sectors. New or more liberal health certificates were agreed for various products in Israel, Egypt, Libya, Qatar, Saudi Arabia, Singapore and South Africa.

In May 2018 the Department launched [www.marketaccess.agriculture.gov.ie](http://www.marketaccess.agriculture.gov.ie), a new Market Access Portal which acts as a one-stop-shop for detailed information on market access and export opportunities into agri-food markets around the world. The Department continues to work with industry on market diversification, to reduce the sector's exposure to the UK market. Against the backdrop of EU-agreed trade deals such as those completed with Canada, Japan and Mexico, the Department continues to prioritise efforts to gain access to new third country markets and, equally importantly, to deepen existing markets for Irish dairy products.

Overall, agri-food exports to countries outside the EU have increased from

around €2.7 billion to €3.6 billion in the period 2014 to 2018. This represents very rapid growth of 36% in that four year timeframe. Agri-Food Trade Missions play an important role in developing Ireland's presence in as many global markets as possible. In 2018, there were ministerial-led missions to the US, Canada, China, Indonesia and Malaysia, and to date in 2019 missions to Turkey and China, with visits planned for Japan, South Korea, Egypt and Algeria.

The Department is also expanding its own global footprint, with the addition of four new agricultural attachés to be appointed later in 2019 to Berlin, Tokyo, Seoul and Mexico.

Bord Bia is also expanding its global reach, through recruitment of additional personnel in key global markets. In 2018 this included expansion of Bord Bia teams in Dusseldorf, London, Singapore, Shanghai, Warsaw, and Dubai.

Plans are in place to further accelerate this growth in 2019, by expanding office numbers in New York as well as placing the first Bord Bia representatives in West Africa, North Africa and Japan. Complementary to this work will be the roll out of a team of contracted consultants, 'Experts on the Ground,' in high potential markets across South and East Asia.

Additional investment will be made on Insight Projects to better understand changing market and consumer trends in the high potential regions identified in Bord Bia's Prioritising Markets report.

## Promoting Culture

Under the Global Ireland initiative, Culture Ireland will deliver a global programme of Irish arts in 2019 with a budget of €4.1m. This programme will target growth markets for trade and tourism, including China.

The Government recently announced the appointment of five Cultural Ambassadors. Master musician and founding member of The Gloaming, Martin Hayes, leading architects, Shelley McNamara and Yvonne Farrell of Grafton Architects, award-winning actor Ruth Negga and Pulitzer Prize winning poet Paul Muldoon have all accepted the role for a period of three years. The Cultural Ambassadors will raise the public focus on arts and culture as a means of promoting Ireland globally, provide advice and input on strategic cultural initiatives and participate in key events and projects.

To achieve a wider reach for Irish arts, Culture Ireland will promote Irish artists at a series of showcase events, building on the 470 events that took place in 49 different countries during 2018.

Plans are also being developed for the appointment in 2019 of Cultural Officers abroad. These officers will be tasked with

promoting Irish culture, creating new opportunities for Irish artists in key locations and maximizing the impact internationally of Government support for Irish artists.

A major conference of cultural stakeholders was held in Dublin Castle in January 2019. This conference sought to identify how best to improve Ireland's global visibility and strengthen our global relationships. Participants included Irish artists of international renown, as well as business, tourism and cultural interests in Ireland.

The Government recently committed £1m towards the redevelopment of the London Irish Centre in Camden in London as part of the Global Ireland 2025 initiative. The London Irish Centre will be a flagship Irish cultural centre, alongside the Irish Arts Center, New York and Centre Culturel Irlandais in Paris which present a year-round programme of Irish artists in these key cultural cities. Supported by significant investment from the Irish Government, the Irish Arts Centre in New York broke ground on its new upgraded facility on 11 October 2018. The project is due for completion in 2020.

## Promoting the Irish Language

The Irish language, one of Europe's oldest languages still in use, is thought to have been spoken in Ireland for over 2,500 years. The language has a key role to play in making cultural and heritage connections, not least with the global Irish diaspora where the language strengthens links to home and maintains expressions of Irish identity through generations. The Department of Culture, Heritage and the Gaeltacht (DCHG) is currently engaged in a wide variety of Irish language work which focuses on the Global Community.

## Third Level Education Overseas

DCHG currently provides funding of over €1m per annum for teaching Irish in over forty universities worldwide. The objective of the funding is to promote and foster goodwill for the Irish language outside Ireland and to provide a platform on which the Irish language can be accessed and showcased as an international language.

2019 sees the addition of additional universities in the USA and Canada to the scheme, as well as a new unique Mohawk Irish Language Scholarship, announced in April 2019 by Government Chief Whip and Minister of State for the Irish Language, the Gaeltacht and the Islands Seán Kyne TD, and Grand Chief Joseph Tokwiro Norton of the Mohawk Nation. This award will facilitate a Mohawk Scholar to attend an Irish Language course in An Cheathrú Rua each year.

**Fáilte ar line**, a *Massive Open Online Course*, has been developed by Dublin City University with funding from DCHG. Through this unique and innovative programme, participants are able to progress from beginner level to complete a degree in the Irish language – entirely online. The programme has had over 45,000 users in over 130 countries participating over the course of the first year.

**Trasna na dTonnta** is an online or 'cyberGaeltacht', which takes place on Twitter. The aim of this event is to create a worldwide engagement around the Irish language by encouraging all those 'across the waves' who feel a connection with Ireland to post online messages 'as gaeilge'. 2019 was the third year of the campaign, and over the course of 5 days in February nearly 11,000 #trasnanadtonnta tweets from 102 countries reached 5.7 million people worldwide.

**Cultúr Club** is a collective title for a variety of exciting and innovative initiatives being developed by Conradh na Gaeilge, with funding from DCHG and the Department of Foreign Affairs and Trade, to help foster a stronger sense of Irish identity, especially among the Irish abroad. During 2018 three pilot schemes were initiated in Great Britain, Australia and New Zealand.

## Connecting with the wider world

*Global Ireland* emphasises the importance of our citizens overseas, our 70 million-strong diaspora, and the power of our culture and heritage in building new connections internationally...

## **Irish Diaspora and Citizens Abroad**

Global Ireland commits the Department of Foreign Affairs and Trade to developing a new policy and strategic approach to supporting our citizens overseas and diaspora networks internationally. A consultation process on the new Diaspora policy will be conducted in 2019. This will involve stakeholder engagement, public consultations in Ireland and abroad hosted by the Tánaiste and Minister of State for the Diaspora and International Development, and further consultations facilitated by our Missions abroad.

## **Referendum on extending the voting franchise at Presidential elections.**

The Government has agreed that the preferred option for a referendum on extending the franchise at Presidential elections is for an extension of the franchise to all citizens resident outside the State, including citizens resident in Northern Ireland.

This decision will now inform the development of a Constitution Amendment Bill which will be prepared and published in good time for a Referendum Commission to be established and to carry out its statutory functions, and to allow for the holding of a referendum in October or November 2019, subject to the passage of the Bill by

both Houses of the Oireachtas.

## **St. Patrick's Day 2019**

St. Patrick's Day offers a unique opportunity to engage with the global Irish community and to promote Ireland's economic and political interests overseas, with levels of publicity and media attention unmatched by the national day of any other country.

This year's St. Patrick's programme was the first undertaken since the launch of Global Ireland. As such, it marked an unprecedented investment by Government in promoting Ireland's interests against the background of Brexit.

It witnessed the largest number of countries ever visited for St. Patrick's Day. In all, the Taoiseach and Tánaiste along with 13 Ministers, 19 Ministers of State, the Attorney General, Ceann Comhairle and Cathaoirleach undertook 56 programmes across Europe, the Middle East, Africa, the Americas, and the Asia-Pacific region.



# St. Patrick's Day 2019

An unrivalled opportunity to focus attention on Ireland, promote our economic interests overseas and connect with the Irish diaspora



**1,796** events in total hosted or supported by Ireland's Embassy and Agency network



Peacekeeping Missions were visited in Lebanon and Cyprus



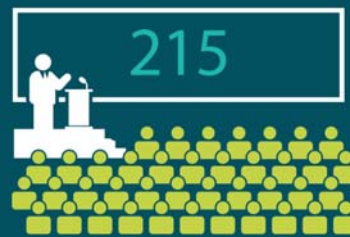
Promoting Ireland as a great place to live, work, visit, invest, study, and do business



116 cities

56 countries

Members of the Government, the Ceann Comhairle, and Cathaoirleach promoted Irish economic interests in 116 cities in 56 countries



215 dedicated business events were organised worldwide attended by over 9,970 business executives

Global Greenings **470** 470+ iconic landmarks in 55 countries went green as part of the 10th anniversary of Global Greening







# St. Patrick's Day 2019

An unrivalled opportunity to focus attention on Ireland,  
promote our economic interests overseas and connect  
with the Irish diaspora



Connect with the Irish diaspora  
and those with an affinity to Ireland

501



501 community and cultural events  
organised or supported by the Embassy network





## International Reputation and Communications

The strength of Ireland's reputation is crucial to our influence and ability to advance our policy objectives internationally. Under *Global Ireland*, a range of departments and agencies are implementing international marketing and communications campaigns.

The Department of Foreign Affairs and Trade will publish a Global Communications Strategy in 2019, co-ordinated across all relevant stakeholders, that will present a unified image of Ireland as a good place in which to live, work, do business, invest and visit. This strategy will drive Ireland's visibility, reputation and relevance internationally and will include a number of actions to promote Ireland's interests overseas, including our role and responsibility as a global citizen. The Strategy will also increase awareness of Ireland's long-term international policy objectives with Irish citizens and the diaspora as part of a structured programme of citizen engagement.

A primary focus of this programme will be on collaborating with the education sector, to engage second-level students in the central elements of *Global Ireland 2025*.

The 'Global Schools' programme, which will run throughout 2019, will see officials from the Department of Foreign Affairs & Trade and Irish UN Peacekeepers visiting all 770 second level schools in the country to present a UN flag and a copy of the UN Charter.

Under the Future Jobs Initiative, the Department of Foreign Affairs and Trade will report on the perceptions and attractiveness of Ireland as a place to live and work among students and young adults across the European Union post-Brexit.

Under the EU Jobs Campaign, the Department of Foreign Affairs and Trade is working to raise awareness of the range of positions available within the EU institutions, where Irish citizens can help to shape EU policies and legislation and contribute to the success of the European project

## Creative Ireland

Creative Ireland has been extraordinarily successful in raising the profile of Irish culture and creativity, at home and abroad. Its unique approach to enabling and leveraging Irish creativity has now been embedded in Global Ireland, which recognises the vital importance of creating “a compelling and imaginative proposition about Ireland based on our culture and creativity”.

Particularly as Ireland deals with Brexit-related challenges in 2019 and beyond, the narrative of Irish creativity and innovation will continue to be important to our international reputation. As a whole-of-Government initiative, Creative Ireland will support alignment across agencies and Departments with responsibility for promoting Ireland internationally.

Through the Creative Ireland Programme, Ireland is now among the first countries in the world to prioritise creativity as a critical input to personal and collective wellbeing and success.

As an all-of-Government culture based initiative, the Programme is raising the profile and impact of Irish culture and creativity, at home and abroad. Internationally, the Programme is supporting pioneering initiatives such as the launch of Europe’s first orchestra for young disabled musicians through the Royal Irish Academy of Music, international expansion of the Fighting Words creative writing programme, and plans to extend Cruinniú na nÓg, Ireland’s first national day of free creativity for children and young people, internationally through our Embassy network.



## International Education

The Department of Education and Skills is overseeing a whole of government approach to promoting Ireland as a location for international education. Enterprise Ireland operates the *Education Ireland* initiative to promote Ireland in existing and emerging markets.

In 2018, two additional full time staff were appointed by EI to support Higher Education Institutions internationally. Two pathfinders were also recruited with responsibility for the Americas and the Middle East & Africa. Steady progress is being made towards the target of 15% international students in the full time student population. Latest available figures for the 2017/18 academic year indicate that there were 38,187 international students in the overall student population, up from 35,571 in the previous year. Sixty Government of Ireland scholarships were awarded for the 2018/2019 academic year and it is expected that 4,400 students will participate on Erasmus by 2020.

The Academic Mobility Programme

supports the outward mobility of staff from Irish higher education institutions to countries on any continent. The purpose of the initiative is to support the creation of teaching, learning and international research collaborations with HEIs from any country in the world. In 2019, the €500,000 fund will support some 36 projects from 12 Higher Education Institution's.

The Department is also keen to develop networks of international alumni around the world who will be of key interest as we increase our global footprint. Three alumni events were arranged in Washington, Toronto and Bangkok in 2018, with further events planned for 2019.

The Department of Education and Skills continues to work with relevant bodies to introduce a curricular specification for new learners of Mandarin Chinese for Leaving Certificate and curricular specifications for heritage speakers of Polish, Lithuanian and Portuguese, with implementation in 2020 for first Leaving Certificate exam in 2022.

## Profile: the Choctaw - Ireland Scholarship

### Enhancing Ireland—Choctaw relations

In March 2018, Taoiseach Leo Varadkar visited the headquarters of the Choctaw Nation in Durant, Oklahoma. During his visit, the Taoiseach announced the establishment of the Choctaw-Ireland Scholarship, in recognition of the act of generosity and solidarity shown by Choctaw Nation towards the people of Ireland during the Great Famine of the mid-Nineteenth Century, and to foster and deepen the ties between the two nations today.

The Scholarship has been established as a joint initiative of the Irish Government and the Choctaw Nation, to deepen contemporary bilateral relations between the two nations, to increase understanding of the historic relationship between Ireland and the Choctaw Nation, to foster interest in the history, culture and society of the two nations and to build people-to-people connections that will enrich this and future generations.

The scholarship is co-funded by the Department of Education and Skills and the Chahta Foundation. The first scholarship will be awarded for the academic term 2019-2020, and will be provided by University College Cork.



# International Development, Peace and Security

*Global Ireland* emphasises the need for Ireland to do more in terms of our contribution to international development, peace and security...



## Official Development Assistance

*Global Ireland* recognises the vital role of international development in shaping the world in which we live. In February 2019, the Government published *A Better World*, Ireland's policy for International Development. The emphasis in the new policy is to update our traditional focus on 'the poorest of the poor' to focus on the pledge of the SDGs to reach 'the furthest behind first'.

*A Better World* reaffirms the Government's commitment to delivering 0.7% of Gross National Income (GNI) to Official Development Assistance (ODA) by 2030. The new policy provides a framework for this expansion of Ireland's ODA, which coincides with the lifetime of the United Nations Sustainable Development Goals (SDGs), and puts in place building blocks for improving coherence in delivery over that time period.

Building on our history as a good citizen of the world, the policy will intensify our work on Women, Peace and Security and on gender based violence, help better fight the epidemics of HIV, TB and malaria and develop new initiatives on sexual and reproductive health and rights, as well as exploring innovative global solutions to climate action and climate impact.

We will increase our support for education, especially for girls and in emergencies.

It will also enable us to better deal with humanitarian crises so we can provide rapid responses to sudden onset crises,



while at the same time developing a more comprehensive Irish response to peace and security challenges.

In addition to a continued and deepened engagement in Africa and the Middle East, the new policy will seek to respond to conflict and fragility in Asia, Latin America and Small Island Developing States, and – as resources come on stream – in the Near Neighborhood. This will support the Global Ireland expansion of Ireland's diplomatic presence and influence.

*Global Ireland* highlights the important role that Ireland's membership of international financial institutions (IFIs) play in Ireland's development cooperation. Our membership of IFIs allows us to actively participate in globally significant policy discussions, and to strengthen our political and economic ties to increasingly important regions. Following the passage of enabling legislation, Ireland expects to join the African Development Bank in 2019. Membership of International Financial Institutions (IFIs) like the African Development Bank augment Ireland's bilateral aid programme and provide an international platform for developing relationships with key partners on economic and development issues.

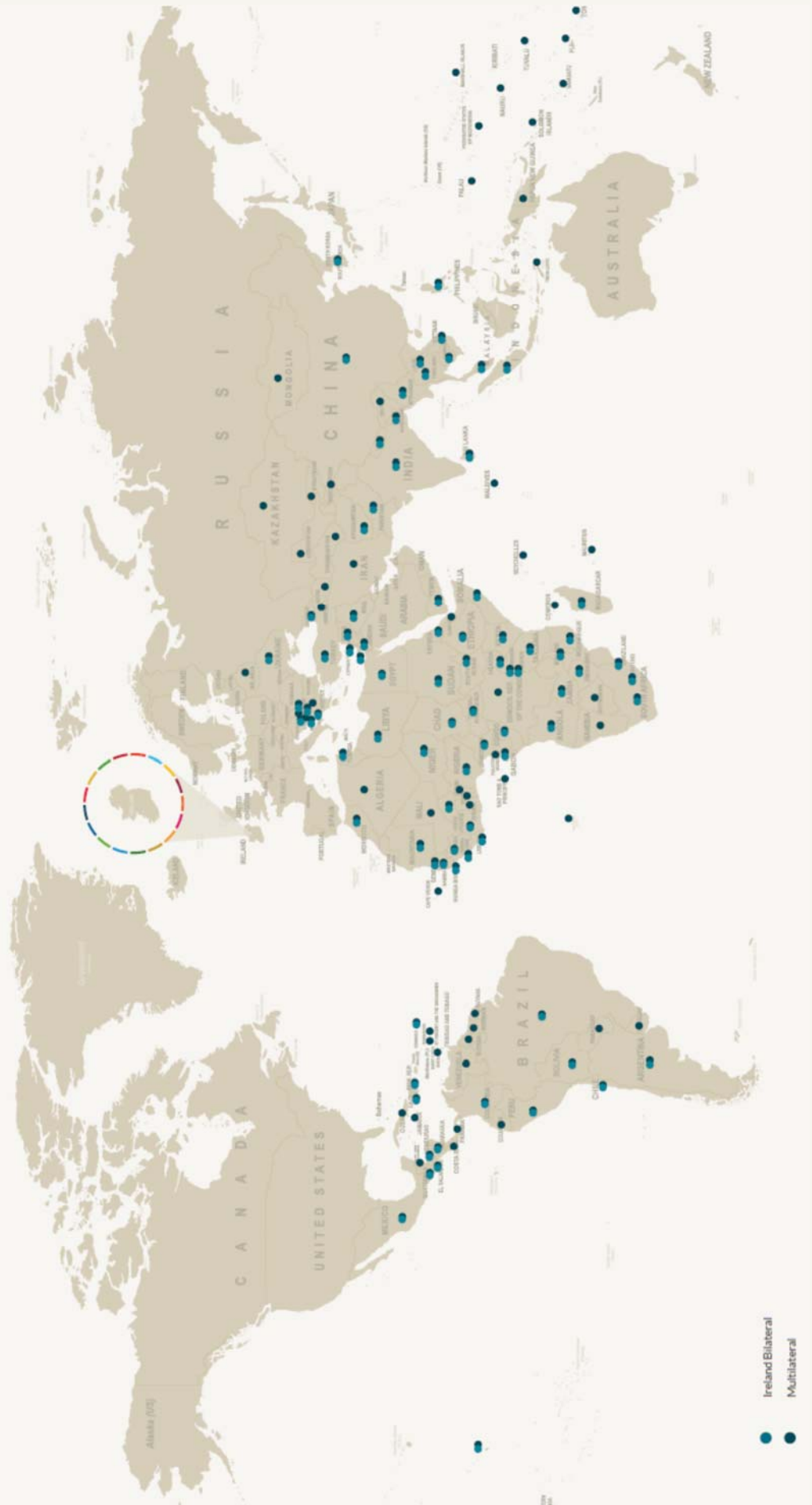
The policy also highlights the value of an increased budget for Official Development Assistance between now and 2030. Budget 2019 saw the highest increase in funding available in over a decade, with Official Development Assistance forecast to reach almost €817

million in 2019, an increase of approximately €110 million (+16%) on 2018.

These extra resources will support work on reducing global poverty and hunger in some of the world's least developed countries, increase our response to the unprecedented level of humanitarian needs worldwide, while helping to build resilience and sustainable and secure livelihoods for people who are furthest behind.

Ireland's ODA programme is widely regarded as one of the highest quality development programmes in the world. As part of the *Global Ireland* strategy, development cooperation and ODA will assist in deepening Ireland's bilateral and multilateral relations, for example with likeminded European Union Member States and the United Nations, through engagement in areas of mutual interest.

## Ireland's Official Development Assistance



## Ireland's UN Security Council Campaign

*Global Ireland* highlights the need for Ireland to deepen our engagement with international partners, particularly through multilateral organisations including the United Nations.

A central part of this drive for deeper engagement with the multilateral system is Ireland's campaign for election to the UN Security Council for the 2021-2022 term. Ireland is competing with Norway and Canada for the two available seats on the Council.

The Taoiseach officially launched Ireland's campaign at UN headquarters in New York in July 2018. Throughout the remainder of 2018, the Taoiseach, Tánaiste and ministerial colleagues extensively promoted Ireland's candidature. Officials from the

Department of Foreign Affairs and Trade, in Ireland, at the Permanent Representations to the UN in New York and Geneva, and throughout the Embassy network, have been actively presenting Ireland's case and seeking support among the other 192 UN Member States.

If elected, Ireland will have an opportunity to bring our perspective to bear on some of the most important questions relating to international peace and security. The network of international relationships and contacts that Ireland has been building during the campaign represent a valuable asset which will stand to the country in the years ahead.



**IRELAND**  
United Nations  
Security Council  
2021—2022

## Security and Defence

Since the launch of *Global Ireland*, there have been, on average, more than 600 Defence Forces personnel deployed at any given moment across 9 different international missions and to range of international organisations and National representations. The two largest of these deployments are the UNIFIL mission in Lebanon (with 458 personnel deployed), and UNDOF on the Golan Heights (136 personnel deployed).

During 2018, two Irish naval vessels, the LÉ Samuel Beckett and LÉ James Joyce, deployed to Operation Sophia, the EU Common Security and Defence Policy operation in the Mediterranean. Other missions in which Defence Forces personnel are currently deployed include the EU Training Mission in Mali (EUTM Mali); the EUFOR mission in Bosnia and Herzegovina and the NATO-led international security presence (KFOR) in Kosovo.

Ireland also contributes observers and staff to various UN and OSCE missions, and personnel to the UN, EU, NATO/PfP and OSCE headquarters.

In 2018, a Defence Forces ordnance specialist was employed as part of the Joint Technical Group for Disarmament, Demobilisation and Reintegration in Mozambique.

In a further expression of Ireland's commitment to the UN, Dáil Éireann approved two motions in June 2019 on the participation of Irish Defence Forces personnel in new deployments: first, a deployment of the Army Ranger Wing to the UN MINUSMA mission in Mali; and second, a Defence Forces contribution to join a German-led EU battle group.

An Garda Síochána has continued to play an active role in UN Deployments, with 13 members working with UNFICYP in Cyprus and 2 seconded to EULEX Kosovo.

The Department of Foreign Affairs and Trade seconds experts to civilian crisis management missions under the EU's Common Security and Defence Policy. 15 experts are currently deployed to Georgia, Iraq, Kosovo, Mali, Niger, Palestine, Somalia and Ukraine.





**Rialtas na hÉireann**  
Government of Ireland

Prepared by the Department of the Taoiseach  
July 2019

[www.gov.ie/globalireland](http://www.gov.ie/globalireland)



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