



NEXT CENTURY Ireland

Budget 2022 Submission

People · Place · Impact

americanchamber.ie



Executive Summary of Recommendations

CREATING THE NEXT CENTURY IRELAND

→ People

- A three-year global #WhyIreland campaign aimed at individuals
- Commitment not to increase any personal tax burdens – roadmap for burden reduction
- Speedy completion of the digitalisation of ISD and the Employment Permits Unit's service

CREATING THE NEXT CENTURY IRELAND

→ Place

- A-Z review of the Irish planning system
- Accommodation roadmap aimed at existing and potential multinational investors in Ireland and individuals
- Incentivisation strategy to convert derelict properties
- Updated cyber strategy for Ireland with a funding and expertise model
- Execution of full-scale assessment - to include digital capacity; skills and expertise and funding of the key regulatory authorities
- Adoption of modern technology with greater capacity and large-scale storage, the development of additional grid capacity with increased interconnection points for new renewable energy projects
- Reforming the R&D Tax Credit
- Clear roadmap for the reopening of global air connectivity
- Review of protocols for air connectivity over the course of the pandemic including Mandatory Hotel Quarantine – lessons learned
- "Get Ireland Back Together" nationwide campaign
- Establish a Global Future of Work Centre in Ireland

CREATING THE NEXT CENTURY IRELAND

→ Impact

- Increase Ireland's R&D investment as a % of GNI to 3% by 2025
- Focus on a smaller number of key technologies that are critical to the success of Industry 4.0
- Ensure the Centre of Advanced Manufacturing Excellence has a level of capital and operational funding appropriate to an institution aspiring to have global impact
- Implement a public-cloud first policy requiring public sector bodies to first consider public cloud options
- Continue the upward trend of participation in life-long learning
- Provide the necessary additional funding to IDA Ireland to ensure it can compete internationally for inward investment to Ireland
- Expand the parameters of Global Footprint 2025 to include the Department of Further and Higher Education, Research, Innovation and Science



Creating the Next Century Ireland

In January 2022, the first century of Ireland's independence will conclude. The official report of the ceremonial hand-over from the British to the new Irish Government in January 1922 states that the British representative:

"... wished them every success in the task that they had undertaken and expressed the earnest hope that under their auspices the ideal of a happy, free and prosperous Ireland would be attained."

In spite of a devastating global pandemic and a global recession in recent years and the twin scourges of forced emigration and violence in Northern Ireland in earlier decades it is fair to say the hope expressed for Ireland one hundred years ago has been realised.

In our 2022 Budget Submission, the American Chamber of Commerce Ireland (AmCham) sets out our recommendations for creating the Next Century Ireland. The reinvigorated multilateral approach to tackling global challenges including the pandemic, corporate tax reform and the climate crisis as well as the rapid emergence of new ways of working and enhanced digitalisation, form the backdrop to our submission.

AmCham believes Ireland has an opportunity – but with a short window – to deepen its global reputation as a location of choice for talent and innovation. To maximise this opportunity, smart policy decisions are required in respect of People, Place and Impact.



Gareth Lambe

President 2021

American Chamber of Commerce Ireland





CREATING THE NEXT CENTURY IRELAND – PEOPLE

The future of inward investment decisions will be more about **where people want to live than where companies want to go**. Ireland is well positioned- it is one of the world's most prosperous nations¹, and it ranked 13th in the World Happiness Report² and 2nd in the world for quality of life³.

Budget 2022 and broader public policy need to demonstrate an "all-of-Government" ambition to position Ireland as a great global location where people will want to live.

The global #WhyIreland campaign

IDA Ireland does a great job promoting #WhyIreland to corporate decision makers. Tourism Ireland do an equally impressive job marketing Ireland as a holiday destination. Ireland now needs to deliver a globally impactful campaign on #WhyIreland is a great place to live and work.

98% of AmCham members responded in a recent survey that they are currently challenged in finding the skills they need to maintain growth – with a particular focus on engineering, digital and language skills. They identified "making Ireland a more attractive location for people from abroad to want to live" as the most important factor in enhancing our reputation in the battle for inward investment.

Balanced Regional Development: The American Chamber believes that regional balance is necessary to provide a viable counterweight to the pull of Dublin as Ireland's capital city. Creating this balance necessitates encouraging talent to locate in areas with good regional and international connectivity and ensuring, good quality of life throughout the nation including access to recreational amenities, local services, educational facilities and affordable housing.

RECOMMENDATION:

Budget 2022 provides the funding for a **three-year global #WhyIreland campaign** aimed at individuals. It includes smart digital marketing and a multilingual portal that summarises what Ireland, and its regions, have to offer as a great place to live. With updated data and analysis, the portal serves as a one-stop shop for Government services- from visas/permits to obtaining a PPSN for those wishing to move here.

Ireland's competitive edge is its people – proportionally the 4th most international workforce in the EU. The share of 25–34-year-olds in Ireland with a third level qualification is 53.5% compared to an EU average of 40%. AmCham recommends that Budget 2022 and broader public policy should demonstrate an all-of-Government focus on sharpening Ireland's competitive edge – including the following measures.

¹ <http://hdr.undp.org/en/content/latest-human-development-index-ranking>

² <https://worldhappiness.report/>

³ <https://openknowledge.worldbank.org/bitstream/handle/10986/33623/9781464815300.pdf>





Create a talent-friendly personal tax regime

Almost 40% of the leadership of multinationals in Ireland see the current personal tax regime as a barrier to growth. People have an increasing choice of countries in which to live and work. The emergence from the pandemic has accelerated this level of choice – and it brings into sharper focus the areas where Ireland compares unfavourably – including our personal tax regime.

The combination of income tax, USC and employee PRSI results in a high marginal tax burden that impacts us by international standards- leading to a low level of overall income. The best way to raise tax revenues is to broaden the base..

RECOMMENDATION:

Budget 2022 should include **a commitment not to increase any personal tax** burdens for the remaining lifetime of the administration and include **a roadmap to reduce the burden** to match international standards.

Remove system blockages

First impressions last. Although Ireland's visa/permit system has improved significantly, rapid digitalisation is necessary to provide the best start for those re-locating here for work and their partners/families. The digital measures introduced during the pandemic are an important step, which must be capitalised on.

RECOMMENDATION:

Budget 2022 provides resources for the **speedy completion of the digitalisation of ISD and the Employment Permits Unit's service.**



CREATING THE NEXT CENTURY IRELAND – PLACE

A Next Century Planning Ecosystem

The scale of US presence in Ireland can be partly measured by the investment in some of the world's most advanced manufacturing facilities in sectors such as biopharmaceuticals, medical technology, semiconductors and nutrition. This investment has fostered the growth of world-class talent in Ireland in areas such as engineering, architecture, construction, sustainable energy systems and facilities management. These world-class facilities, designed and built by world-class talent and delivering to global markets cutting-edge products by world-class teams is not matched by a world-class planning ecosystem.

In fact, Ireland is heading into its second century of independence held back in some cases by structures designed for the 19th century. Very talented public servants are coping with structures and systems not fit for purpose. The judicial process is navigating out-dated legal frameworks and principles.

The flaws in the ecosystem come into sharp focus when critical gaps in physical infrastructure are not only significantly delayed but the pathway to completion is also uncertain – or when planned multinational capital expansions/investments in Ireland are not moving beyond the planning stage while parallel announcements in other territories are fully constructed in the same timeframe.

As one global multinational leader put it about Ireland's planning ecosystem; "We are not looking for a guaranteed outcome, but we are looking for a guaranteed process and timeline".

RECOMMENDATION:

Budget 2022 ensures resourcing for the Attorney General's **review of the Irish planning system**. This review should include benchmarking of best practice in similar open economies that depend on continued inward investment.

Suggested areas for consideration include:

- Digitisation of the process – integrated data management
- Pricing policy/funding model
- Analysis of skills and expertise needs within local authorities and Planning Authorities
- Whether current geographical planning boundaries are fit for purpose
- The appeals and review process
- Alignment with sustainability targets/ambitions

The roadmap to accommodation certainty

Ireland is not unique in facing a growing housing crisis. However, one of the aspects that does distinguish Ireland is the link between the availability of residential accommodation and our competitiveness as an inward investment location. AmCham's Report of August 2017 "Growing Great Teams in Ireland - The Role of the Residential Rental Sector" analyses this linkage.⁴

AmCham notes the studies currently being done on dereliction levels across Ireland and in our major urban centres. We believe that a smart strategy for bringing these properties back to life would have a significant impact on the housing crisis, reinvigorate urban centres and towns and assist in the promotion of Ireland as a place where people want to live. Further measures including incentives and taxes

to help increase the availability of suitable residential stock should be strongly considered.

RECOMMENDATIONS:

Government publishes an **accommodation roadmap** aimed at existing and potential multinational investors in Ireland and individuals contemplating opportunities to move to or return to Ireland with milestones on the journey to a functioning residential property market for the country.

Government launch a separate and timebound **incentivisation strategy to convert derelict properties**, which includes resources to increase capacity and the skills necessary to work with historical buildings.

The Next Century Regulatory Framework

Some of the world's largest companies have substantial regional headquarters in Ireland. The teams based in these headquarters serve global markets, manage global data and facilitate global financial services. Ireland has also become a global centre of excellence for data storage. Collectively, these investments represent incredibly valuable assets on Ireland's public-private balance-sheet. They need world-class protection and regulation.

RECOMMENDATIONS:

Publication of an **updated cyber strategy** for Ireland with a funding and expertise model that reflects the strategic importance of protecting the world-class "asset base" located here.

Execution of full-scale assessment – to include digital capacity; skills and expertise and funding of the key regulatory authorities covering areas including taxation, data, export controls and financial services to ensure they are future-proofed to fulfil both their national and, where applicable, EU mandates in respect of multinational organisations.

In our major Report "The Strongest Link in the Chain: Ireland's Global Cyber Security Leadership"⁵ AmCham set out a comprehensive roadmap to position Ireland as a global centre of cyber excellence – including:

Building public sector capabilities

- The continued support for the National Cyber Security Centre (NCSC) with significant funding and resources
- Robust investment in technology for the Garda National Cyber Crime Bureau (GNCCB) and the Defence Forces' Communications and Information Services (CIS)
- Deepening and strengthening of international relationships and collaborations at governmental, agency and public body levels
- The continued prioritisation of and resourcing for cyber security within relevant public bodies, such as the Central Bank, the Data Protection Commission and the Commission for Communications Regulation
- The publication and dissemination of a stakeholder chart which outlines the roles and responsibilities of the various government departments, public agencies and bodies that have a role in national cyber security
- Measuring risks and maturity of capabilities across the various information security systems of government departments by the Office of the Government Chief Information Officer (OGCIO), such as adhering to the NIST Cybersecurity Framework

⁴ <https://www.amcham.ie/getattachment/News/Publications/Growing-Great-Teams-in-Ireland-The-Role-of-the-Re/Sufficient-choice-of-rented-residential-Accommodation.pdf.aspx?ext=.pdf>

⁵ <https://www.amcham.ie/getattachment/555c3301-643a-4a90-b05f-5bf05a966cb1/AmCham-Ireland-The-Strongest-Link-in-the-Chain-Ireland-s-Global-Cyber-Security-Leadership.pdf.aspx?ext=.pdf>



Creating Next Century Ireland – Sustainably

AmCham fully supports the Government's commitment to transition to a carbon neutral economy by 2050, as well as the EU's increased decarbonisation target of 55% emission reductions by 2030. Many of our members are aligned to more ambitious sustainability targets. This transition will require a whole of society approach, affecting how all of us live and work. The COVID-19 pandemic has demonstrated the powerful impact that can result from our entire community working together can achieve; and has provided Irish society with an opportunity to reset our priorities.

The speedy delivery of the strategic infrastructure commitments within the renewed Plan is essential if Ireland is to meet our climate commitments and ensure a cohesive transformation of our society. It is essential that Ireland's planning system is reformed and fully resourced to ensure that proposed policies can be implemented in a timely manner.

RECOMMENDATIONS:

The successful decarbonisation of the economy depends on the rapid scaling up of electricity from renewable sources. To increase Ireland's renewable capacity beyond 70%, we

support the adoption of modern technology with greater capacity and large-scale storage, the development of additional grid capacity with increased interconnection points for new renewable energy projects.

The creation of a pro-investment environment including the removal of policy barriers that hinder CPPAs and modification of the PSO levy, a more equitable allocation of business rates and consideration of transmission costs.

Ireland should expand the use of energy storage, both utility scale, and behind the meter, to support peak periods of demand.

Organisations, particularly SMEs, will need support in adopting new technologies and upskilling their staff. The Plan should include supports for job creation in areas such as installing renewable technologies and retrofitting.

The Climate Action Plan's electrical vehicles target should be aggressively pursued. Significant investment is needed for the promotion of new technology e.g., sufficient EV charging points and timeline for the roll out of hydrogen fuelled vehicles.

Taxation & Incentives

AmCham believes tax certainty is central for the economic recovery including maintaining an internationally competitive corporate and personal tax regime.

We support a unified approach at the OECD BEPs process, the maintenance of tax incentives for the business community, and flexibility in the implementation of new schemes.

1 | CONTINUE TO SUPPORT THOSE THAT NEED IT

The post COVID-19 period will remain very difficult for many sectors of the Irish economy. AmCham recommends Government maintains enterprise supports for the many businesses and employees across the country that have been negatively affected by COVID-19.

2 | TAX CERTAINTY TO SPEED THE RECOVERY

AmCham is acutely aware of the increased pressure that our national finances are under, and the challenge in returning the exchequer to balance. Our members have

long asserted that an internationally competitive, certain tax policy is a key component of Ireland's ability to retain and attract substantive FDI operations in Ireland. As the National Competitiveness Council observed, "Ireland's corporation tax regime should remain an important part of Ireland's long-term wider competitiveness offering to support enterprises based in Ireland to invest, innovate and compete internationally."

3 | A UNIFIED APPROACH THROUGH THE OECD AND UNANIMITY AT EU LEVEL ON TAX MATTERS

AmCham fully supportive of the Government's approach in seeking a unified global solution to improving international tax rules through the OECD, as well as its strong commitment to Ireland's sovereign decision-making authority, reaffirmation of unanimity at EU level in relation to tax matters and support for international rules that avoid double taxation, are pro-growth and employment, and are grounded in value creation.





Other Tax Recommendations

The knowledge economy will be vital to our economic recovery and developing the technology necessary to transform into a carbon neutral economy. Budget 2022 should signal a commitment to maintaining and enhancing tax incentives to stimulate job creation and investment in research, development and innovation, in particular it should commit to:

- **Reforming the R&D Tax Credit:**
 - Expansion of the list of qualifying scientific fields within the R&D Tax Credit, to include artificial intelligence, data analytics, digitalisation, and other emerging technologies from the field of Industry 4.0 and carbon neutrality.
 - Publication of additional Revenue Guidance on qualifying expenses, aimed at removing uncertainty from the audit process.
 - Simplification of the annual reporting requirements.
 - Review of potential to reform the restrictions of third-party cost, within permitted state aid rules.

Expansion of the guidance on the applicability of 291A (including how data is defined)

- **Public consultation on how to improve the competitiveness of Ireland's inbound royalties' regime**
- **Increasing the capacity of knowledge intensive sectors within the Revenue Commission**

Significant changes have been made to the Irish Corporate Tax regime in recent years, which has resulted in an increased administration burden. As Ireland responds to ongoing developments in the international tax environment, we are calling for a focus on the administrative burden faced

by organisations. We believe there is potential to improve the burden on companies through:

- **The proposed review of Ireland's territorial regime, incorporating a participation exemption regime for dividends including:**
 - a simplification of Ireland's measure of income regime
 - removal of the 'Irish measure of income' limitation for foreign withholding taxes on a formula-based approach
 - permit the pooling of surplus credits
- **Further reform interest limitation rules**
- **Expansion of supports from the Revenue Commissioners including:**
 - increased guidance on audit preparation
 - consideration of including issues relating to TP within the CCF audit regime.

The transition to a carbon neutral economy will require a whole of society approach, affecting how all of us live and work. Building on the commitments in the Climate Action and Low Carbon Development Act, AmCham is calling for a review of Ireland's corporate tax regime for the transition to a carbon neutral economy. Issues for consideration within the review include:

- The potential development of guidance on the tax treatment and accounting principles for investment in tangible and intangible sustainable assets
- An assessment of the competitiveness of sustainable investment and green finance in Ireland



Lessons to be learned from the pandemic

Air connectivity –the pandemic has devastated Ireland's aviation, travel, tourism and hospitality sectors. While Government supports have been an essential lifeline, the road to recovery will be challenging. The presence of so many global organisations in Ireland highlights both the challenges for an open, island economy in a lockdown and the opportunities to emerge from it at speed. Importantly, this is not one-way trade and business traffic – Ireland is the ninth biggest investor in the United States with Irish multinationals employing over 110,000 across the US – and 80% of the output of US multinationals operations in Ireland goes to markets outside of North America.

RECOMMENDATIONS:

In the short-term Ireland should provide **a clear roadmap for the reopening of global air connectivity** – ensuring we are not misaligned with key territories including other EU member states and the US. The government should consider key PSOs to incentivise the western seaboard for carriers, particularly where there are opportunities to connect Ireland's regions to international hubs.

In the medium term, Ireland carries out a review of its protocols for air connectivity over the course of the pandemic including Mandatory Hotel Quarantine, self-isolation and the testing/screening infrastructure at the Gateways in and out of Ireland – to include benchmarking comparisons with other democratic open economies, identification of best practice internationally and an implementation plan for Ireland.

Ireland's urban centres

The pandemic has led to a "hollowing-out" of our major urban centres with the consequent impact on the retail, arts and culture, entertainment and sporting sectors.

RECOMMENDATION:

Rollout a "whole-of-Government" campaign – in partnership with the retail, entertainment, arts/culture, sporting, hospitality sectors to **"Get Ireland Back Together"** with a communications campaign as powerful and effective as the "Keep 2m apart" was during the pandemic.



How Ireland will work together

The presence of the world's leading employers in Ireland is a source of huge advantage in so many areas – one of them is to position Ireland as a thought-leader in how the world will work in the post-pandemic era. We need to connect what we are learning about remote working, the place of work as one of collaboration instead of rows of workstations and the freedom to work cross border.

RECOMMENDATION:

Establish a **Global Future of Work Centre** in Ireland that brings together thought leaders from the education and research centres, policy makers, labour movements, the business sector and community groups and positions Ireland as a thought leader in shaping future working trends.

A background image showing scientists in a laboratory setting. One scientist in the foreground is wearing a blue protective suit, mask, and gloves, holding a pipette. Another scientist in the background is wearing a red protective suit. The image is partially obscured by a dark green diagonal overlay on the left side.

CREATING THE NEXT CENTURY IRELAND — IMPACT

*"The vision underpinning this strategy is that by 2025 Ireland will be a competitive, innovation-driven manufacturing hub at the frontier of the fourth industrial revolution and at the forefront of Industry 4.0 development and adoption."*⁶

Ireland's Industry 4.0 Strategy 2020-2025

AmCham supports this vision.

Close the R&D investment gap

A recently published comparative study of the attractiveness of locations around the world for life sciences investment is another wake-up call for Ireland in this increasingly competitive space. The Report includes an analysis of each EU member state. While Ireland scores well when it comes to labour productivity, gender equality and talent availability it is on the bottom rung for R&D Life Sciences investment.⁷

The most recently published data by the EU shows the EU average spend on R&D as a percentage of GDP at 2.08%, with Finland at 2.73%, Denmark at 2.93% and Ireland at 1.2%.⁸ While AmCham welcomes recent developments including the Disruptive Technological Innovation Fund and the ambitions contained in the National Recovery Plan we are concerned that not closing this competitiveness gap urgently will place Ireland at a disadvantage in the race to attract new, high-value, inward investment.

RECOMMENDATION:

In our 2015 Report "Ireland's Innovation Pathway: Attracting Investment; Driving Economic Growth" AmCham set out a pathway to Ireland becoming a global centre of excellence for RD&I. Many of our recommendations have been implemented. One remains – and we restate it here – increase Ireland's R&D investment as a % of GNI to 3% by 2025.⁹

Irish innovation policies should be as aligned as possible to Horizon Europe strategy, with a particular focus on green technologies and accelerated digitalisation. In order to achieve the maximum input, we believe the system should prioritise areas linked to our traditional areas of strength; including health care, agri-food, and excellence in processing and supply chain management.

⁶ <https://enterprise.gov.ie/en/Publications/Publication-files/Irelands-Industry-4-Strategy-2020-2025.pdf>

⁷ https://www.janssen.com/emea/sites/www.janssen.com_emea/files/european_life_science_attractiveness_report.pdf

⁸ <https://ec.europa.eu/eurostat/web/science-technology-innovation/visualisations>

⁹ <https://www.amcham.ie/Amcham/media/SiteMedia/Publications/Innovation-Pathway.pdf?ext=.pdf>

Industry 4.0 – empowering Next Century Ireland

AmCham set out our response to the Governments 4.0 Strategy and our ambitions in our Report “Industry 4.0.”¹⁰ Industry 4.0 provides both threats and opportunities to all incumbent manufacturers.

The manufacturing sector makes a substantial contribution to the Irish economy across all of our regions, with FDI companies employing 112,240 people. The World Bank estimates that just over 30% of the GDP of Ireland is created by the manufacturing sector. As a comparison, manufacturing within the German economy accounts for 19% of GDP, the UK 9%, the US 11% and the Euro area at 14%.

Technological and supply chain developments are rapidly changing the manufacturing sector. There is evidence of a reversal of outsourcing for manufacturing and supply

chains towards a greater desire for insourcing, where goods are manufactured in the country or region that it serves. By adapting rapidly Ireland can capitalise and be a regional leader in next generation manufacturing.

RECOMMENDATIONS:

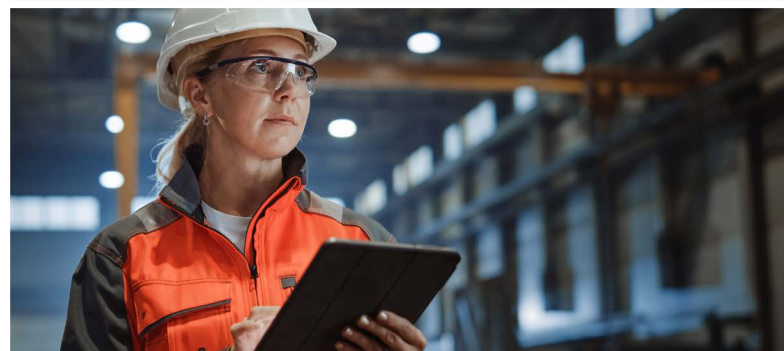
Ireland, through government policy, industrial engagement and academia, should focus on a smaller number of **key technologies that are critical to the success of Industry 4.0** – we suggest that priority should be given to: Industrial Sensor & Industrial Internet of Things IIOT; System Integration & Big Data; Artificial Intelligence and Autonomous Robotics & Cobotics.

Creating the Next Century Global Centre of Advanced Manufacturing Excellence

The planned Advanced Manufacturing Centre of Excellence (AMCE) in Limerick has the potential to make a highly significant impact in attracting the next wave of advanced manufacturing to Ireland. To do so, it needs appropriate funding and robust channels for ideation and collaboration with the advanced manufacturing sector. Its vision and ambition must be global.

RECOMMENDATION:

The AMCE has a level of capital and operational funding appropriate to an institution aspiring to be **a global centre of advanced manufacturing excellence** – and this funding should be sustained and guaranteed.



¹⁰ <https://www.amcham.ie/getattachment/d9adcafb-5f1c-4043-9151-2363dff5597c/1447-Industry-paper-2ndFA.pdf.aspx?ext=.pdf>



Digitalise – or be left behind

"The digital transformation that is required must be placed at the heart of Government strategy. It must permeate all Government Departments and become the norm for all future strategies and how Government interacts with citizens. It is not just the responsibility of one Government Department to drive the digital transition but a collective effort"¹¹

Ireland is now home to some of the world's most digitally advanced multinationals – and they are in every sector – there is no such thing as a "digital sector", all organisations, public and private sector, are digital. The only question is how advanced are they in their digital journey.

In our major Report "Digitalisation – How Ireland can Accelerate" AmCham sets our vision for a digitalisation

strategy for Ireland. Our recommendations include the following:

RECOMMENDATIONS:

Implement a **public-cloud first policy** requiring public sector bodies to first consider public cloud, before any other options, when upgrading or introducing a new service.

- To facilitate this transition to public cloud-driven public services, a uniform data classification model needs to be put in place
- A clear, competition-friendly cloud procurement framework established within the Office of Government Procurement
- Ireland should invest in self-sovereign identity management, to develop capabilities in MyGovID and the Government Digital Post-box, to improve access to services to citizens and people who have chosen to live and work in Ireland while extending control to the citizen themselves
- Publication of an accelerated roadmap for the completion of the National Broadband Plan will be accelerated
- Cybersecurity and data privacy and sharing need to be key elements for consideration in the development of every element of digitalised public services

Fund Third Level Education

Key to the reputation of Ireland as an international leading location for innovation is the inclusion of an Irish university within the Top 100 universities in the world. Although there are debates surrounding the metrics used within university rankings; they are a key statistic for corporates assessing the capacity of a country's innovation ecosystem.

We support a strategic decision on the recommended funding options outlined in the report of Expert Group on Future Funding for Higher Education. Ireland must make smart policy choices to fund our higher education and research sector if Ireland is to continue to develop high-quality research outputs and collaborations. AmCham believes this will reinforce Ireland's ability to seek funding from outside the Irish education system and to attract and retain leading educators to build a world class talent pipeline. This should also include funding for professorship programmes, and the expansion of programmes between leading global universities and Irish universities.

RECOMMENDATION:

AmCham believes that Irish universities should be at the vanguard of the digitalisation of education leveraging the high quality of talent in Irish universities – in particular world-leading experts involved in SFI's professorship programme and introducing programmes between leading global and Irish universities.

Ireland should **continue the upward trend in participation in life-long learning** – at 12.5% we are ahead of the EU average of 11.5% - however AmCham believes our participation rate should be materially higher and that our strategy should be linked with a national up-skilling/re-skilling strategy. Future strategies should include the promotion of increased apprenticeship options as an alternative pathway for students post-secondary level education.

¹¹ https://www.amcham.ie/getattachment/e59d6aeb-0da3-4814-9aao-05bf7064f922/1473_Amcham_Digitisation_Report_V7.pdf.aspx?ext=.pdf



Creating the Next Century Global Ireland

"Although geographically a small island on the periphery of Europe, Ireland's people and our outlook are global, influenced by connecting with people and events around the world"¹²

As part of our 60th Anniversary Programme AmCham held a Global Business Conference on 21 May. The keynote address, to a global audience of over 800 delegates, was given by Finance Minister Paschal Donohoe TD. The Conference also heard from 18 different global multinational leaders from every sector but with one thing in common. They are all based in Ireland – leading global teams – serving global markets.

That is why AmCham supports the ambition set out in "Global Ireland: Ireland's Global Footprint to 2025" including the expansion of the global presence of our diplomatic service and investment agencies. We also believe this policy needs to go further.

RECOMMENDATIONS:

Provide **the necessary additional funding to IDA Ireland** to ensure it can compete internationally for inward investment to Ireland in the four key strategic areas of opportunity identified in this Report - Industrial Sensor & Industrial Internet of Things IIOT; System Integration & Big Data; Artificial Intelligence and Autonomous Robotics & Cobotics.

Expand the parameters of Global Footprint 2025 to include the Department of Further and Higher Education, Research, Innovation and Science (FHERIS) to enable this Department to establish global presence – as part of Global Team Ireland – to deepen existing international FHERIS partnerships with Irish institutions and build new ones. The United States should be the first priority location.

¹² <https://www.ireland.ie/media/ireland/stories/globaldiaspora/Global-Ireland-in-English.pdf>



About the American Chamber (AmCham Ireland)

AmCham is the collective voice of US companies in Ireland and the leading international business organisation supporting the Transatlantic business relationship. Our members are the Irish operations of all the major US companies in every sector present here, Irish companies with operations in the United States and organisations with close linkages to US-Ireland trade and investment. In many cases, the Ireland operations represent global HQ or EMEA hubs for certain aspects of their business.

Connecting with Purpose

Through our virtual/attended events, webinars, and roundtable discussions our networks support deep collaboration and peer-to-peer learning in a trusted environment. Through AmCham, our members get to have meaningful, value-creating interactions with their peers. We use best in class technology to ensure that our members can get a first-class networking experience.

Advocacy with Purpose

AmCham membership gives companies a powerful voice as part of what is recognised as one of the most influential business groups in the country. We are recognised as a trusted, credible and authoritative voice at the most senior level with Government and decision makers in Ireland, Brussels and Washington DC.

Leadership Development with Purpose

Our leadership development programmes support individual growth within our member companies. These highly sought-after programmes operate virtually and in-person.

www.amcham.ie

