

Ireland's Brightest Minds

TECH #MakeItIreland



Fáilte Ireland
National Tourism Development Authority



The European City of the Future report shows that Dublin is home to 9 of the world's top 10 technology companies and 17 of the world's top medical technology companies.

Ireland's Knowledge Economy Innovates

● Business Tourism is big business for Ireland – overall the sector is currently worth €669 million to the Irish economy per annum and provides 20,000 jobs.

Fáilte Ireland has worked hard to secure and support €151 million worth of international conferences across many different sectors in 2016. Over 70% of these conferences have been secured for Ireland by members of our Conference Ambassador Programme, 'Ireland's Brightest Minds' without whom, Ireland would not have been in the running.

Working with our strategic partners and the Irish tourism industry from Convention Bureaux to Professional Conference Organisers, Destination Management Companies to venues, hotels and academic institutions, we showcase Ireland as a place of innovation, excellence and opportunity.

And all our hard work is paying off. As a business tourism destination Ireland is moving in the right direction. According to the International Congresses and Conventions Association (ICCA) 2015 rankings Dublin climbed six places to enter the global 'top twenty' for hosting conferences and conventions. But more importantly for our Conference Ambassadors the benefits of hosting are leaving long term legacies including increasing the profile and recognition of their Universities or Organisations, new networking opportunities and establishing worldwide links and enhancing their personal reputation in their area of expertise.

For a small island, we compete very well on the global stage. Ireland is networked, it's easy to engage with all stakeholders and there's a sense of common purpose that is driving the growth of business tourism to regional centres such as Cork, Limerick, Kerry and Galway.



Our Brightest Minds

Our people are highly innovative and how they use their skills and share their expertise is the key reason why many international associations choose Ireland for their conferences. In this issue, we shine a light on some of our high-achievers in this field of TECH. Ireland offers high service levels and the quality of our accommodation and food, coupled with the friendliest people in the world, guarantees an experience like no other. As a destination, we also offer the assurance of safety, security and a proven track record in delivering remarkable Meetings, Incentives, Conferences and Exhibitions (MICE).

We hope that by hearing the success stories of some of our brightest TECH minds from our Conference Ambassador Programme you will be encouraged to bring your international Tech Conference to Ireland.

We are here to assist you every step of the way.

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Our Knowledge Economy

Ireland is a place where curious minds inspire big thinking, where innovation, inspiration and a 'can-do' attitude filter through all walks of life. Innovation is completely dependent on knowledgeable and skilled people and it is in its people that Ireland has a significant competitive highly educated workforce advantage. With one of the youngest populations in Europe and one of the most highly educated in the world, Ireland has a resource that cannot be easily replicated elsewhere.

As a nation where hospitality is part of our DNA it's not unusual that Irish people should get involved in hosting international meetings. Our Ambassadors love inviting their international colleagues here to rewrite their industry sector or university, to network, share knowledge but mostly to extend that Céad Míle Fáilte, 100 Thousand Welcomes that the Irish are famous for. And it shows - 95% of our business delegates interviewed on departure say that they were very satisfied with their experience.

**250 medical
technology companies are
based in Ireland, employing
25,000 people - the highest
number in the industry
in Europe.**

*Irish Medical Device Association

Brian Honan

Brian Honan is a highly experienced information security professional, and one of Ireland's foremost experts in cybersecurity. Over his 25-year career, he has managed and delivered information security projects and services to organisations from SMEs to large companies and multinationals. Brian has also worked extensively with public sector agencies and Government departments in Ireland and the UK. He has advised various Government security agencies, including the European Network and Information Security Agency, and the European Commission. In 2013, Brian was appointed as a special advisor on Internet Security to Europol's CyberCrime Centre (EC3).



Brian's expertise in information security is recognised both domestically and internationally; he speaks regularly at industry conferences including RSA Conference (Europe and US), B-Sides London, Source Conferences, Cloud Security Summit, Infosec Europe and IDC IT Security Seminar. He also established Irisscon, the annual Irish cybercrime conference. He is highly sought after as an expert commentator in the media for stories involving cybercrime and information security, and has been interviewed by RTE, the BBC, TV3, Today FM, The Irish Times, Forbes, Reuters, The Irish Independent, The Sunday Business Post and The Sunday Times. In 2013 Brian won the SC Magazine Award for Information Security Person of the Year 2013 for his contribution to the information security industry and in 2016 Brian was inducted into the Infosec Hall of Fame in recognition of his work.

After more than 12 years in various management, operations and network roles, Brian founded BH Consulting in 2004. The company provides independent security consultancy and related services including risk management and compliance, incident response, security awareness training, business continuity and disaster recovery, service and SLA management, and ISO 27001 services. In 2012 BH Consulting won an award in the Information Consultancy of the Year category in the prestigious SC Awards. BH Consulting has been identified by Kennedy Consulting Research & Advisory as one of the top firms globally in the field of Cyber Security Consulting.

Being involved in organising and hosting five security conferences here in Ireland over the last two years has enabled BH Consulting to cement its reputation as a major contributor to the industry. It also enabled them to strengthen business links with existing partners and customers and create new relationships.

Eileen Gallagher

Eileen leads the marketing and membership development for INEX (Internet Neutral Exchange Association), the internet peering point for the island of Ireland. INEX is a neutral, not-for-profit organisation, owned by its members, that exists to enable internet traffic to be efficiently moved between networks.



A very proud Mayo woman, Eileen emigrated to London in 1991. There she began a career in technology public relations working with two different multi-award winning PR agencies. Although she worked across all types of technology clients, those in the telecoms and internet industries were of particular interest and she maintains a very keen interest in the industry.

In early 2003, after 12 years in London, Eileen returned home to Ireland. When she joined INEX in 2005, there were fewer than 20 members. Active engagement in the community both nationally and internationally, has helped to develop the membership significantly over the years with numbers now over 100.

Attracting and supporting international internet events in Ireland has been a key element of her work in attracting attention to Ireland and INEX. Thus far, INEX has supported Euro-IX, the European Peering Forum, RIPE 66 and Eileen was the initiator of the bid and took the lead in hosting ICANN54 in Dublin in October 2015, bringing in approximately 2,400 delegates to Dublin.

ICANN was at a critical time in its development with negotiations and discussions on the change of oversight of IANA from the US Government to the internet community. Dublin and Ireland provided a wonderful backdrop and atmosphere to enable these discussions to progress to a successful conclusion only months after the Dublin meeting.

A keen ambassador for attracting internet and technology conferences to Ireland, Eileen sees it as a wonderful opportunity to showcase what technology related businesses in Ireland have to offer and gain good face-to-face contact with critical people in the industry, 'on our own turf'. This has proved very successful in building relationships that would otherwise have been difficult to cultivate.

The financial benefit to Dublin and Ireland in having delegates in Ireland for these conferences is further motivation to be a successful ambassador.

Dr. Brendan Jennings

Brendan, a native of Co. Galway, has been working on management techniques for communications networks since the early 1990s. He graduated from Dublin City University with a BEng in Electronic Engineering in 1993, after which he joined the Teltec Ireland centre at the university to pursue postgraduate research. During his time with Teltec Ireland he contributed to numerous projects with Irish technology companies and coordinated the EU-funded ACTS-MARINER project. He completed his PhD, which focused on load balancing and overload control techniques, in early 2001.



Following the completion of his PhD Brendan joined the Dublin-based software start-up Openet as a senior software engineer developing components of the company's framework for the handling of charging information in telecommunications networks. In 2003, he moved back to the research community, as one of the first two post-doctoral researchers at the Telecommunications Software & Systems Group (TSSG) in Waterford Institute of Technology in Waterford.

In his 12+ years with TSSG Brendan has contributed to and managed a number of research and pre-commercial projects funded by Irish research funding agencies and by the EU. In recent years he acted as TSSG's Head of Postgraduate Studies and latterly as its Director of Research. He managed the TSSG Emerging Networks Laboratory, which comprised 20+ research students, post-doctoral researchers and project managers. He and his team have published numerous scientific papers on topics including policy-based network management, network monitoring, quality-of-experience, data centre resource management, and nanoscale networking.

In 2014 Brendan was appointed as Waterford Institute of Technology's Head of Graduate Studies, but he still remains active as a senior researcher in TSSG. Since 2015 he has been an investigator with the Science Foundation Ireland funded CONNECT research centre, where his team are pursuing research projects in collaboration with the Irish labs of companies including Cisco, IBM and Intel. Together with CONNECT colleagues from Trinity College Dublin Brendan successfully led a bid to host IEEE's flagship International Conference on Communications (ICC) in Dublin. The conference and associated workshops and exhibitions will bring approximately 2,500 academic and industry based researchers to the Convention Centre Dublin (CCD) for the 5 day event in June 2020.

Dr. Adegboyega Ojo

Adegboyega Ojo is Senior Research Fellow and Head of the E-Government Unit at Insight Centre for Data Analytics, National University of Ireland, Galway (NUIG). His expertise is in the areas of E- Open data strategies and infrastructures, data intensive public services, E-Government Services, e-Participation infrastructure and Governance of Smart Cities. He is currently Principal Investigator on three EU Horizon 2020 projects in the area of Open data platforms and co-creation of data-driven public services. He advises the e-Government Branch of United Nations Economic and Social Affairs/ Division for Public Administration and Development Management on the use of open and big data for integrating Sustainable Development Goals (SDG2030). He led the development of National e-Government and IT Strategies for countries in Asia and Africa as Research Fellow and Academic Programme Officer at the Centre for Electronic Governance, United Nations University, Macao SAR. He has served in several international conferences as Program and Track Chairs. He serves as editorial board member for Elsevier's Government Information Quarterly Journal and International Journal of Public Administration in the Digital Age. He was elected the Secretary of the Digital Government Society (DGS) in December 2017. Adegboyega obtained his doctorate in Computer Science (Artificial Neural Networks) from the University of Lagos, Nigeria in 1998.

Realising the European vision of a data-driven economy is contingent on a sound interdisciplinary understanding of how the different actors in the data ecosystems at various levels of government can be organized and provided with the right tools and sociotechnical infrastructure to co-create value from available data. Adegboyega and his team bid for the International Conference on Theory and Practice of Electronic Governance (ICEGOV) for 2017 and came back winning this conference for 2018. By bringing 300 international delegates to ICEGOV2018 in Galway, they hope to provide an international platform to discuss the progress and challenges in harnessing our growing data assets for public value generation in Ireland and Europe.





Ireland's Tech Landscape

Over the past ten years the tech scene in Ireland has expanded hugely. Few can argue that Dublin is now a European Tech Hub with both well-established tech firms such as Google and Facebook based alongside new entrants such as Currency Fair, Viddyad and Storyful. In addition to the large resurgence of multinational companies, Dublin has developed itself as a centre for innovation and startups. According to EU Start-Ups, Dublin is now ranked 7th in the top 15 European cities for their startup eco-system and provides the perfect springboard for reaching a European Market.

The Republic of Ireland's second largest city region and second largest economic engine, Cork, is another established home to world technology leaders such as McAfee, EMC, Cubic Telecom and Apple, who recently stated that they are seeking to significantly expand their operations across Ireland.

Dublin and Cork are attractive to MNCs for a variety of reasons. Ireland has one of the youngest and best educated populations in Europe. This offers MNCs a large talent pool to hire from. This is complemented by access to the free movement of talent in the European Single Market, facilitating international talent acquisition from countries throughout Europe. This unique combination has led to a young and diverse workforce who are some of the brightest and most talented people in Europe and the world.

Many have attributed the establishment of industry heavyweight Google's EMEA HQ in Dublin in 2003 as a catalyst for future expansion of the tech industry in the Irish capital. Initially just 100 people, Google now employs over 6,000 people both directly and indirectly out of their Dublin offices and last year opened its **second data centre**, at a cost of €150m.

In a statement from Previous VP of Global Ad Operations for **Google and LinkedIn's current VP and Managing Director EMEA, John Herlihy said, 'Google was the first of the new wave of tech companies to locate in Ireland and we proved beyond doubt that you can drive business from Dublin into multiple locations when you hire the right people with great sales skills.'**

Additionally, the favourable nature of the Irish tax system and the comparatively low corporate tax rate of 12.5% is seen as a massive pull factor for international companies seeking to set up overseas.

The country not only plays host to the large tech giants such as Google and Facebook but also to a number of indigenous startups. The Digital Hub, an organisation set up by the Irish government in 2003, provides flexible office space and business support services to growing technology companies. It is also involved in providing digital related learning and training opportunities geared to the Dublin community.

Another organisation that played a key part in aiding in the development of the Technology Industry in Ireland is Enterprise Ireland. The organisation provides funding to local startups and supporting them in their growth. Examples include Food Cloud, a social platform for reducing food waste, Wattspot, who provide companies with charging points, and Park PnP, who enable users in renting out unused parking spaces.

What makes Ireland so tech friendly?

There are a multitude of factors that contribute to Ireland's status as a tech friendly place.

Corporate tax

Ireland prides itself for having a competitive and provocative rate of 12.5% corporate tax. This rate is extremely attractive to foreign investment, particularly when compared to other E.U. capitals such as **London (20%), Paris (33.3%), Berlin (30%), Luxembourg (29.2%) and Rome (31.4%).**

Location

Ireland's physical geography positions it as a hub to Europe for US companies looking to set up European Headquarters. Dublin has become a bridge between the two continents.

**50% of
companies in
the tech sector are
indigenous.**

***Enterprise Ireland**



Exports of
medical devices and
diagnostics products
now represent 8.5%
of Ireland's total
merchandise exports.

*Irish Medical Device
Association

10 of the
top 10

'Born on the Internet'
companies are
operating in
Ireland.

Workforce

Ireland has one of the youngest populations in the European Union with an average age of 34 years. For those thinking of long-term investment, this is a great asset for employers. Additionally, access to affordable third-level education provides the country with a skilled and dynamic pool of talent to attract MNCs.

Previous VP of Global Ad Operations for Google John Herlihy, told IDA Ireland one of Google's main reasons for setting up their European headquarters in Dublin was "the people – the talent." Mr. Herlihy also highlighted Ireland's multiculturalism: "The quality of work of the young Europeans in Ireland, both Irish and non-Irish. We have people from over 65 countries speaking over 50 languages working in Dublin."

Culture

Dublin is celebrated as a thriving cultural hub, a big city with a small-town feel, people can easily build networks with people here. The fact that Ireland is renowned for being a social hub has attracted young people from all over the world. There is a large and vibrant tech community with both Irish and international companies fostering the IT culture. The development of the area known as "Silicon Docks" enables those who work in the sector to live and socialize in an area built around the tech industry.

Support of Organisations such as IDA and Enterprise Ireland

Innovation is encouraged and supported by IDA Ireland and Enterprise Ireland and the organisations make significant effort to encourage Foreign Direct Investment from MNCs.



Meet in Ireland MICE Supports Programme

Meet in Ireland's MICE Supports Programme is available for anyone considering hosting an international conference in Ireland, no matter what your field.

Bid Preparation

We provide advice and financial funding to assist with the preparation and the travel involved with bidding for an international conference.

Site Inspection Hosting

A crucial element in the decision making process, we can fund and coordinate site visits for the international committee members/decision makers, covering meeting facilities, hotels, social options and attractions.

Conference Support

We provide a financial contribution towards the programme enhancement of your conference to try and encourage strong delegate turnout (for any conference with over 50 international delegates). We also offer large conference support for over 1,000 delegates.

Practical Support

Along with these financial supports we offer practical supports such as introductions to our Regional Convention Bureaux, who provide local knowledge and information, and a complimentary venue and accommodation search.



Irish Professional Conference Organisers (PCOs) & Destination Management Companies (DMCs)

Ireland's National Tourism Development Authority approved PCOs and DMCs offer a wealth of knowledge and years of experience and are skilled at handling the most demanding and complex projects with style. Both offer a range of services including accommodation, transport and logistics, tours and AV. PCOs and DMCs offer a wide range of specialised services which can be tailored to your individual requirements.

Many of Ireland's PCO's are members of AIPCO, The Association of Irish Professional Conference Organisers, which is committed to maintaining high standards of service among its members and other sectors of the meetings industry by means of continuing education and interaction with other professionals. AIPCO works closely with Meet in Ireland and the Regional Convention Bureaux in developing Ireland into an international conference hub.

For more information about AIPCO visit www.aipco.ie

Dublin Tech Summit

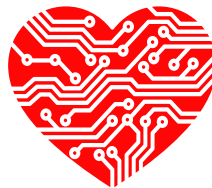
DTS 2017 will bring together global leaders in innovation, technology and business to shape the future of global trends and technologies. The two-day summit will showcase everything Dublin has to offer as a global technology hub. DTS is an opportunity for members of the tech community to experience a breadth of topics and acquire first-hand knowledge from experts and entertaining speakers at the forefront of creative industries, innovation and business. With a focus on fostering lasting relationships and cultivating an intimate experience for each participant, the conference will explore eight dynamic themes: Creativity, Business, Marketing, FinTech, Internet of Things, MedTech, Big Data, & Fashion with keynote speakers including entrepreneur and investor, Gary Vaynerchuk, TEDTalk sensation Cindy Gallop, Pixar veteran, Matthew Luhn and more.

Everyone Loves Meeting in Ireland

Here is a sample of some past, present and future international IT/Tech related conferences.

Event Name	International Delegates	Year	Location
Internet Corporation for Assigned Names and Numbers - ICANN 2015	2400	2015	Dublin
LinuxCon Europe 2015	1000	2015	Dublin
International Conference on Principles and Practice of Constraint	220	2015	Cork
International Conference on Logic Programming - ICLP	120	2015	Cork
International Conference on Information Systems	1417	2016	Dublin
6th European Workshop on Optical Fibre Sensors 2016 (EWOFS)	270	2016	Limerick
European Conference on Computer Audit, Control and Security - EuroCACS 2016	500	2016	Dublin
DrupalCon 2016	2000	2016	Dublin
EMEA Cloud Security Alliance Congress	250	2016	Dublin
Secure Cloud Conference	300	2016	Dublin
Silicon Valley Open Doors (SVOD) Europe Conference	350	2016	Dublin
International Conference on Computer Science and Information Technology	198	2016	Limerick
GSMA WAS#4 Network & Information Sharing Event	1190	2016	Dublin
Global Learn: Global Conference on Learning and Technology	330	2016	Limerick
IOT Europe	3000	2016	Dublin
European TA (Technology Assessment) Conference	300	2017	Cork
Dublin Tech Summit 2017	6000	2017	Dublin
IEEE Nano 2018	500	2018	Cork
11th International Conference on Theory and Practice of Electronic Governance	300	2018	Galway
IEEE International Conference on Communications 2020	2500	2020	Dublin

Global
tech Companies



meeting in
Ireland



Ireland is the second
largest exporter of
computer and IT
services in the world.

*Enterprise Ireland





Meet in Ireland is the official Business Tourism brand for the island of Ireland.

It is made up of three official tourism authorities, Fáilte Ireland, Tourism Ireland and Tourism Northern Ireland.

Under the brand Meet in Ireland, these 3 authorities promote Ireland, as a leading conference and meeting destination.



Fáilte Ireland

National Tourism Development Authority

The Business Tourism sector is worth €669 million a year supporting 20,000 jobs in Ireland. 70% of all business events that come here, are brought here with the help of an ambassador. The role of Fáilte Ireland's Business Tourism Unit is to work collaboratively with conference ambassadors and industry partners to increase Irelands share of this sector.

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