

# Ireland's Rising Exports

Sino –Irish Seminar

# China's Emerging Markets

Dublin City Council

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# Your Gateway to World Markets



Recovery  
Exports 2010  
Highest Level  
Ever

# Summary of Total Irish Exports

Jan-Dec 2010

€ Million	2009 Jan -Dec	2010 Jan-Dec	Diff €	% Change
Merchandise	84,289	89,592	+5,303	+6.3%
Services	66,634	71,417	+4,783	+7.2%
<b>TOTAL</b>	<b>150,926</b>	<b>161,009</b>	<b>+10B</b>	<b>+6.7%</b>

# Today



**1. Opportunity**

**2. Challenge**

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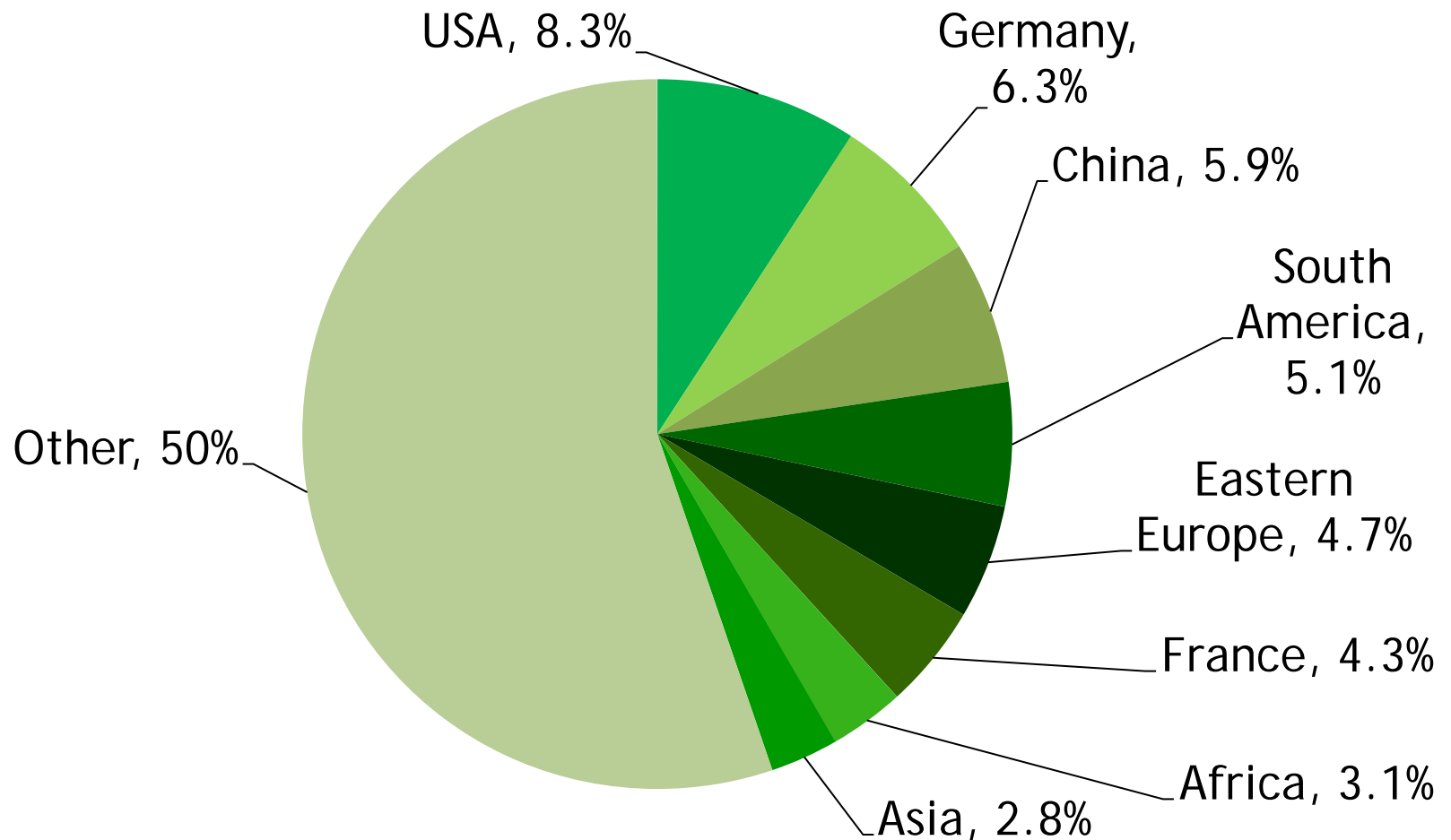


**3. Action**

# Where are Opportunities

> IEA Survey

# *Opportunities: If yes, what new markets have you been targeting?*



# Exports to Asia

	€000s	€ 000s	%
Australia	580747	727620	25
China	166512	1632662	881
India	109740	158509	44
Japan	3122857	1700670	-46
Malaysia	753548	819040	9
Philippines	691793	117663	-83
S. Korea	1045823	330098	-68
Singapore	506349	478926	-5
Thailand	141120	161094	14
Taiwan	199756	250062	25

China 2010

GDP \$5Tr.

2<sup>nd</sup> Largest

Globally

# Opportunities



- 50% world population
- Number 2 & 3 economies
- 3 of 4 fastest growing
- 26% nominal GDP today
- 45% nominal GDP 2030
- Largest online population



# Opportunities



- Expanding Middle Class
- Online Population
- Ageing Demographic – seeking more and less expensive healthcare solutions
- Small family size – also spending more on self indulgence, education
- Technology early adopters – open to new technology solutions
- Highly Quality or Brand Conscious & prepared to pay for it
- Travelling More & More

What are the  
Challenges for  
exporters???

# Irish Market Share of Asian Markets



# Challenges

- Lack of understanding
- Cultural
- Time
- Distance
- Commitment



# Challenges: What do you consider to be the most significant barriers to doing business overseas?

	Germany	China	India	Japan	USA	UK	Poland
% of Firms							
Establishing Relationships	15	21	15	16	12	12	10
Marketing Costs	15	16	13	12	19	18	8
Scale Required for Larger Markets	11	22	14	9	24	16	4
Staffing Issues	12	25	17	12	16	8	10
Capital Investment Required	15	18	10	13	23	13	9
Logistics	10	22	19	15	15	11	8
Language / Culture	9	30	20	28	2	1	10
Exchange Rate Issues	2	14	9	9	28	35	3
Other	15	17	17	12	17	12	9

## Section One: Challenges and Opportunities facing Exporters

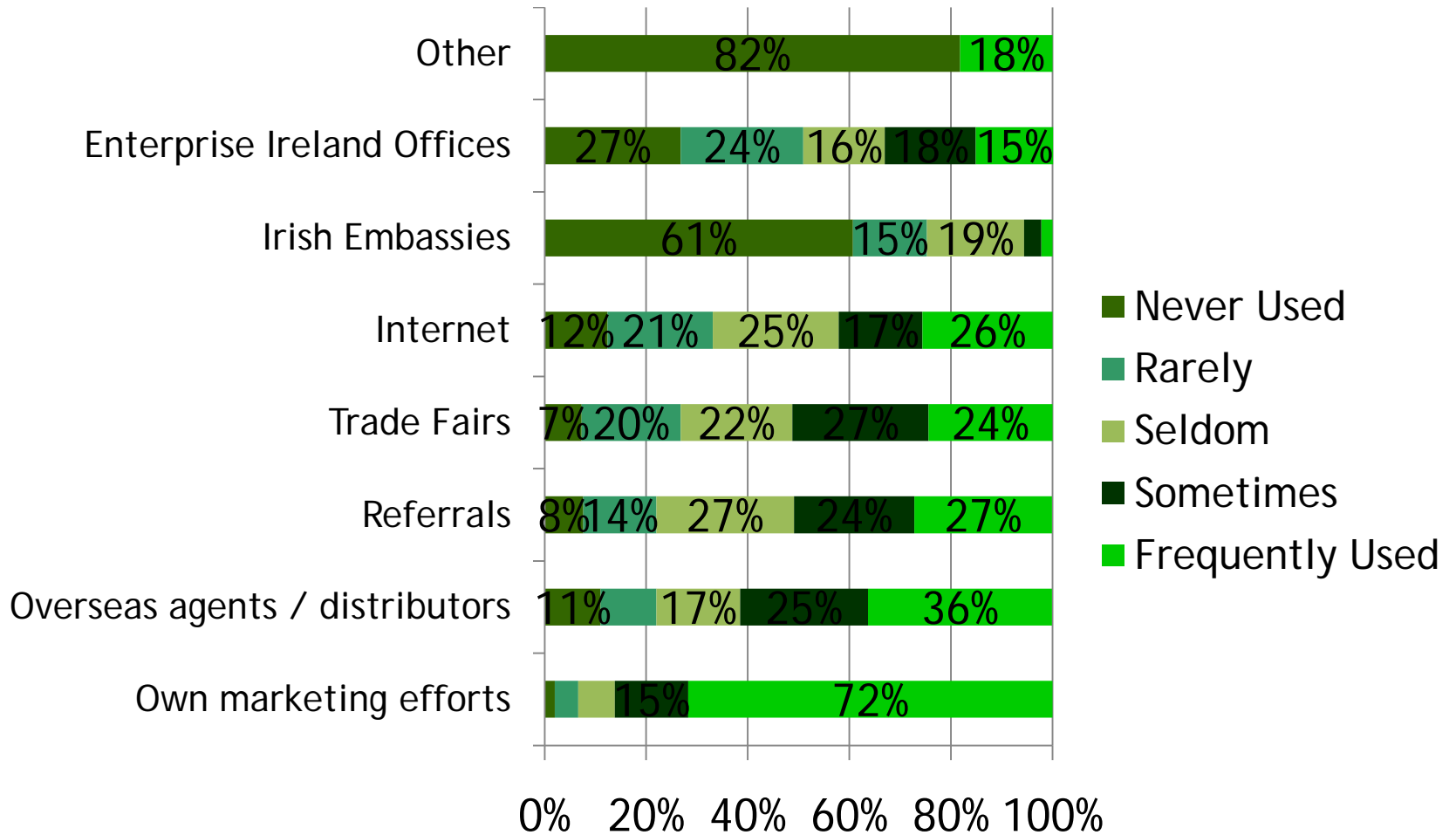
# Challenges

- Lip Service
- Language
- Understanding
- Govt. Commitment
- National focus

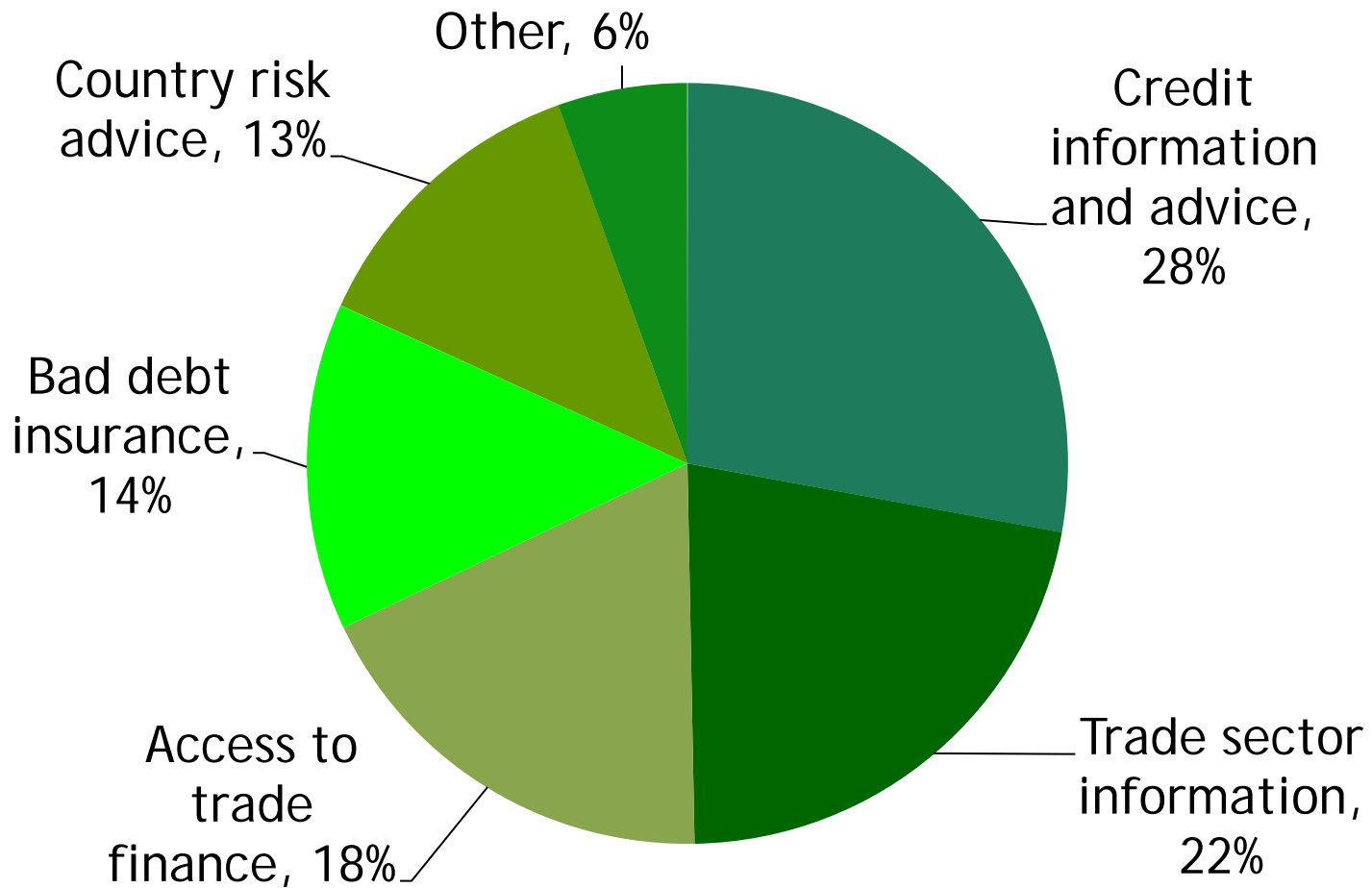


Identifying  
new export  
Opps ???

# How do you identify sales opportunities?



# Which services do you value most?



Actions ?

Actions??

Actions ???

Actions ???

# Action

## ASIA TRADE STRATEGY

1. Get to know Asia better, fast
  - Asia at home
  - Education
  - Internship
2. Competitive Advantage
3. Partnership Programme > Dublin + Beijing
4. Government Commitment
  - Irish Business Parks
  - Asian Business Parks
  - Dual tax agreements & awareness
  - R&D
  - Match Asian presence to US level within 5 years

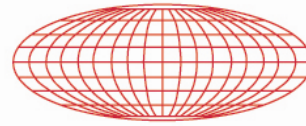
# FDI into Asia from Ireland

<b>Irish Company Presence in Asia</b>	<b>2009</b>
China	75
Singapore	46
Japan	34
India	32
Hong Kong / Taiwan	28
Malaysia	20
Republic of Korea	11
Thailand	10
Indonesia	6
Philippines	3
Vietnam	2

# Action

5. Target Asian Students for Education in Ireland
6. Business friendly for Asia Programme
7. Tourist enhancement programme
8. Visa – make it easy to visit for tourism or business

Asia  
Trade Forum



IEA



Many Hands Make **LIGHT** Work

Please Help – This is Critical for  
Ireland's future

Colin Lawlor

25 February 2011

Thank you – any questions?

