

## IRBA Business Breakfast

March 4, 2011

Innovation  
Ireland



## Enterprise Ireland

- **Our 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**
- **International Network of over 30 offices**
- **Moscow office and High Growth Markets team have responsibility for the Russian market and actively support companies exporting to Russia**

## Why Russia?

- **Population: 143m**
- **IMF 2010 Largest Economies – Russia is number 10**
- **Russia ranks the highest in terms of per capita annual personal disposable income within emerging economies with almost \$7000 (Brazil \$5200, S Africa \$3300, China \$2000, India \$1000)**
- **Most of Russia's foreign trade is with Europe, US accounts for only 4%**
- **Russia is a European Market and should be regarded as such by Irish companies as part of their export strategy**
- **Some of the biggest Irish companies are already active in Russia - CRH, Smurfit Kappa, PM Group, Aer Rianta, Treasury Holdings**

## Trade Figures for Goods

<b>Exports</b>	
<b>January/October 2009</b>	<b>January/October 2010</b>
<b>€186m</b>	<b>€316m</b>

<b>Imports</b>	
<b>January/October 2009</b>	<b>January/October 2010</b>
<b>€64m</b>	<b>€118m</b>

•Source CSO

## Opportunity Sectors for Ireland

- **Construction / Engineering Services, e.g. Technoparks**
- **Education and R&D cooperation**
- **Banking and Financial services**
- **Agriculture – Machinery / Food processing / Animal Nutrition/ Medicines**
- **ICT including Telecoms**
- **Healthcare / Wellness / Medical Devices**
- **Aviation and Aerospace**

## Enterprise Ireland in Saint Petersburg

- **St Petersburg - Europe's 4th largest city and with a population of 4,6 mil people**
- **Saint Petersburg has been awarded the status of Special Economic Innovation Zone**
  - **ICT**
  - **Instrumentation**
  - **Pharmaceutical cluster**
- **In September 2010 President McAleese visited St Petersburg as a part of her state visit**
- **Ireland focuses on building stronger linkages in Education, Innovation, Science and Technology**

## Ongoing Dialogue

- **Dublin is the European City of Science in 2012**
- **Increase higher education links, especially with a technical focus**
- **Innovation Centre Partnering as part of Joint Economic Commission**
- **Encourage dialogue between Irish and Russian companies from Saint Petersburg**

## Thank you!

- **David Byrne**  
**Manager**  
**High Growth Markets**  
**Enterprise Ireland**  
**Tel: (01) 727 2828**  
**Email: [david.byrne@enterprise-ireland.com](mailto:david.byrne@enterprise-ireland.com)**
- **Katerina Kostyunina**  
**Marketing Executive**  
**High Growth Markets – Russia and CIS**  
**Enterprise Ireland**  
**Tel: (01) 727 2015**  
**Email: [kate.kostyunina@enterprise-ireland.com](mailto:kate.kostyunina@enterprise-ireland.com)**  
**Web: [www.enterprise-ireland.com](http://www.enterprise-ireland.com)**