



The Minister for Jobs, Enterprise and Innovation Mr Richard Bruton T.D. yesterday began an Enterprise Ireland trade and education mission of 22 Irish companies to India. The Minister will then travel to Saudi Arabia to support an education mission of 13 leading Irish universities and institutes of technology. During the mission, Minister Bruton will meet key Indian political leaders and corporate decision makers to endorse and promote Irish companies and Irish products and services.



The Minister will also lead groups of Irish companies in key corporate presentations to promote their products and services to potential Indian partners and buyers.

Speaking ahead of the mission Minister Bruton said: "India is rapidly transforming into a global economic powerhouse and has moved into a central position, not just as one of the key engines of growth in Asia, but as a key player in global trade.

"As a result, India is increasing in prominence in the export strategies of Irish companies and institutions, who recognise India's emergence as one of the most powerful economies in the world.

"The continued steady growth of Irish exports to India represents an excellent performance and there are significant further opportunities for increased trade and partnership between Irish and Indian organisations."

The trade mission to India has been organised because of the high growth potential for Irish exports to India and as a direct response to growing interest in the market among Irish companies. The key objective of the trade mission is to highlight the excellence of Ireland's higher education offering and the product and service capability of Irish companies.

Ireland is at an early stage in the development of its economic ties with India but activity in the

market is growing. Enterprise Ireland is already working with over 100 Irish companies who are exporting to India, an increase of 10% on 2009.

Over 30 Irish companies, ranging from construction services to higher education to software and IT, have their own offices in India. A further 100 Irish companies are working with Enterprise Ireland in the early stages of selling to this market. This growing level of engagement has resulted in a doubling of Enterprise Ireland client exports to India over the last three years to more than over €50m.

India has been identified as a priority market for international students in Ireland's education strategy "Investing in Global Relationships" and so education forms a key focus of the trade mission. The trade mission also includes participants from a range of sectors in which Ireland's products and services closely match Indian market needs. These include education services, IT & telecommunications, the lifesciences.

Following on from the mission to India, Minister Bruton will travel to Saudi Arabia to support an education mission of Ireland's leading universities and institutes of technology, to promote Irish higher education in Saudi Arabia.

During his visit, Minister Bruton will meet with the Minister of Higher Education, His Excellency, Dr. Khaled Al - Angari, the Minister of Commerce and Industry, His Excellency, Mr..Abdullah Ali Reza and Dr. Ali Nasser Al Ghafis, Governor of Technical Vocational Training Corporation (TVTC).

The Minister will also formally launch the "Education in Ireland" brand in Saudi Arabia.

Commenting ahead of his visit to Saudi Arabia Minister Bruton said: "Enterprise Ireland has been promoting Irish higher level education in Saudi Arabia since 2007 and there are now over 400 Saudi students currently studying in our Higher Education Institutions as well as the same number of Saudi students studying English language in Ireland.

"Saudi Arabia is Ireland's most important trading partner in the Middle East. The Irish education

of Saudi students is an important element in reinforcing the positive trading relationship with Saudi Arabia and we are keen to further develop this area for the mutual benefit of both Ireland and Saudi Arabia.

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