

PRESS RELEASE

Enterprise Ireland Trade Mission to Boost Investment in Australia

- Ireland's Deputy Prime Minister will lead 30 Irish companies on Trade & Investment Mission to Australia -

SYDNEY – 17th March 2010 (St. Patrick's Day) – Enterprise Ireland, the government agency responsible for the development and promotion of Ireland's indigenous business sector, today announced details of an upcoming Trade & Investment Mission to Australia.

The trade mission, hosted by Enterprise Ireland, will be led by Ireland's Deputy Prime Minister (Tánaiste) and Minister for Enterprise, Trade and Employment, Mary Coughlan. The primary objective of the trade mission is to promote Ireland as a competitive source of world-class expertise, products and business partnerships.

Approximately thirty Irish companies will accompany Minister Coughlan when she travels to Australia in May as part of the first official trade mission to this country. The trade mission, which will be hosted throughout Sydney, Melbourne and Canberra will provide an opportunity for each company to deepen their trade and commercial ties with the country and explore the true potential of setting up operations here. Minister Coughlan will also take the opportunity to engage with a number of Government officials during her visit to Australia.

Commenting on the impending trade mission, Paul Burfield, Director of Enterprise Ireland in ANZ, said, "One of the key objectives of this trade and investment mission is to provide a platform for Irish companies to investigate investment opportunities in the Australian market, and in particular, to actively explore the potential for developing mutually beneficial alliances between Irish and Australian companies."

He continued, "Two-way trade between Australia and Ireland is worth approximately \$3 billion, a figure we believe has the potential to grow exponentially through increased collaboration between Ireland and Australia. Similarly, Australia represents a unique opportunity for Irish companies given its close proximity to the wider Asia region, which continues to thrive."

Every year, Enterprise Ireland successfully assists Irish companies with their efforts to expand into international markets. With a specific focus on the SMB sector, it currently provides consultancy services and business development advice to approximately 150 Irish companies throughout Australia & New Zealand. The type of companies Enterprise Ireland provides support to

include ICT companies, manufacturers of agricultural machinery, as well as, companies dealing in life science products and/or research.

“Few people realise that the value of Ireland’s exports of software & services exceed the value of Australia’s exports of Iron Ore. Ireland has an immensely rich and innovative legacy in technology. Over the past year we have seen how truly connected markets and economies have become. It is subsequently more important than ever that new opportunities are explored to achieve growth in trade, which benefits all involved.”

About Enterprise Ireland

Enterprise Ireland is the government agency responsible for the development and promotion of the indigenous business sector. Its mission is to accelerate the development of world-class Irish companies to achieve strong positions in global markets resulting in increased national and regional prosperity. For more information please visit: <http://www.enterprise-ireland.com>

Media Contacts:

Gemma Maughan
LEWIS PR (On behalf of Enterprise Ireland)
T: +61 2 9409 3100
E: gemmam@lewispr.com

Scott Pettet
LEWIS PR (On behalf of Enterprise Ireland)
T: +61 2 9409 3100
E: scottp@lewispr.com